

**Standard Language: Professional Applications in
the Digital Age**

Code: 105847
ECTS Credits: 6

2025/2026

| Degree | Type | Year |
|---|------|------|
| Catalan Philology: Literary Studies and Linguistics | OB | 3 |
| Catalan and Spanish Studies | OT | 3 |
| Catalan and Spanish Studies | OT | 4 |

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Teachers

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Teaching groups languages

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

Prerequisites

There is not.

Objectives and Contextualisation

The aims of the subject "Standard language: professional applications in the digital age" are that students study the concept of the standard variety, its construction process, and characteristic features, especially in the mass media. Besides, students will have to acquire the skills and get to know the principal resources for the application of the normative corpus of the Catalan language in the key sectors, mainly the digital ones.

Competences

Catalan Philology: Literary Studies and Linguistics

- Critically read and interpret texts.
- Demonstrate a mastery of the rules of the Catalan language, its linguistic bases and all its application in the academic and professional fields.

- Innovate in the methods and processes of this area of knowledge in response to the needs and wishes of society.
- Interpret the political, social and cultural factors that affect the use of the Catalan language and its evolution over time and at the present day.
- Produce written work and oral presentations that are effective and framed in the appropriate register.
- 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 collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- 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.

Catalan and Spanish Studies

- Analyse the main factors of linguistic variation in the Catalan and Spanish languages, whether historical-political, diatopical, semantic or pragmatic and their historical evolution and current state.
- Carry out effective written work or oral presentations adapted to the appropriate register in different languages.
- Critically apply different analytical instruments to different types of linguistic data, whether in synchronic or diachronic.
- Demonstrate knowledge of the rules of Catalan and Spanish and mastery of their applications in the academic and professional fields.
- Demonstrate the ability to work autonomously and in teams with the aim of attaining the planned objectives in multicultural and interdisciplinary contexts.
- Innovate in the methods and processes of this area of knowledge in response to the needs and wishes of society.
- Produce arguments applicable to the areas of Catalan and Spanish philology, literary theory and linguistics and evaluate their academic relevance.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students have the ability to gather and interpret relevant data (normally within their study area) to issue judgments that include reflection on important issues of social, scientific or ethical.
- 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 in order 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. Analyse and re-write a non-normative text.
2. Analyse the most problematic phonetic, phonological, morphological, syntactic, lexical and semantic properties of the present-day language.
3. Analyze properties phonetic, phonological, morphological, syntactic, lexical and semantic language that current problems arise.
4. Apply and use digital media and instruments appropriate to the teaching of philological contents.
5. Apply appropriate and thoughtfully prescriptive principles of oral and written standard Catalan.
6. Apply the principles of correctness required in the standard language and the different registers and variants.
7. Characterise linguistic phenomena taking into account the different levels of analysis.
8. Construct normatively correct texts.
9. Critically analyse and evaluate language policies from a comparative perspective.
10. Determine from a normative point of view the appropriateness of a communicative situation.

11. Explain spelling rules.
12. Explain the orthographic rules.
13. Identify the actors, areas of intervention and results of language policies on the Catalan language.
14. Interpret regulatory information regulatory institutions localized websites on the Internet.
15. Interpret sociolinguistic data obtained using quantitative or qualitative methods.
16. Interpret texts in depth and provide arguments for critical analysis.
17. Interpret the normative information published on the websites of normative institutions.
18. Interpret the problem areas and factors that have conditioned the correct use of standard Catalan throughout history in a multicultural society.
19. Make appropriate, reflective use of the main prescriptive principles of standard oral and written Catalan.
20. Make appropriate use of the knowledge acquired in order to collect data and handle documentary sources in the study of Catalan language and literature.
21. Master oral and written expression in Catalan.
22. Plan, organise and carry out work in a team.
23. Produce written and oral texts with correction rules.
24. Producing a written text that is grammatically and lexically correct.
25. Properly apply the knowledge gained to data collection and management of documentary sources application to the study of Catalan language and literature.
26. Propose solutions based on linguistic knowledge.
27. Show mastery of the resources on different media that help in applying the norms.
28. Strengthen the capacity of reading, interpretation and critical analysis of literary texts and language.
29. Use technological resources (digital and audiovisual) to acquire knowledge and apply it in language and literature.
30. Work independently in the synchronic and diachronic study of Catalan language and literature.
31. Work self-sufficiently on the synchronic and diachronic study of Catalan language and literature.
32. Write text commentaries from a critical standpoint.

