

## BASIC DETAILS:

<b>Subject:</b>	ENGLISH		
<b>Id.:</b>	32434		
<b>Programme:</b>	GRADUADO EN PUBLICIDAD Y RELACIONES PÚBLICAS. PLAN 2014 (CA) BOE 15/10/2014		
<b>Module:</b>	LENGUA Y COMUNICACIÓN		
<b>Subject type:</b>	OBLIGATORIA		
<b>Year:</b>	1	<b>Teaching period:</b>	Segundo Cuatrimestre
<b>Credits:</b>	6	<b>Total hours:</b>	150
<b>Classroom activities:</b>	60	<b>Individual study:</b>	90
<b>Main teaching language:</b>	Inglés	<b>Secondary teaching language:</b>	Castellano
<b>Lecturer:</b>	MONTERO AMENEIRO, LIDIA MARIA (T)	<b>Email:</b>	Immontero@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:

<b>General programme competences</b>	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.
<b>Specific programme competences</b>	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.
<b>Learning outcomes</b>	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:

<b>1 - TV and Film</b>
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
<b>2 - Journalism</b>
2.1 - The Language of Newspapers
2.2 - Summarising the News
<b>3 - Advertising, Marketing and Business</b>
3.1 - Advertising vs. Publicity
3.2 - Advertising Techniques
3.3 - Introduction to Marketing
3.4 - Describing Companies and businesses (key terms)
<b>4 - Social Media</b>
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.

#### Learning activities:

Week	Unit/Block/Theme	Classroom sessions	Hours	Individual study activities	Hours
1	06/02/2023 1.TV and Film 1.1.Types of TV Programmes	Introductions and presentation of the subject. Content and evaluation.TV key terms. Types of TV programmes. Conversation practice.	4	Reading exercises and learning the vocabulary taught in class. Tense revision.	5
2	13/02/ 1.TV and Film	Reading - public vs. commercial TV	4	Reading exercises and learning the vocabulary	5

	2023	1.2.Public vs Commercial TV Stations 1.3.TV Production	companies. TV production vocabulary in context. Grammar activity: Making comparisons.		taught in class. Grammar activity - comparisons.	
3	20/02/2023	1.TV and Film 1.4.Film and Video Production	Reading Comprehension Tasks. Vocabulary Building in context: film production. Word order and sentence structure in English.	4	Revise word order and sentence structure. Study Vocabulary.	5
4	27/02/2023	1.4.Film and Video Production	Types of films, Language used to describe and talk about films, characters,plot etc.	4	Revising Language used to describe and talk about films, characters, plot etc.. Use of English: Use and position of adjectives, adverbs.	5
5	06/03/2023	1.5.Film Reviews	Structure of a film review: language and register. Instructions for Individual Writing Task 1. Use of English: relative clauses and past perfect tenses.	4	Revise the vocabulary taught in class and Use of English . Prepare Individual Writing Task 1.	5
6	13/03/2023	2.Journalism 2.1.The Language of Newspapers 2.2.Summarising the News	Individual Writing Task 1 is due. Analysing the language and structure of news stories. Reading Comprehension. Paraphrasing strategies. Reported speech. Instructions for Individual Writing Task 2 (writing news summaries).	4	Exercises on Reported speech. Listening.	6
7	20/03/2023	2.1.The Language of Newspapers 2.2.Summarising the News	Local Holiday	2		3
8	27/03/2023	2.Journalism	Use of English: form and use of the passive voice. Using the passive in reports.	4	Prepare Individual Writing Task 2.	5
9	03/04/2023		Easter break	0		6
10	10/04/2023	3.Advertising, Marketing and Business 3.1.Advertising vs.Publicity	Individual Writing task 2 is due. Analysing print and video adverts. Debate on a topic related to advertising. Introduction to conditionals. Instructions for Group Task 1.	4	Do grammar activities- conditionals	5
11	17/04/2023	3.1.Advertising vs.Publicity 3.2.Advertising Techniques	Reading Comprehension: Definition and function of Public Relations. Press releases: content and structure. Introduction to Conditionals	4	Grammar revision: use of Conditionals. Revising key terms used to talk about Public Relations.	2
12	24/04/2023	3.2.Advertising Techniques 3.3.Introduction to Marketing	What is Marketing? Key promotional tools: definitions and examples. instructions for Group Work. Use of English Practice.	4	Tutorial. Revise Use of English (tenses, comparisons, conditionals, reported speech statements and questions)	5
13	01/05/2023	3.3.Introduction to Marketing 3.4.Describing Companies and businesses (key terms)	Describing a product - names of products, adjectives and phrasal verbs to describe them. Describing basic company structure: organisation chart, management skills.	4	Study language used to describe products and services (adjectives, adverbs). Prepare Group Task.	5
14	08/05/2023	3.Advertising, Marketing and Business 3.4.Describing Companies and businesses (key terms)	The four P's of marketing- exercises and classifying activity. Reading and Listening Comprehension tasks.	2	Introduce language used to describe graphs and trends.	5
15	15/05/2023	3.4.Describing Companies and businesses (key terms) 4.Social Media	Describing graphs and trends. Introduction to social media: definition and types. Video + discussion. Instructions for Group Task 2.	4	Reviewing business terms and language used to describe graphs and trends.	6
16	22/05/2023	4.Social Media 4.2.Social Media and Marketing Strategies	Debate on a current topic related to the use of social media. Required in-class reading on the topic.	4	Self-study. Group presentations.	6
17	29/05/2023		EXAM PERIOD. REVISION SESSION FOR DOUBTS.	2	INDEPENDENT STUDY	6
18	05/06/2023		EXAM PERIOD (Check the date in the official calendar)and REVISION	2	INDEPENDENT STUDY	5
<b>TOTAL CLASSROOM HOURS:</b>				60	<b>TOTAL INDIVIDUAL STUDY HOURS:</b>	90

