

BASIC DETAILS:

Subject:	ENGLISH		
Id.:	32434		
Programme:	GRADUADO EN PUBLICIDAD Y RELACIONES PÚBLICAS. PLAN 2014 (CA) BOE 15/10/2014		
Module:	LENGUA Y COMUNICACIÓN		
Subject type:	OBLIGATORIA		
Year:	1	Teaching period:	Segundo Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	60	Individual study:	90
Main teaching language:	Inglés	Secondary teaching language:	Castellano
Lecturer:	GONZALEZ DEL PONT, GLORIA (T)	Email:	glgonzalez@usj.es

PRESENTATION:

This English course is structured around topics or themes that are directly related to the Media and the fields of advertising and publicity. There are four blocks or units: 1) TV and Film, 2) Advertising, Marketing and Business, 3) Journalism and 4) Social Media. They have been chosen also to prepare you for subjects which will be taught in English throughout your degree programme. These blocks are structured so that you will gradually learn the language and skills necessary to complete the individual and group assignments, which will, in turn, help you prepare for the tests and the final exam.

Attendance and participation in class are essential to ensure progress and successful completion of the course.

By the end of the course students should be able to employ a range of structures and vocabulary and present information in a way that is logical and easy for the reader/ listener to follow using a style and register that is appropriate for that situation.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G02	Problem solving.
	G05	Teamwork.
	G06	Interpersonal skills.
	G08	Ability to work in an international context.
	G09	Ability to apply knowledge.
	G11	Ability to undertake research.
Specific programme competences	E02	Capacity and ability to run the communications section in an organisation or company. Their work is based on establishing contacts with the various audiences, both internal and external, as well as the planning, control and management of the annual communications plan. on los diferentes públicos, tanto internos como externos, así como de la planificación, control y gestión del plan de comunicación anual.
	E16	Capacity for an objective analysis of the present state and drawing of valid conclusions based on knowledge and analysis of the economic, psychosocial, cultural and demographic situation affecting the professional landscape in advertising and public relations. All of this makes the student able to successfully interact with society, thus anticipating a series of benefits in favour of the person/ company as well as society-at-large.
	E20	Capacity to adapt to organisational objectives: possibility to form part of management teams (the term being understood in the broadest sense of entrepreneurship and including institutional and non-profit activities) and adapt to their culture, making them compatible and also synergistic. Training a student in specific subjects for responsible management within the field of public relations optimises their imminent attachment to said professional teams, unleashing (being socially and humanly responsible) a series of management and leadership skills in the context of an organisation.
	E21	Sufficient skill to undertake research projects related to corporate communications, marketing

		and advertising, as well as to apply the results of this research afterwards to the professional activity or any other such objectives.
Learning outcomes	R01	Study and analyse the main problems in English grammar and be able to measure formal/functional correctness at CEFR B2.
	R02	Understand topical texts in English as a result of the future communicator acquiring the abilities and skills required to be a solid reader and listener at CEFR B2.
	R03	Focus the English learning from an inter-linguistics angle, contrasting it with the native language.
	R04	Interact with others in English and take part in debates and conversations of all sorts at CEFR B2 level.
	R05	Clearly and fluently present descriptions and arguments in English, adapting the style to the CEFR B2 level communications context..

PRE-REQUISITES:

This English course is a high B1 - B2 (intermediate - upper intermediate) level course. Even if you now have a B2 level, the course will give you many opportunities to extend your vocabulary, your knowledge of the Media and improve all of your language skills in areas that you have not studied previously. It is highly recommended that you have a B1 level at the beginning of the course in order to be able to take full advantage of the course and work towards the B2 level required at the end of the degree programme.

If you find it difficult to follow classes or complete the assignments, you should take advantage of the weekly tutorial sessions to help you complete the coursework.

SUBJECT PROGRAMME:

Subject contents:

1 - TV and Film
1.1 - Types of TV Programmes
1.2 - Public vs Commercial TV Stations
1.3 - TV Production
1.4 - Film and Video Production
1.5 - Film Reviews
2 - Journalism
2.1 - The Language of Newspapers
2.2 - Summarising the News
3 - Advertising, Marketing and Business
3.1 - Advertising vs. Publicity
3.2 - Advertising Techniques
3.3 - Introduction to Marketing
3.4 - Describing Companies and businesses (key terms)
4 - Social Media
4.1 - Social Media: describing different types
4.2 - Social Media and Marketing Strategies

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

Learning/ Teaching Methodology employed: Class activities are carried out entirely in English. A communicative approach will be used in class which means that integrating skills and interaction is

emphasised. Integrating skills means students work on topics through a variety of activities (speaking, listening, reading and writing). Students work in groups or in pairs, practicing oral English with the teacher and among themselves. You are encouraged to actively participate in debates and case studies. You are expected to demonstrate your understanding of topics and language structures not only through speaking activities, but also writing tasks including emails, short translations, reports and essays.

