

Degree	Type	Year
2503873 Interactive Communication	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 both in its oral and written variety of interactive communication. 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. Students will also know the basic linguistic reference tools in Spanish.

## Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Promote complex and innovative professional and business projects in new media and publicise them efficiently.
- Search for, select and rank any type of source and document that is useful for creating messages, academic papers, presentations, etc.

- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- 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.

## Learning Outcomes

1. Analysis texts typically adopted in interactive communication.
2. Communicate using language that is not sexist or discriminatory.
3. Critically analyse the principles, values and procedures that govern the exercise of the profession.
4. Cross-check information to establish its veracity, using evaluation criteria.
5. Describe the oral and written models of the official languages.
6. Display mastery of the official languages and their expressive resources.
7. Distinguish the salient features in all types of documents within the subject.
8. Interpret and discuss documents present a summary of the studies made, orally and in writing.
9. Plan and conduct academic studies that focus on languages.
10. Produce fluent, effective oral texts and present them appropriately.
11. Produce fluent, effective written texts and present them appropriately.
12. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
13. Propose projects and actions that incorporate the gender perspective.
14. Submit course assignments on time, showing the individual and/or group planning involved.

## Content

Topic 1. Orality and writing in the specialized texts related to the confluence between communication and technology. 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.

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

Topic 3. Procedures of textual creation. Linguistic and extralinguistic factors in the creation of texts. Denotation and connotation.

Topic 4. Articulation, pronunciation problems and characteristics of oral language in the field of interactive communication. The prosodic features: speed of elocution, pauses and distribution of the accents in the statement.

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

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom practices and seminars	33	1.32	1, 4, 5, 6, 7, 8, 9, 10, 11
Theory classes	15	0.6	4, 5, 6, 7

Type: Supervised				
Tutorials	7.5	0.3	4, 7, 8	
Type: Autonomous				
Reading, analysis and synthesis of texts and documents, preparation and realization of papers	94.5	3.78	1, 4, 5, 6, 7, 8, 9, 10, 11, 14	

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. 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.

## Assessment

### Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Oral presentation	10%	0	0	2, 3, 4, 6, 8, 10, 12, 13, 14
Practice of analysis and production of oral language samples	15 %	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 14
Practice of analysis and production of written language samples	25 %	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13, 14
Required reading comprehension work	10%	0	0	4, 6, 7, 8
Written test on the theoretical and descriptive contents of the course	40 %	0	0	1, 4, 6, 7, 8

#### CONTINUOUS ASSESSMENT:

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

- Analysis and production practices of written language samples (25%)
- Practices of analysis and production of oral language samples (15%)
- Oral presentation (10%)
- Required reading comprehension work (10%)

- Written test on the theoretical and descriptive contents of the course (40%)

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

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

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 reevaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading.

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

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

#### SINGLE ASSESSMENT:

Students must complete the following tests 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 (20%)
- 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...) 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.

## Bibliography

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

#### 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.ª 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	61	Spanish	second semester	afternoon
(SEM) Seminars	62	Spanish	second semester	afternoon
(TE) Theory	6	Spanish	second semester	afternoon