

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	ENGLISH III		
Type:	Compulsory	ECTS credits:	6
Year:	3	Code:	1831
Teaching period:	Fifth semester		
Area:	Modern language		
Module:	Audiovisual narrative and creation processes (skills)		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

To equip learners with the knowledge and skills which will enable them to use the English language as responsible professionals in the field of Audio-Visual Communication working individually and in teams.

## SKILLS

### Basic / general / cross skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying

knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

To acquire capacity for expressing oneself correctly in oral and written form, and in audio-visual or multimedia formats by means of informative, entertainment or fiction discourse and content.

To be able to generate public opinion and build bridges with the various social sectors allowing for the formation and dissemination of a message and culture for the benefit of humankind, conveying values based on the search for truth and common good, using

To be able to engage public opinion concerning cultural and informative diversity through rigorous discourse using audio-visual resources and media.

### Specific skills

To give presentations of research and projects publicly or through any media platform.

To acquire capacity for expressing oneself fluently and effectively in English to research and convey messages and information in the language using audio-visual resources and language.

To understand multimedia, audio-visual or information production processes in Spanish and English.

To reasonably set out ideas on the basis of argumentation and rhetoric using any means of expression, especially audio-visual resources.

### DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	OUT-OF-CLASSROOM ACTIVITY
45 hours	105 hours

### GOAL

To develop communicative skills in English in all its different aspects: grammatical, sociolinguistic, discursive, strategic, sociocultural.

### LEARNING RESULTS

To broaden the use of different types of discourse organising it according to the principles of coherence and cohesion

To adjust discourse to the communicative context taking into account the role of each interlocutor and their communicative needs

To recognise the most important cultural aspects of the English speaking countries and apply them to language

To use the English language as an international communication tool that permits to explore other cultures and original advertising sources

To produce spoken and written messages in English with a high degree of fluency in order to ensure effective communication

To read and translate medium-to-high-difficulty texts related to the area of study

To synthesise ideas and to think critically using the English language

To present a project about relevant aspects of the course content using multimedia resources

## LIST OF TOPICS

- 1) New technologies
- 2) Cover letters, CVs & job interviewing
- 3) Language Work III
- 4) Group project work: short film

## TEACHING-LEARNING METHODOLOGY/ACTIVITIES

The methodology is active, participative and collaborative based on a communicative focus of English teaching with various personal work activities: class presentations, group dynamics (debates, role-plays, simulations, etc.), individual and/or group oral presentations, individual and/or group tutorials; individual student assignments, theoretical study, completion of work on UFV Virtu@l and/or other multimedia platforms, design and preparation of oral presentations and other class activities (reading, researching information, creating individual and/or group assignments, etc.).

### Level Test

A level test is carried out the result of which will help the student to be able to organize a study plan to both improve and consolidate his/her level, independently of English classes contained within his/her degree programme.

The focus of subjects on specialties, as opposed to levels.

The content and academic programmes are directed towards areas of knowledge according to the different degree programmes and are designed to improve communication and oral expression. They are not focused on improvement via levels.

It is expected that students that sign up to study at the UFV and have passed the official Spanish university access exam (selectividad), have at least a B1 level.

The fact that a student possesses a good level of English does not guarantee being able to pass the subject. As class content is degree-specific, exams will be based on the programme content that is submitted at the beginning of the course. Naturally, a good level of English will help the attainment of the course objectives, equally as will study, effort and strong execution of work and assignments.

### Validation and Bilingualism

English is not a subject that is validated. Focus is always on improving the knowledge of students as the course includes content specific to each degree as a way of improving communication and oral expression.

### Methodology

The methodology will be active, participative and collaborative based on:

### Assignments & Activities

- Theoretical Classes: taught by the teacher but with a high level of student participation.
- Practical Classes: Assignments in small groups to put into practice content seen in teacher-driven classes.
- Individual and/or group presentations: Supported by tutorials, the student prepares and presents a class on a topic with instructions from the teacher as a way of encouraging and practicing public speaking.
- Individual and/or group tutorials: With the objective of revising and debating content presented in class and clarifying doubts with the teacher, as previously arranged with the teacher.
- Continuous Assessment: Comprises oral, written and individual work. (See section 10.2).

### Individual Student Assignments

- Theoretical study: the study of content as indicated in the programme, preparation for exams and tutorials.
- Further study of content and didactic material: Completion of assignments on UFV Virtu@I and /or other multimedia platforms. The student will have at his/her disposition the coursepack and complementary documents for study and should participate in all activities organized by the teacher in addition to attending tutorials.
- Individual and/or group work: The design and preparation of oral presentations and other class activities (readings, researching information, creating individual and/or group assignments, etc.).

