

Degree	Type	Year
2501935 Advertising and Public Relations	FB	1

## Contact

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## Teachers

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## Teaching groups languages

You can view this information at the [end](#) of this document.

## Prerequisites

A Spanish native level is required in order 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.

## Learning Outcomes

1. CM10 (Competence) Evaluate persuasive messages in the two official languages to select appropriate forms of oral and written expression and avoid discriminatory uses of language.
2. KM12 (Knowledge) Identify the linguistic and expressive resources of the Catalan and Spanish languages to produce persuasive oral and written messages.
3. SM11 (Skill) Create texts in Catalan and Spanish that are adapted to the structures of advertising and public relations messages, while using inclusive language.

## Content

Topic 1. Orality and writing in publicity and public relations texts. Expressions of oral language and written language in different formats. Linguistic resources for the elaboration of texts. Norm and use in different publicity and public relations texts. Some of the normative problems of Spanish.

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. Creation of advertising statements and rhetoric.

Topic 4. Articulation, pronunciation problems and proper characteristics of oral language in the fields of advertising and public relations. The prosodic features: speed of elocution, pauses and distribution of the accents in the statement. Melodic patterns and sentence modality in Spanish.

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

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

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom practices and seminars	33	1.32	CM10, KM12, SM11
Theory classes	15	0.6	CM10, KM12, SM11
Type: Supervised			
Tutorials	7.5	0.3	CM10, KM12, SM11
Type: Autonomous			
Reading, analysis and synthesis of texts and documents, preparation and realization of papers	87.5	3.5	CM10, KM12, SM11

The methodology used in the directed activities combines master classes (for the presentation of the theoretical and descriptive contents of the course) with practical activities, which require the active participation of the students individually and in groups.

In the supervised activities, students must read, analyze and synthesize texts and mandatory reading documents, as well as prepare and carry out the activities assigned by the teacher.

The students will have support materials in the Moodle of the subject and with face-to-face tutorials.

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.

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.

## Assessment

### Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practice of analysis and production of oral language samples	20%	1.5	0.06	CM10, KM12, SM11
Practice of analysis and production of written language samples	20%	1	0.04	CM10, KM12, SM11
Required reading comprehension work	10%	0.5	0.02	CM10, KM12
Students Portfolio	10%	0.5	0.02	CM10, KM12, SM11
Written test on the theoretical and descriptive contents of the course	40%	3.5	0.14	CM10, KM12

#### CONTINUOUS ASSESSMENT:

Students must complete the following tests and contributions throughout the course:

- Analysis and production practices of written language samples (20%)
- Practices of analysis and production of oral language samples (20%)
- Required reading comprehension work (10%)
- Written test on the theoretical and descriptive contents of the course (40%)
- Student follow-up folder: Classroom interventions and contributions (10%)

The characteristics of each one of the practices will be specified during the course and can be consulted in the Moodle.

In order to pass the subject the student must achieve a minimum grade average equal to or greater than 3.5 points out of 10 in the tests, provided that the sum of all evaluation activities is at least 5. Students who have failed some of the activities may apply for re-evaluation of a maximum of two of the tests.

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.

In order to pass the course, all tests must be completed and handed in by the established deadline. A final grade of 5 or higher must be obtained. To calculate the final grade, the percentages indicated above will be applied. In order to pass the course, it is necessary that the weighted sum of all the evaluation activities is at least a 5.

Students who have not obtained a 5 in the weighted sum of all the activities must compulsorily take a make-up test. All the tests are recoverable, except for the follow-up folder. The maximum score that can be obtained in the recovery of each part is 5, but the final grade will include the average obtained after applying the percentages. The teacher will indicate which evaluation activities must be recovered.

Students will be considered "not evaluated" if they have submitted only one of the practices/tests. The elaboration of more than one practice/test will mean, then, the will of the student to be evaluated in the subject and, therefore, his presentation to the evaluation.

In order to be entitled to the extraordinary review, the ordinary revision must have been made.

In case of a second enrolment, students will have to follow the ordinary evaluation of the subject.

#### SINGLE ASSESSMENT:

Students must complete the following tests throughout the course:

- Analysis and production practices of written language samples (25%)
- Practices of analysis and production of oral language samples (25%)
- Required reading comprehension work (10%)
- Written test on the theoretical and descriptive contents of the course (40%)

The date of the theoretical exams and practice submissions will be indicated on Moodle at the beginning of the course.

The conditions to pass and re-evaluate the subject are the same as those for students following continuous assessment.

#### WARNING

The completion of punctuation, morphosyntax, lexicon errors will have a penalty of 0.2 each. A test with more than 15 grammatical errors will be directly suspended with a 0 and must be repeated in the re-evaluation.

The student who performs any irregularity (copy, plagiarism, identity theft, use of AI...) 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.

Whenever the URKUND anti-plagiarism tool indicates more than 85% plagiarism, the final grade for that assessment activity will be 0 and there will be no possibility of retaking the assignment. This will apply to all students involved in plagiarism.

## Bibliography

### Basic bibliography

- BRIZ, Antonio (coord.) (2008): *Saber hablar*, Madrid: Instituto Cervantes-Aguilar.
- 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.
- REAL ACADEMIA ESPAÑOLA (2019): *Libro de estilo de la lengua española: según la norma panhispánica*, Madrid: Planeta.
- REGUEIRO RODRÍGUEZ M.<sup>a</sup> Luisa y Daniel M. SÁEZ RIVERA (2013): *El español académico. Guía práctica para la elaboración de textos académicos*, Madrid, Arco/Libros.
- REYES, Graciela (1998): *Cómo escribir bien español*, Barcelona: Arco/Libros
- SÁNCHEZ LOBATO, Jesús (coord.) (2006): *Saber escribir*, Madrid: Instituto Cervantes-Aguilar.
- SANZ ÁLAVA, Inmaculada (2007): *El español profesional y académico en el aula universitaria. El discurso oral y escrito*, Valencia: Tirant lo Blanc.

- SERAFINI, M. Teresa (2007): *Cómo se escribe*, Barcelona: Paidós.
- VAN DIJK, Teun A. (2000) (comp.): *Estudios sobre el discurso: una introducción multidisciplinaria*, Barcelona: Gedisa.

#### Specific bibliography

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

#### Software

Not required.

#### Language list

Name	Group	Language	Semester	Turn
(SEM) Seminars	51	Spanish	first semester	afternoon
(SEM) Seminars	52	Spanish	first semester	afternoon
(SEM) Seminars	53	Spanish	first semester	afternoon
(TE) Theory	5	Spanish	first semester	afternoon