**Observations for students exempt from compulsory attendance due to special circumstances:**

**Assessment criteria for students exempt from attendance or under special circumstances (illness, etc):**

***SAME CRITERIA APPLIES FOR COMPULSORY ATTENDANCE DUE TO SPECIAL CIRCUMSTANCES AND REGISTERED STUDENTS.***

**Group Coursework (20%)-** It is the responsibility of the student to contact group members for participation. Failure to do so will result in a 0 mark.

**Other (50%)-** Non attending students will be responsible for turning in all written tasks and delivering

Presentations.

**Final Exam (30%): Written Exam.**

**ALL WRITTEN WORK MUST BE SUBMITTED VIA PDU. WORKS SUBMITTED AFTER DUE DATE WILL NOT BE ACCEPTED. MARK WILL BE A 0.**

STUDENTS WHO, FOR ANY **JUSTIFIED REASON** (PREVIOUSLY NOTIFIED TO THE CENTRE), **CANNOT ATTEND 80%** OF THE THEORY SESSIONS MUST CONTACT THE SUBJECT LECTURER AT THE BEGINNING OF THE TERM (BEFORE **FEBRUARY 10TH 2023**), ASK FOR AN APPOINTMENT SO THAT EACH INDIVIDUAL CASE WOULD BE STUDIED IN ORDER TO ORGANISE A PERSONALISED PLAN OF STUDY FOR THIS SUBJECT.

IF THE STUDENT WOULD NOT CONTACT THE LECTURER PRIOR TO THIS DATE, THE STUDENT WOULD BE CONSIDERED A PHYSICAL ATTENDANCE CASE. THUS, IF THE STUDENT MISSES SESSIONS COULD **LOSE THE RIGHT TO ATTEND THE FINAL EXAM IN FIRST CALL** DUE TO EXCEEDING THE MINIMUM OF ATTENDANCE REQUIRED.

#### **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.

**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.

**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

**Integration of English language in the subject:**

This subject is taught exclusively in English.

