

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:	Ingles	Secondary teaching language:	Castellano
Lecturer:	MONTERO AMENEIRO, LIDIA MARIA (T)	Email:	lmontero@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 B2 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:

Observations:

The subject programme covers key factors in Advertising and Public Relations fields such as TV and film, journalism, advertising, marketing and business as well as social media. Throughout the programme the student will be immersed into relevant aspects of the use of English in the field of advertising and public relations.

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.

Learning activities:

Week	Unit/Block/Theme	Classroom sessions	Hours	Individual study activities	Hours
1	02/02/2026 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	09/02/2026 1.TV and Film 1.2.Public vs Commercial TV Stations 1.3.TV Production	Reading - public vs. commercial TV companies. TV production vocabulary in context. Grammar activity: Making comparisons. Instructions for Group Coursework 1.	4	Reading exercises and learning the vocabulary taught in class. Grammar activity - comparisons.	5
3	16/02/2026 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	23/02/2026 1.4.Film and Video Production	Types of films, Language used to describe and talk about films, characters,plot etc. Use of English: Use and position of adjectives, adverbs.	4	Revising Language used to describe and talk about films, characters, plot etc. Use of English: Use and position of adjectives, adverbs.	5
5	02/03/2026 1.5.Film Reviews	Structure of a film review: language and register. Use of English: relative clauses and past perfect tenses.	4	Revise the vocabulary taught in class and Use of English.	5
6	09/03/2026 2.Journalism 2.1.The Language of Newspapers 2.2.Summarising the News	Analysing the language and structure of news stories. Reading Comprehension. Paraphrasing strategies. Reported speech. Written Test 1.	4	Exercises on Reported speech. Listening.	6
7	16/03/2026 2.1.The Language of Newspapers 2.2.Summarising the News	Use of English: form and use of the passive voice. Using the passive in reports.	2	Revise the vocabulary taught in class and Use of English.	3
8	23/03/2026	Presentation and hand in of Group Coursework 1.	4	Revise the vocabulary taught in class and Use of English.	6
9	30/03/2026 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 Coursework 2.	4	Do grammar activities- conditionals	5
10	06/04/2026 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
11	13/04/2026 2.Journalism	Easter Break.	0	Study and revision	5
12	20/04/2026 3.2.Advertising Techniques 3.3.Introduction to Marketing	What is Marketing? Key promotional tools: definitions and examples. Use of English Practice. Written Test 2.	4	Tutorial. Revise Use of English (tenses, comparisons, conditionals, reported speech statements and questions)	5
13	27/04/2026 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	04/05/2026 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	11/05/2026 3.4.Describing Companies businesses (key terms) 4.Social Media	Describing graphs and trends. Introduction to social media: definition and types. Video + discussion. Use of English.	4	Reviewing business terms and language used to describe graphs and trends.	6
16	18/05/2026 4.Social Media 4.2.Social Media and Marketing Strategies	Reading comprehension. Listening. Vocabulary. Use of English. Presentation and hand in of Group Coursework 2.	4	Self-study. Group presentations.	6
17	25/05/2026	EXAM PERIOD. REVISION SESSION FOR DOUBTS.	2	INDEPENDENT STUDY	6
18	01/06/2026	EXAM PERIOD (Check the date in the official calendar)and REVISION	2	INDEPENDENT STUDY	5
TOTAL CLASSROOM HOURS:				TOTAL INDIVIDUAL STUDY HOURS:	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%): Two Tasks to be completed. It is the responsibility of the student to contact group members for participation. Failure to do so will result in a 0 mark.

Other: Written Tests (50%, 25% each): Two Written Tests. 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 20TH 2026**), 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 DOES NOT CONTACT THE LECTURER PRIOR TO THIS DATE, THE STUDENT WILL BE CONSIDERED AN ATTENDING STUDENT. THUS, IF THE STUDENT MISSES SESSIONS THEY **COULD LOSE THE RIGHT TO ATTEND THE FINAL EXAM IN THE FIRST SITTING** DUE TO EXCEEDING THE MINIMUM 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.

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 in 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
Classroom activities	Master classes	10
	Practical work, exercises, problem-solving etc.	30
	Coursework presentations	10
	Films, videos, documentaries etc.	10
Individual study	Tutorials	15
	Individual study	50
	Individual coursework preparation	15
	Group coursework preparation	10
	Total hours:	150

ASSESSMENT SCHEME:

Calculation of final mark:

Group coursework:	20	%
Final exam:	30	%
Other (Written Tests):	50	%
TOTAL	100	%

Specific assessment criteria

Assessment criteria for registered students

GROUP COURSEWORK (20%): 2 written essays and in-class presentation.

OTHER (50%): 2 Written Tests, 25% each.

FINAL EXAM (30%): Written Exam.

ALL WRITTEN WORK MUST BE SUBMITTED VIA PDU ON 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 July. If not, a complimentary exercise must be submitted.

OTHER (50%): To be assessed of any of the Written Tests failed.

FINAL EXAM in July (30%)

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

Regulation for plagiarism and illegal practices:

Any total or partial copying or plagiarism in an evaluation will result in a fail (zero) in said evaluation. In the case of group evaluations, they will be scored in the same way, trying to individualise the responsibility of each member, if possible. If this is not possible or the responsibility is clearly of all members, all of them will be awarded a fail (zero). In the case of external work placements, the resulting grade (fail, zero) obliges the student to repeat said work placements.

The scope of the grade of the final assessment (fail, zero) in an evaluation with respect to the final subject grade is at the discretion of the subject teacher.