Content

1. The concept of standard variety and its characteristic features
2. The Standard language in the written and audiovisual media
3. Publishing houses and new digital formats
4. Tools for the application of regulations (terminological websites, grammar, dictionaries, style books, et al.).

Activities and Methodology

| Title | Hours | ECTS | Learning Outcomes |
|---|-------|------|---|
| <hr/> | | | |
| Type: Directed | | | |
| <hr/> | | | |
| Theory classes, text discussion seminars, correction of exercises | 45 | 1.8 | 20, 19, 6, 8, 27, 21, 12, 17, 18, 1, 29 |
| <hr/> | | | |
| Type: Supervised | | | |
| <hr/> | | | |
| Preparation of exercises and tutored works | 25.5 | 1.02 | 20, 19, 6, 8, 27, 21, 17, 18, 32, 1, 29 |
| <hr/> | | | |
| Type: Autonomous | | | |
| <hr/> | | | |
| Reading of bibliography, study | 75 | 3 | 20, 19, 6, 8, 27, 21, 17, 18, 32, 1, 31, 29 |

The calendar will be available on the first day of class. 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 |
|----------------------|-----------|-------|------|---|
| Active participation | 10% | 1.5 | 0.06 | 9, 2, 3, 20, 25, 5, 19, 6, 4, 7, 8, 24, 10, 27, 21, 12, 11, 13, 15, 17, 14, 18, 16, 22, 28, 23, 26, 32, 1, 31, 30, 29 |
| Oral test | 40% | 1.5 | 0.06 | 9, 3, 2, 20, 25, 5, 19, 6, 4, 7, 8, 24, 10, 27, 21, 12, 11, 13, 15, 17, 14, 18, 16, 22, 28, 23, 26, 32, 1, 31, 30, 29 |
| Written test | 50% | 1.5 | 0.06 | 9, 2, 3, 20, 25, 19, 5, 6, 4, 7, 8, 24, 10, 27, 21, 12, 11, 13, 15, 17, 14, 18, 16, 22, 28, 23, 26, 32, 1, 30, 31, 29 |

Continuous assessment

The continuous assessment will be based on three evidence types:

- Active participation in class (10%).
- Works and exercise delivery (40%). Date: April 9, 2026
- Written test (50%). Date: June 1, 2026

Single assessment

The single assessment will be based on three evidence types, which will be delivered on June 1, 2026:

- Complementary activities (10%).
- Works and exercise delivery (40%).
- Written test (50%).

To pass the subject, a minimum grade of 5 must be achieved.

On carrying out each evaluation activity, lecturers will inform students (on Moodle) of the procedures to be followed for reviewing all grades awarded, and the date on which such a review will take place. The review of the final grade follows the same procedure as for continuous assessment.

Students will obtain a Not assessed/Not submitted course grade unless they have submitted more than 30% of the assessment items. Students will obtain a Not assessed/Not submitted course grade unless they have submitted more than 30% of the assessment items.

To qualify for the second-chance test, two conditions must be met: (1) have been previously evaluated in a set of activities whose weight is equivalent to a minimum of 2/3 of the total qualification of the subject and (2) he

must have a continuous evaluation mark between 3.5 and 4.8. The same assessment method as continuous assessment will be used.

This subject entirely prohibits the use of AI technologies in all of its activities. Any submitted work that contains content generated using AI will be considered academic dishonesty; the corresponding grade will be awarded a zero, without the possibility of reassessment. In cases of greater infringement, more serious action may be taken.

In the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for this activity, regardless of any disciplinary process that may take place. In the event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

In the event that tests or exams cannot be taken onsite, they will be adapted to an online format made available through the UAB's virtual tools (original weighting will be maintained). Homework, activities and class participation will be carried out through forums, wikis and/or discussion on Teams, etc. Lecturers will ensure that students are able to access these virtual tools, or will offer them feasible alternatives.

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Software

Software to process texts, create digital presentations and record videos.

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 |
|----------------------------|-------|----------|-----------------|---------------|
| (PAUL) Classroom practices | 1 | Catalan | second semester | morning-mixed |
| (TE) Theory | 1 | Catalan | second semester | morning-mixed |