

Spanish Language for Audiovisual Communication

Code: 105001
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	FB	2	1

Contact

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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

Matthias Ulrich Raab

Georgina Bargallo Osuna

Prerequisites

A native level is necessary to be able to follow the subject (C1-C2).

Objectives and Contextualisation

The purpose of this subject is to improve the ability of analysis and production of texts for the media both in their oral and written variety. At the end of the course, students should know the main characteristics of a series of textual models, which will allow them to apply this knowledge to the composition of texts in Spanish.

Competences

- Disseminate the area's knowledge and innovations.
- Master the Spanish and Catalan languages, both orally and in writing, for use in audiovisual communication.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.

Learning Outcomes

1. Disseminate the area's knowledge and innovations.
2. Express oneself correctly, both orally and in writing.
3. Produce audiovisual discourses that are linguistically correct.
4. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.

Content

Topic 1. Orality and writing in texts of the audiovisual communication. Expressions of oral language and written language in different media. Linguistic resources for the elaboration of texts. Norm and use. Some of the normative problems of Spanish. Lexicon and punctuation.

Topic 2. The textual units: statements and paragraphs. Constituents of the statement, concordance and order of words. Paragraph types. Use of connectors and referential elements.

Topic 3. Procedures of textual creation. Linguistic and extralinguistic factors: variation and creativity. Denotation and connotation.

Topic 4. Articulatory characteristics of the vowel and consonant sounds of Spanish. Structure of the syllable and pronunciation problems. The prosodic features: speed of elocution, pauses and distribution of the accents in the statement. Melodic patterns and sentence modality in Spanish. Strategy of emphasis in oral language: order of words, volume of voice, silences.

Topic 5. The oral presentation. Linguistic resources for oral presentations. Preparation of oral interventions. Oral resources for oral presentation. Non-verbal communication.

Methodology

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

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			
Classroom practices and seminars	37.5	1.5	4, 1, 2, 3
Theory classes	15	0.6	
Type: Supervised			
Tutorials	8	0.32	

Reading, analysis and synthesis of texts and documents, preparation and realization of papers	89.5	3.58	4, 1, 2, 3
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Assessment

Continuous assessment

Students must take the following tests during the course:

- Practices of analysis and production of samples of the written language (25%).
- Practices of analysis and production of samples of the oral language (25%).
- Comprehension test of compulsory readings (10%).
- Written test on the theoretical and descriptive content of the course (40%).

The characteristics of each of the practices will be specified during the course and will be available in Moodle.

To pass the course, all the tests must be taken and delivered within the set time. A final grade equal to or greater than 5 must be obtained. To calculate the final grade, the percentages indicated above will be applied.

In order to add the different assessment activities, it is necessary to obtain a minimum score of 3 out of 10 in all the tests. Students who have failed any of the tests with less than 3 or have not reached 5 with the sum of all the activities may present to the recovery of a maximum of two of the tests carried out in an ordinary way (not more than 50% of the total). To have access to reevaluation, the previous grades must be at least an average mark of 3.5. Recovery exam only allows to reach a 5 on the final evaluation score.

It will be considered "Not assessed" if the student has only completed one of the practices /tests. The elaboration of more than one practice / test supposes, therefore, the will of the student to be evaluated in the subject and, therefore, its presentation in the evaluation.

Summative assessment

Students must take the following tests during the course:

- Practices of analysis and production of samples of the written language (25%).
- Practices of analysis and production of samples of the oral language (25%).
- Comprehension test of compulsory readings (10%).
- Written test on the theoretical and descriptive content of the course (40%).

The date of the theory tests and the delivery of the practices will be indicated on Moodle at the beginning of the course.

The same assessment method as continuous assessment will be used for recovery.

Important Information:

Misspellings, as well as errors in punctuation, morphosyntax and vocabulary are penalized with -0.2 points each. The test will be considered 0 and the assessment test must be repeated if the student has more than 15 mistakes. The student can do two re-assessment tests as a maximum (out of a total of four).

Students will have the right to re-assess the course if they have been evaluated from the set of activities whose weight is equal to a minimum of 2/3 parts of the total assessment.

The student who performs any irregularity (copy, plagiarism, identity theft, publication of assessment activities on any external platform to the UAB...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Mandatory reading comprehension test	10 %	0	0	4, 1, 2, 3
Practice of analysis and production of oral language samples	25 %	0	0	4, 1, 2, 3
Practice of analysis and production of written language samples	25 %	0	0	4, 1, 2, 3
Written test on the theoretical and descriptive contents of the course	40 %	0	0	4, 1, 2

Bibliography

The content of this subject will be sensitive to aspects related to the gender perspective.

Basic bibliography

- ALCOBA RUEDA, Santiago. (coord.) (2009). *Lengua, Comunicación y Libros de Estilo*. Barcelona. Publicación electrónica: <http://dfe.uab.es/dfeblog/salcoba/files/2009/07/libro-estilo.pdf>
- ÁLVAREZ, Miriam (1994) *Tipos de escrito II: Exposición y argumentación*, Madrid: Arco/Libros (Cuadernos de lengua española 15).
- BRIZ, Antonio (coord.) (2008): *Saber hablar*, Madrid: Instituto Cervantes-Aguilar.
- BUSTOS, Alberto. *Blog de Lengua*. Disponible en <https://blog.lengua-e.com/alberto-bustos/>
- FUENTES RODRÍGUEZ, Catalina (2007): *La argumentación lingüística y sus medios de expresión*, Madrid: Arco/Libros.
- HERNÁNDEZ GUERRERO, José Antonio y María del Carmen García Tejera (2004): *El Arte de hablar: manual de retórica práctica y de oratoria moderna*, Barcelona: Ariel.
- MAS MANCHÓN, Lluís. (2017). «Competencias documentales, textuales y enunciativas para un nuevo profesional de la comunicación». *Pragmalingüística*, 25, pp. 401-415. Disponible en <https://revistas.uca.es/index.php/pragma/article/view/2499>
- MONTOLÍO, Estrella (dir.) (2014): *Manual de escritura académica y profesional*. Barcelona: Ariel.
- REAL ACADEMIA ESPAÑOLA (2019): *Libro de estilo de la lengua española: según la norma panhispánica*, Madrid: Planeta.
- REGUEIRO, M.^a Luisa y SÁEZ, Daniel M. (2013): *El español académico. Guía práctica para la elaboración de textos académicos*. Madrid, Arco/Libros.
- SÁNCHEZ LOBATO, Jesús (coord.) (2006): *Saber escribir*, Madrid: Instituto Cervantes-Aguilar.

Specific bibliography

Throughout the course, the mandatory and complementary bibliographic references fundamental for the follow-up of the course will be provided.

Software

No specific software is required.