

Degree	Type	Year
2503868 Communication in Organisations	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

It is necessary to have a level of nadiu to be able to follow the course (C1-C2).

## Objectives and Contextualisation

The purpose of this subject is to improve the ability of analysis and production of texts for organizations, as well as learning argumentation resources to defend the positions of an organization. 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 within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Adapt the communication generated by the organisation itself to the language of the traditional and digital Media.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages.
- 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 be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills 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.

## Learning Outcomes

1. Communicate using language that is not sexist or discriminatory.
2. Construct texts in both official languages that meet the organisation's linguistic standards.
3. Cross-check information to establish its veracity, using evaluation criteria.
4. Describe the oral and written models of the community's official languages.
5. Find what is substantial and relevant in documents within the subject.
6. Plan and conduct academic studies that focus on languages.
7. Produce oral and written texts that display fluency, effectiveness and accuracy.
8. Propose projects and actions that incorporate the gender perspective.
9. Speak and write accurately.
10. Submit course assignments on time, showing the individual or group planning involved.
11. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

## Content

Topic 1. Orality and writing in specific texts for organizations. Manifestations of oral and written language in different formats. Linguistic resources for the elaboration of texts. Norm and use in oral and written communication. Some of the normative problems of Spanish.

Topic 2. Textual units: sentences and paragraphs. Arguments: structures and types. Constituents of the statement, agreement and word order. Use of connectors and referential elements.

Topic 3. Text creation procedures. Linguistic and extralinguistic factors in the creation of texts. Denotation and connotation.

Topic 4. Articulation, pronunciation problems and characteristics of the oral language in the field of communication. Prosodic features: speed of elocution, pauses and intensity. Emphasis strategies in oral argumentation. Emphasis strategies in oral language: word order, voice volume, silences.

Topic 5. 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	37.5	1.5	2, 3, 4, 5, 6, 7, 9, 11
Classroom practices and seminars	15	0.6	3, 5

Type: Supervised				
Tutorials	7.5	0.3	3, 5	
Type: Autonomous				
Reading, analysis and synthesis of texts and documents, preparation and realization of papers	67	2.68	2, 3, 4, 5, 6, 7, 9, 10, 11	

The methodology used in the supervised activities combines lectures (for the exposition of the theoretical and descriptive contents of the course) with practical activities, which require the active participation of students individually and in groups. In the supervised activities the student will have to perform reading, analysis and synthesis of texts and documents of compulsory reading, as well as prepare and perform the work assigned by the professor. Students will have support materials in the Moodle of the subject and face-to-face tutorials.

The detailed calendar with the content of the different sessions will be displayed on the day of the presentation of the course. It will also be posted in the Virtual Campus where students can find the detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper monitoring of the course.

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
Mandatory reading comprehension test	10 %	1	0.04	3, 5, 11
Practice of analysis and production of oral language samples	25 %	10	0.4	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Practice of analysis and production of written language samples	25 %	10	0.4	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Written test on the theoretical and descriptive contents of the course	40 %	2	0.08	1, 3, 5, 6, 8, 11

*The proposed teaching methodology and evaluation may undergo some modification depending on the restrictions imposed by the health authorities.*

#### Continuous evaluation

The students will have to take the following tests throughout the course:

Practices of analysis and production of written language samples (25 %).

Practices of analysis and production of oral language samples (25 %).

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

Comprehension test of the compulsory readings (10 %).

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

In order to pass the course, all the tests must be taken and handed in by the established deadline. A final grade equal or higher than 5 must be obtained. To calculate the final grade, the percentages indicated above will be applied. In order to pass the course it is necessary to obtain a minimum grade of 3.5 out of 10 (except for theory) in the tests, provided that the sum of all evaluation activities is at least a 5. Students who have failed the theory test with less than a 3.5 must take the recovery. The recovery only allows access to a 5 in the final grade.

Students who have failed any of the activities will be allowed to take a maximum of two of the tests.

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

In order to be entitled to the extraordinary review, the ordinary review must have been carried out.

Single evaluation:

Students must take the following tests:

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

The day of the theoretical tests and the delivery of the practicals will be indicated on Moodle at the beginning of the course.

The conditions to pass and reevaluate the course are the same as those of the students who follow the continuous evaluation.

WARNINGS:

Spelling mistakes, as well as errors in punctuation, morphosyntax and lexis are penalized with -0.2 points each. With more than 15 spelling mistakes or grammatical errors the test will be considered failed with a 0 and must be repeated in the recovery. The student can take a maximum of two tests (out of the total of four).

The student will have the right to the recovery of the subject if he/she has been evaluated of the set of activities whose weight is equivalent to a minimum of 2/3 parts of the total grade of the subject.

The student who performs any irregularity (copying, plagiarism, impersonation, publication of evaluation activities in any external platform to the UAB ...) will be graded with 0 this act of evaluation. In case of several irregularities, the final grade of the course will be 0.

## 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, M. (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>
- 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.
- SANZ ÁLAVA, Inmaculada (2007): *El español profesional y académico en el aula universitaria. El discurso oral y escrito*. Valencia, Tirant lo Blanc.
- SÁNCHEZ LOBATO, Jesús (coord.) (2006): *Saber escribir*, Madrid: Instituto Cervantes-Aguilar.
- 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

No specific syllabus is required. Students will communicate with the teaching staff by email and through the Virtual Campus platform.

#### Language list

Name	Group	Language	Semester	Turn
(SEM) Seminars	71	Spanish	second semester	afternoon
(SEM) Seminars	72	Spanish	second semester	afternoon
(TE) Theory	7	Spanish	second semester	afternoon