To find out more about what plagiarism is and how to avoid it, you can consult: <https://www.usj.es/alumnos/vidauniversitaria/biblioteca/investigacion/como-publicar/plagio>

Regulation for the use of AI systems:

The use of any form of Artificial Intelligence (AI) in carrying out learning activities such as assignments and exams, including projects, assignments, essays or research, requires due authorisation and supervision of the corresponding teaching staff. This authorisation will appear in the specific statement of the assessed learning activity and the scope, and limits established therein must be strictly respected.

Where the use of AI is authorised for the development of a learning activity, it will be limited primarily to the early stages of the research, where it can provide inspiration or suggest direction, but not to produce content that is included directly in the final submission. If authorisation is given to reproduce texts generated by AI, the student must clearly disclose this fact in the submitted document. The AI methods and tools used must be expressly specified. In any case, the student must provide a detailed explanation about how the AI has been used in the research or process of the activity and/ or work, including any prompts used, the verifications carried out to guarantee the authenticity of the information proposed by the AI and the modifications made to the content generated by the AI.

The use of AI in learning activities and/ or academic work must respect the ethical principles of academic integrity and intellectual honesty. If the student makes inappropriate use of AI in violation of the established regulations, the result of the grade in the corresponding learning activity will be a fail (zero).

The scope of the grade of the final assessment (fail, zero) in an evaluation with respect to the final subject grade is at the discretion of the subject teacher.

Assessment methods:

Assessment method	Learning outcomes assessed	Assessment criteria	%
Group Coursework	R01 R02 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: 2 Written Tests	R01 R02 R03 R04 R05	Use of English, vocabulary, specific vocabulary, reading and comprehension, listening.	50
Total weighting:			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%): 2 written essays and in-class presentation.

OTHER (50%): 2 Written Tests, 25% each.

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 July. If not, a complimentary exercise must be submitted.

OTHER (50%): To be assessed of any of the Written Tests failed.

FINAL EXAM in July (30%)

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

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 20TH 2026), 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.

Extract from the internal regulations of the permanence regime

A student who does not appear for the final test provided in the Teaching Guide when it has a weight equal to or greater than 40% will be considered a "Not Presented" and will not use up the sitting. If the final exam percentage is lower or there is no final exam, the student will be considered "Not Presented" if he or she has taken assessment elements that represent less than 40% of the final grade.

A student will be considered "Presented" to a test or assessment item if he or she takes it and, once the questions or instructions have been submitted and/or viewed and/or read, decides to withdraw.

In the event of a failure, the Teaching Guide may specify whether the results of the tests or assessment elements taken will be carried over to the next sitting within the same academic year. In any case, the results of tests or assessment elements from a sitting, if considered a "Not Presented," cannot be used for the next sitting within the same academic year. In general, the results of the evaluation tests of a course cannot be saved for the next courses.

Regulation for plagiarism and illegal practices

Any total or partial copying or plagiarism in an evaluation will result in a fail (zero) in said evaluation. In the case of group evaluations, they will be scored in the same way, trying to individualise the responsibility of each member, if possible. If this is not possible or the responsibility is clearly of all members, all of them will be

awarded a fail (zero). In the case of external work placements, the resulting grade (fail, zero) obliges the student to repeat said work placements. The scope of the grade of the final assessment (fail, zero) in an evaluation with respect to the final subject grade is at the discretion of the subject teacher. To find out more about what plagiarism is and how to avoid it, you can consult: <https://www.usj.es/alumnos/vidauniversitaria/biblioteca/investigacion/como-publicar/plagio>

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The use of any form of Artificial Intelligence (AI) in carrying out learning activities such as assignments and exams, including projects, assignments, essays or research, requires due authorisation and supervision of the corresponding teaching staff. This authorisation will appear in the specific statement of the assessed learning activity and the scope, and limits established therein must be strictly respected.

Where the use of AI is authorised for the development of a learning activity, it will be limited primarily to the early stages of the research, where it can provide inspiration or suggest direction, but not to produce content that is included directly in the final submission. If authorisation is given to reproduce texts generated by AI, the student must clearly disclose this fact in the submitted document. The AI methods and tools used must be expressly specified. In any case, the student must provide a detailed explanation about how the AI has been used in the research or process of the activity and/or work, including any prompts used, the verifications carried out to guarantee the authenticity of the information proposed by the AI and the modifications made to the content generated by the AI. The use of AI in learning activities and/or academic work must respect the ethical principles of academic integrity and intellectual honesty. If the student makes inappropriate use of AI in violation of the established regulations, the result of the grade in the corresponding learning activity will be a fail (zero).

The scope of the grade of the final assessment (fail, zero) in an evaluation with respect to the final subject grade is at the discretion of the subject teacher.

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, 2017
McLISKY, Marie. English for Public Relations in Higher Education. Garnet Education,2012
MURPHY, Raymond. English Grammar in Use: A Self-study Reference and Practice Book for Intermediate Students of English ; with Answers. Cambridge: Cambridge University Press, 2018
Redman, Stuart: Vocabulary in Use Intermediate Student's Book with answers Cambridge, Cambridge University Press,2010.

Recommended websites:

Aljazeera news website english version	http://www.aljazeera.com/
BBC news	http://www2.bbcbreakingnews.co.uk/
Cambridge online dictionary -use for definitions and pronunciation	http://dictionary.cambridge.org
CNN news	www.cnn.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
Language exchange - to write to native speakers and exchange language skills	www.lang-8.com
Learning english website -lots of activities	http://www.bbc.co.uk/worldservice/learningenglish/index.shtml

- BBC	
Linguee	https://www.linguee.es/
Live UK radio - music and news stations	http://www.bbc.co.uk/radio
The Independent newspaper	http://www.independent.co.uk/
WordReference	https://www.wordreference.com/es/

OBSERVATIONS: