

Degree	Type	Year
2503868 Communication in Organisations	OB	1

## Contact

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## Teachers

Marta Ribas Barquet

## Teaching groups languages

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

## Prerequisites

This subject has no specific prerequisites. Classes will preferably be taught in Catalan with visual support in Spanish.

The subject matter will be sensitive to aspects related to respect for fundamental rights of equality between women and men, human rights and the values of a culture of peace and will seek to promote personal growth and professional commitment to the same and the community, as suggested by the Audiovisual Council of Catalonia, "to show the different social realities, do not allow the creation of contingents that aim to promote or justify homophobia, bifòbia, lesbofòbia and transfòbia, diffuse the denunciation of discriminatory facts and present practical bones in relation to equality and non-discrimination" (Recomanacions sobre el tractament de les persones LGBTI als mitjans audiovisuals, CAC, 2017).

## Objectives and Contextualisation

The aim is to approach discourse in all its stages: the birth of an idea, the search for the information that will allow it to be founded, the elaboration of the argument, the selection and exhibition depending on the medium and the subsequent dialogue with the receiver.

The general objectives are grouped into four areas:

1. Explain how to selectively increase knowledge about a subject;
2. To help to construct a criterion of elaboration, strengthening the relevant elements;
3. Understand how to adapt the discourse to the selected medium and
4. To propose strategies for a bidirectionality of constructive discourse.

## 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.
- Adapt the communication generated by the organisation itself to the language of the traditional and digital Media.
- Devise, plan and execute communication projects about the organisation on all types of media and for both internal and external audiences.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- 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 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.
- Work in compliance with professional codes of conduct.

## Learning Outcomes

1. Assess how stereotypes and gender roles impact professional practice.
2. Communicate using language that is not sexist or discriminatory.
3. Cross-check information to establish its veracity, using evaluation criteria.
4. Find what is substantial and relevant in documents within the subject.
5. Identify situations in which a change or improvement is needed.
6. Perform communicative activities in written, audio, audiovisual and digital formats.
7. Prepare audio and audiovisual documents to be sent to mainstream journalists or used in the organisation's own media.
8. Prepare press statements, packs, reports and other types of documents to be sent to mainstream journalists or used in the organisation's own media.
9. Produce audio and audiovisual documents for any type of medium, on issues affecting or introduced by organisations.
10. Propose new methods or well-founded alternative solutions.
11. 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.
12. Propose projects and actions that incorporate the gender perspective.
13. Recognise the complexity of freedom of expression and the limits to it when producing information documents for any type of medium.
14. Submit course assignments on time, showing the individual or group planning involved.
15. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

## Content

1. The organization as a communication entity
2. Organizational communicative activity subject
3. Communication discourse and technological mediation
4. Construction of the discourse of organizations
5. The elocution of speech and the communicative effectiveness
6. New Organizational Communication Areas

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom Sessions/Seminars	30	1.2	3, 5, 13, 4
Laboratori Practice Sessions	66	2.64	3, 7, 14, 6, 13, 9
Type: Supervised			
Tutorials	10	0.4	3, 4
Type: Autonomous			
Readings, practice preparation, testing preparation, and doing class work.	186	7.44	3, 7, 14, 6, 13, 9, 15, 4

Although it is a fundamentally practical subject, this subject is based on theoretical contents that will be developed both in the different scheduled lectures and in the framework of the practical analysis classes (seminars).

The contents of this subject will be developed through different teaching methodologies: Lectures; Collaborative learning; Work/report writing; Seminars and Laboratory practicals.

The practicals will be compulsory and their preparation will always form part of the autonomous work that makes up the dedication to this subject.

The calendar with the content of the different sessions will be displayed on the day of the presentation of the course. In the Virtual Campus students will be able to find a detailed description of the exercises and practices, the different teaching materials and any other information necessary to follow the course properly.

Regardless of what has been explained so far, students will be able to use the tutorials to expand on the content of the subject or resolve doubts.

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
Attendance and active class participation	10	0.5	0.02	5, 4
Individual Lab Practice	25	2	0.08	2, 3, 7, 8, 5, 14, 10, 11, 12, 6, 13, 9, 15, 4, 1
Laboratory Practices	35	3	0.12	2, 3, 7, 8, 5, 14, 10, 11, 12, 6, 13, 9, 15, 4, 1
Theoretical Tests	30	2.5	0.1	3, 13, 4

This subject doesn't provide for the single assessment system

As this is a subject with continuous assessment, attendance at the practical sessions and seminars is compulsory. In order to be able to take the different assessment tests, it is compulsory to attend and carry out all the activities set throughout the course:

- THEORETICAL TESTS: 30% of the final grade. Students will have to pass a theoretical test in each semester. The final theoretical mark will be the result of the average of both exams.

- FINAL LABORATORY PRACTICES (IN GROUP): 35% of the final grade. The final mark for the group laboratory practicals will be the result of the average of the tests taken at the end of each semester.

- FINAL LABORATORY PRACTICE (INDIVIDUAL): 25% of the final grade.

-ATTENDANCE AND ACTIVE PARTICIPATION IN SEMINARS: 10% of the final grade.

#### RE-EVALUATION ACTIVITIES:

Re-evaluation activities will be carried out during the week/s fixed in the academic calendar. Students who have not achieved 5 points in the theory tests and/or in the individual laboratory practice will have to take part in these activities. The highest mark that can be achieved in the re-evaluation will be 6.

The final laboratory practicals (in group) will not be subject to re-evaluation (competences and skills not acquired during the course can hardly be re-evaluated).

In the case of second enrolment, students may take a single synthesis test consisting of a theoretical and practical test. The grade of the subject will correspond to the grade of the synthesis test.

#### PLAGIARISM. VERY IMPORTANT:

The student performing any irregularities (copy, plagiarism, identity impersonation,...) will be graded with 0 for this assessment act. In the event of several irregularities, the final score for the subject will be 0.

## Bibliography

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## Software

Audacity Sound Editor

## Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	71	Catalan	annual	afternoon
(PLAB) Practical laboratories	72	Catalan	annual	afternoon
(TE) Theory	7	Catalan	annual	afternoon