#### Class Rules

- The use of mobile telephones is not permitted.
- Laptop computers may only be used in class to take notes or carry out other related activities and only when authorized by the teacher.
- Students will not be allowed to enter class more than 10 minutes late.
- Food or drinks are not allowed in class.

## LEARNING APPRAISAL SYSTEM

A continuous assessment system is applied whereby the learning process of the student is evaluated through the work that the student produces. The student acquires knowledge and practical experience throughout the course and this system is designed to verify the skills (as a way of demonstrating being "competent at something") obtained by the student in this subject.

THE END OF THE COURSE BEGINS ON THE FIRST DAY.

#### CONTINUOUS ASSESSMENT:

Continuous assessment will take into account:

- The students' ability to integrate theoretical content in a practical way by completing assignments in class, debates, personal reflections and exams.
- The acquisition of knowledge, abilities and linguistic skills.
- The participation in activities both in and out of the classroom, completion of compulsory and/or voluntary assignments, presentations of individual work, attitude in class and completion of individual work.
- Class and tutorial attendance.

#### Assessment Instruments and Techniques.

- Instruments: Compulsory tutorials, oral presentations, active participation, mid-term and final exams.
- Techniques: Oral presentations, written essays, group activities (debates, role-plays, simulations etc.)

#### CONTINUOUS ASSESSMENT:

##### BLOCK 1:

Written and Oral Assessment: 60%

##### •20% - Oral

Individual and/or group presentations, debates, discussions, simulations, interviews, oral content exams, etc.

##### •40% - Written

- o 10% - Mid-term Exam
- o 30% - Final Exam

##### BLOCK 2:

Independent Study-Work Assessment: 30%

##### •10% - Individual/group work (assignments / exercises / essays / portfolios, etc.)

##### •20% - Final Project (group short film)

##### BLOCK 3:

Active participation, both in class, which implies regular attendance (80%) and out of class: aula virtual, foros, obligatory tutorials, etc. 10%

A UFV student will pass the subject by obtaining a minimum grade of five (5) in each and every one of the aforementioned blocks: oral and written, independent study and active participation.

#### FACTORS AFFECTING THE ABILITY TO PASS THE SUBJECT THROUGH CONTINUOUS ASSESSMENT.

1. A student who does not obtain a minimum grade of five (5) in each of the blocks that the subject involves, will have to repeat that/those block(s) in September.
2. Should a student fail the subject in the official, ordinary exam period, s/he will have the opportunity to retake/resubmit the blocks failed in September. The student is responsible for making contact with the subject teacher in order to be informed of the structure of the oral, written and individual assessments applicable.
3. Deadlines will be established at the beginning of the course for submittance of certain evaluable assignments, projects, etc. Should a student fail to meet these deadlines or should a student fail the Individual Assessment block, the student will then be required to submit the aforementioned work in September.
4. Should a student commit plagiarism in any piece of individual or group work, the student will obtain a FAIL grade for the subject and will have to repeat all blocks of the subject in September.
5. RAISING ONE'S GRADE: A student who has passed the subject through continuous assessment may not

retake any part of the subject in September to increase his/her grade. The official exam period in September is exclusively for students who have not passed the subject in the official, ordinary exam period,

6.HONORABLE MENTION: An honorable mention is recognition of excellence. It is awarded exclusively to students who stand out from their peers, not only with academic grades for the subject, but also with respect to their attitude and interest towards the subject, their dedication, team work etc. throughout the course. The decision to award an honorable mention lies exclusively with the subject teacher.

7.STUDENTS WHO WORK AND REPEATERS: Should a student work or be a repeater and therefore be unable to attend classes, s/he is responsible for contacting the subject teacher about their individual circumstances at the beginning of the course and for submitting a work certificate or written explanation from the degree director to justify their absence. It is the sole responsibility of the student to contact the subject teacher and request a study plan, as well as be informed of any specific assignments, exams and dates that the teacher may stipulate. The student is required to follow the same deadlines, Midterm Exam / Final Exam / Oral requirements as the rest of the class. The student's grade is that which is obtained in either the official, ordinary exam period, or in September.

8.To be able to sit the final exam, the student must show valid identification ( DNI, University ID card or other containing a recent photograph). A student without a photo ID will not be allowed to sit the exam.

## **BIBLIOGRAPHY**

### **Basic bibliography**

Material created and developed specifically for this course: English III Audio-Visual Communication Coursepack