

Degree	Type	Year
Communication in Organisations	FB	1

Contact

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Teachers

Laura Muñoz Armijo

Teaching groups languages

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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.

Learning Outcomes

1. CM04 (Competence) Evaluate the messages of organisations in both Spanish and Catalan in order to detect good practices of oral and written expression, which avoid discriminatory uses of language.
2. KM04 (Knowledge) Identify the expressive and narrative resources of the Catalan and Spanish languages when creating the messages generated by organisations, both oral and written.
3. SM04 (Skill) Generate grammatically correct and rhetorically effective statements in organisations' written and oral communication with their audiences in both Catalan and Spanish.
4. SM05 (Skill) Use the inclusive and non-sexist language in standard Spanish and Catalan appropriately and correctly when creating texts according to the structures of communication in organisations.

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.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom practices and seminars	37.5	1.5	KM04, SM05, KM04
Classroom practices and seminars	15	0.6	CM04, KM04, SM04, SM05, CM04
Type: Supervised			
Tutorials	7.5	0.3	CM04, CM04
Type: Autonomous			
Reading, analysis and synthesis of texts and documents, preparation and realization of papers	67	2.68	CM04, CM04

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.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching 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

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Mandatory reading comprehension test	10 %	1	0.04	CM04, SM05
Practice of analysis and production of oral language samples	25 %	10	0.4	SM04, SM05
Practice of analysis and production of written language samples	25 %	10	0.4	KM04, SM04, SM05
Written test on the theoretical and descriptive contents of the course	40 %	2	0.08	KM04, SM04, SM05

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.

In this course, the use of Artificial Intelligence (AI) technologies is not permitted at any stage. Any assignment containing content generated by AI will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

Bibliography

Basic bibliography

- ALCOBA RUEDA, Santiago. (coord.) (2009). *Lengua, Comunicación y Libros de Estilo*. Barcelona. Publicación electrónica: <http://dfe.uab.es/dfeblogger/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.^a 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.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(SEM) Seminars	71	Catalan/Spanish	second semester	morning-mixed
(SEM) Seminars	72	Spanish	second semester	afternoon
(TE) Theory	7	Spanish	second semester	afternoon