**Student work load:**

Teaching mode	Teaching methods	Estimated hours
<b>Classroom activities</b>	Master classes	10
	Practical work, exercises, problem-solving etc.	30
	Coursework presentations	10
	Films, videos, documentaries etc.	10
<b>Individual study</b>	Tutorials	15
	Individual study	50
	Individual coursework preparation	15
	Group coursework preparation	10
<b>Total hours:</b>		150

**ASSESSMENT SCHEME:**

**Calculation of final mark:**

Group coursework:	20	%
Final exam:	30	%
Other:	50	%
<b>TOTAL</b>	100	%

**Specific assessment criteria**

**Assessment criteria for registered students**

**Group Coursework (20%):** written essay and in-class presentation.

**Other (50%)-** This percentage will be distributed in the following 25% written essay 1 and in-class presentation 1, and 25% written essay 2 and in-class presentation 2.

**Final Exam (30%):** Written Exam.

**ALL WRITTEN WORK MUST BE SUBMITTED VIA PDU IN THE DUE DATE ESTABLISHED BY THE LECTURER.**

**ANY CASE OF PLAGIARISM SHOULD BE TREATED ACCORDING TO THE RULES THAT APPLY TO PLAGIARISM AND THAT THE STUDENT CAN ACCESS IN THE SUBJECT PDU.**

#### Criteria for students who fail in June

**Group Coursework (20%)**- If passed, mark will be held for June. If not, a complimentary exercise must be submitted.

**Other (50%)**- Students are to submit all written essays and deliver presentations required. Failing students must speak to lecturer before sitting the Final Exam in July.

**Final Exam in July (30%)**

**ALL STUDENTS WHO FAIL IN JUNE MUST SPEAK TO THE LECTURER TO PLAN WORK SUBMISSION FOR THE JULY SITTING.**

#### Assessment methods:

Assessment method	Learning outcomes assessed	Assessment criteria	%
Group Coursework	R01 R02 R03 R04 R05	Use of communicative skills correctly in English. Group Presentation.	20
Final Exam	R01 R02 R03 R04 R05	Final Exam will consist in evaluating both reading, listening and use of English (grammar).	30
Other : Written Essays and In-class presentations	R01 R02 R03 R04 R05	Emphasis will be based using English to communicate accurately and effectively.	50
<b>Total weighting:</b>			100

**Observations for students exempt from compulsory attendance due to special circumstances:**

**Assessment criteria for students exempt from attendance or under special circumstances (illness, etc):**

***SAME CRITERIA APPLIES FOR COMPULSORY ATTENDANCE DUE TO SPECIAL CIRCUMSTANCES AND REGISTERED STUDENTS.***

**Group Coursework (20%)**- It is the responsibility of the student to contact group members for participation. Failure to do so will result in a 0 mark. Participation under exceptional circumstances may be carried out through Teams.

**Other (50%)**- Non attending students will be responsible for turning in all written tasks and delivering Presentations.

**Final Exam (30%):** Written Exam

**ALL WRITTEN WORK MUST BE SUBMITTED VIA PDU. WORKS SUBMITTED AFTER DUE DATE**

**WILL NOT BE ACCEPTED. MARK WILL BE A 0.**

STUDENTS WHO, FOR ANY **JUSTIFIED REASON** (PREVIOUSLY NOTIFIED TO THE CENTRE), **CANNOT ATTEND 80% OF THE THEORY SESSIONS MUST CONTACT THE SUBJECT LECTURER AT THE BEGINNING OF THE TERM (BEFORE FEBRUARY 10TH 2023)**, ASK FOR AN APPOINTMENT SO THAT EACH INDIVIDUAL CASE WOULD BE STUDIED IN ORDER TO ORGANISE A PERSONALISED PLAN OF STUDY FOR THIS SUBJECT.

IF THE STUDENT WOULD NOT CONTACT THE LECTURER PRIOR TO THIS DATE, THE STUDENT WOULD BE CONSIDERED A PHYSICAL ATTENDANCE CASE. THUS, IF THE STUDENT MISSES SESSIONS COULD **LOSE THE RIGHT TO ATTEND THE FINAL EXAM IN FIRST CALL** DUE TO EXCEEDING THE MINIMUM OF ATTENDANCE REQUIRED.

**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:**

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

**OBSERVATIONS:**