

Standard Catalan Language in the Media

Code: 103867
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	FB	1	2

Contact

Name: David Paloma Sanllehi

Email: david.paloma@uab.cat

Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

Teachers

Enric Serra Casals

Carla Gonzalez Collantes

Prerequisites

Students that don't come from Catalan speaking area and, so, they have not attended school in Catalan language, they have to follow a parallel work plan in order to learn this language. Simultaneous dedication is a necessary but not sufficient condition to pass the course: students with this profile will be evaluated with the same criteria as the rest of the students, although their effort and real progress will be taken into account.

Objectives and Contextualisation

1. Know the characteristics and conditions of the media texts in Catalan language.
2. Analyze the standardisation process in oral Catalan language.
3. Know and master the formal Catalan language pronunciation.
4. Consolidate the knowledge and application of Catalan normative, to have a complete command of the Catalan linguistic system.

Competences

- Express oneself fluently and effectively in the two official languages, both orally and in writing.

- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Use one's imagination with flexibility, originality and ease.

Learning Outcomes

1. Communicate using language that is not sexist or discriminatory.
2. Critically analyse the principles, values and procedures that govern the exercise of the profession.
3. Demonstrate a command of the official languages and their communication resources in order to produce oral and written texts fluently, efficiently and accurately.
4. Express oneself correctly, both orally and in writing.
5. Find the substance and relevance in advertising texts, in the two official languages, in any format to determine correct forms of oral and written expression.
6. Identify the principal forms of sex- or gender-based inequality and discrimination present in society.
7. Produce texts in the two official languages that adapt to the structures of advertising language.
8. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
9. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
10. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
11. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
12. Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.
13. Use one's imagination with flexibility, originality and ease.

Content

1. Catalan oral language
 - 1.1. Pronunciation criteria. The application of the *Proposta per a un estàndard oral de la llengua catalana* in the media
 - 1.2. Locutive efficiency: writing to the ear. Adequacy to the different oral linguistic registers
 - 1.3. The intersections between oral and written language
2. Language and functional variation

- 2.1. The communicative situation
- 2.2. The media as a reflection of linguistic diversity
- 2.3. Field, mode and tenor of discourse as variables to characterize the situational context
- 3. Normative and standard language
 - 3.1. The standardisation process: compositionality and polymorphism
 - 3.2. Consultation tools for the professional
 - 3.3. Catalan normative language and style books
- 4. Advanced issues of grammar and lexicon
 - 4.1. Articles, quantitatives and possessives. Temporal expressions and pronouns
 - 4.2. Prepositions. Change and fall of prepositions
 - 4.3. Phraseological resources, interference and implantations

101 dubtes del català resolts per l'Optimot (Rosa dels Vents, 2021), by Pau Clua, is mandatory reading.

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject.

The course will foster gender perspective in all its activities.

Methodology

This course is structured in one hour of theoretical classes and two hours of seminars, weekly. In them theoretical explanations are combined with resolution of exercises. There are two main objectives: (a) consolidate normative and standard Catalan language and (b) foster critical reflection.

The description of the activities, teaching materials and any necessary information for the proper follow-up of the subject will be available on the Virtual Campus.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Oral exercises	18.5	0.74	13, 7, 3, 4
Theoretical classes	15	0.6	13, 7, 3, 4
Written exercises	19	0.76	13, 7, 3, 4

Type: Supervised			
Tutorials and resolution of doubts	7.5	0.3	13
Type: Autonomous			
Individual study, readings, exercises	82.5	3.3	13, 1, 7, 3, 4

Assessment

- a) Theoretical exams (40 %). There are two exams and, also, students submit an oral or written activity based on some proposed texts.
- b) Seminars (60 %). There are also two exams and several activities are valued, which are specified in advance.
- c) It is not possible to use the mean when the note of theory or the note of seminars is less than 3,5.

Theory (40 %)

Exam 1: 35 %

Exam 2: 35 %

Activity: 30 %

Seminars (60 %)

Exam 1: 35 %

Exam 2: 35 %

Activities: 30 %

Attendance at the theoretical and practical classes is mandatory. Students must attend classes at least 80 %. Below this percentage, the qualification will be Not Evaluable.

Reevaluation system

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading.

Students with a final note between 3,5 and 4,9 have the right to reevaluation.

There will be a theory exam and a practical exam similar to exams 1 and 2 of the course. Students who pass the reevaluation will get a 5 as a final note.

Plagiarism

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

In this subject there is no single evaluation.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exams	90%	5	0.2	2, 13, 1, 7, 3, 4, 6, 12, 11, 10, 8, 9, 5
Specific activites	10%	2.5	0.1	2, 13, 1, 7, 3, 4, 6, 12, 11, 10, 8, 9, 5

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Webgraphy

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Software

No specific software is required.