

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

Students that don't come from a Catalan speaking area and, so, have not attended school in Catalan, will follow a parallel work plan in order to learn the language. This parallel work plan 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) To know the characteristics and conditions of the media texts in Catalan
- 2) To analyze the standardisation process of spoken Catalan
- 3) To know and master expression and argumentation in Catalan.
- 4) To consolidate the knowledge and application of standard Catalan, and achieve command of the Catalan linguistic system

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

1. Normative and standard language
 - 1.1. The standardisation process: compositionality and polymorphism
 - 1.2. Consultation tools for the professional
2. Oral expression
 - 2.1. Locutive efficiency. Writing for the ear
 - 2.2. Pronunciation criteria
 - 2.3. Variations by channel, by subject, by register and by the tenor
 - 2.4. Antenna transcripts
3. Written expression
 - 3.1. Temporal expressions
 - 3.2. Relative pronouns
 - 3.3. The pronouns *ho*, *en* i *hi*. Unacceptable pronominal combinations in formal registers
 - 3.4. Prepositions that (don't) fall, that (don't) alternate

3.5. Locutions and connectors accepted and not accepted

4. Argumentation

4.1. Persuasive communication and bad rhetoric

4.2. The premises of effective language. Argumentative discourse in the media, especially in the field of interactive communication.

4.3. Types of arguments: by example, by analogy, by authority, by cause and by deduction

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

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

The course will foster gender perspective in all its activities.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Oral exercises	17.5	0.7	1, 5, 7, 8, 9, 10, 11, 14
Theoretical classes	17	0.68	1, 2, 5, 6, 7, 8, 9, 10, 11, 12
Written exercises	18	0.72	1, 5, 7, 8, 9, 10, 11, 14
Type: Supervised			
Resolution of doubts	4.5	0.18	1, 5, 6, 7, 8, 9, 10, 11
Tutorials	13	0.52	6, 7, 8, 9, 10, 11
Type: Autonomous			
Personal study	25	1	1, 5, 6, 8, 9, 10
Preparation of texts	35	1.4	1, 5, 6, 7, 8, 9, 10, 11, 13, 14
Selected readings	14	0.56	1, 3, 4, 7, 14

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

Theory will be taught through PowerPoints supported by audios or through different materials and readings. The seminars will be in person, also, and will consist of guided, supervised or autonomous activities as appropriate.

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.

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
Exams	90%	4	0.16	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 14
Specific activites	10%	2	0.08	2, 3, 4, 5, 7, 8, 9, 11, 12, 13

- > Written exam 1: 15%
- > Written exam 2: 15%
- > Activities related to the theory and exercises delivered: 10%
- > Practice exam 1: 15%
- > Practice exam 2: 15%
- > Activities of the practical grade: 30%

It is not possible to use the mean when the grade of theory or the grade of seminars is less than 3,5.

In order to be evaluated, at least one written exam, one theory practice and also 66% of the activities must be delivered. Attendance is mandatory. If these requirements are not met, the grade will be 'non-assessable'.

Reevaluation systems

There will be a written exam and also a practice exam similar to exams of the course. Students who pass the reevaluation will get a 5 as a final grade.

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

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Software

Microsoft Office suite or similar.

Language list

Name	Group	Language	Semester	Turn
(SEM) Seminars	61	Catalan	first semester	afternoon
(SEM) Seminars	62	Catalan	first semester	afternoon
(TE) Theory	6	Catalan	first semester	afternoon

PROVISION