Independent Study and Self-Study exercises. Students are expected to study grammar and do the self-study exercises required each week. There are five 'self-study tasks' and two unit tests designed to revise and consolidate course contents. It is important that you complete and upload these tasks and later check the corrections yourself. For the most part, grammar should be studied at home; a small percentage of class time is intended for grammar instruction and practice. Group exercises will be done in class to incorporate the new grammatical concepts learned. If you have doubts or questions, these exercises may be discussed, or on a limited basis, reviewed in class. In addition, always remember to consult the teacher during office hours (or by appointment) when you are having trouble. The teacher will be happy to help you and assign specific exercises.

Participation: Because English class is the only place where you can practice listening and speaking, class attendance is crucial.

It is extremely important that you come well prepared to class and keep up-to-date with assignments. The teacher will check that you have completed the exercises and will correct and give feedback on written assignments and unit tests.

Homework/ tasks: You are responsible for handing work on time. Late work will NOT be accepted and you cannot make up missing classwork. You are expected to check the PDU regularly for instructions and deadlines for individual and group tasks. The lecturer will give feedback on written assignments and tests.

Academic expectations: San Jorge University and CESUGA maintain a high standard of academic integrity among its faculty members and students. In becoming part of this academic community you are responsible for honest and independent work. Any act of academic fraud will be seriously taken into account and this will result in an automatic failure.

ALL work must be your own work, without the help of others. To clarify what kind of help is admitted, refer to the following list.

YOU MAY:

- Consult with your teacher during office hours.
- Write notes or questions on your drafts about particular doubts or problems with expressions that you may have.
- Consult dictionaries and grammar reference sources.

YOU MAY NOT:

- Use automatic translation devices from Internet or other sources to translate whole texts.(machine translation is easily identifiable).
- Copy from the Internet or other sources without correct academic citation

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	10
	Practical work, exercises, problem-solving etc.	30
	Coursework presentations	10

	Films, videos, documentaries etc.	10
	Tutorials	15
Individual study	Individual study	50
	Individual coursework preparation	15
	Group coursework preparation	10
	Total hours:	150

ASSESSMENT SCHEME:

Calculation of final mark:

Group coursework:	15	%
Final exam:	25	%
Otros. Written essays 30% and In-class Presentations 30%:	60	%
TOTAL	100	%

*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

Relevant materials will be uploaded on the PDU and/ or distributed in class.

Recommended bibliography:

HANCOCK, Mark. English Pronunciation in Use Intermediate with Answers. Cambridge: Cambridge University Press, 2007

McLISKY, Marie. English for Public Relations in Higher Education. Garnet Education, 2011

MURPHY, Raymond. English Grammar in Use: A Self-study Reference and Practice Book for Intermediate Students of English ; with Answers. Cambridge: Cambridge University Press, 2010

Redman, Stuart: English Vocabulary in Use, Intermediate, Cambridge, Cambridge University Press, 2003.

Recommended websites:

Duolingo - a free website to improve your general English through levels with an app for a smartphone	www.duolingo.com
CNN news	www.cnn.com
Cambridge online dictionary -use for definitions and pronunciation	http://dictionary.cambridge.org
BBC news	http://www2.bbcbreakingnews.co.uk/
Aljazeera news website english version	http://www.aljazeera.com/
El Pais - English version	https://elpais.com/misc/herald/herald.pdf
Excellent website - The Guardian newspaper (UK)	https://www.theguardian.com/international
Grammar exercises to test yourself	www.nonstopenglish.com
The Independent newspaper	http://www.independent.co.uk/
Language exchange - to write to native speakers and exchange language skills	www.lang-8.com
Learning english website -lots of activities - BBC	http://www.bbc.co.uk/worldservice/learningenglish/index.shtml
Live UK radio - music and news stations	http://www.bbc.co.uk/radio