

Teaching guide

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	LANGUAGE II		
Type:	Basic Training	ECTS credits:	6
Year:	2	Code:	1927
Teaching period:	Fourth semester		
Area:	Modern language		
Module:	Advertising business system		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

Provide the student with an overview of the advertising business system and the companies which complement the basic organisation of an advertising agency at a national and international level. Perfect the student's knowledge and performance in the English language adjusted to their field of study.

SKILLS

Basic / general / cross skills

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

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

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

To acquire capacity for expressing oneself correctly in oral and written form, and in audio-visual or multimedia formats.

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 advertising and public relations to this end.

To be able to engage public opinion concerning cultural and social diversity through persuasive discourse.

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 for conducting research, and conveying messages and information in said language.

To understand and interpret information for the purposes of its application to advertising communication.

DISTRIBUTION OF WORK TIME

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

GOAL

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

LEARNING RESULTS

To use 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 analyse the most important cultural aspects of the English speaking countries

To understand the importance of the use the English language as an international communication tool that enables the exploration of other cultures and original advertising sources

To increase and foster the use of proper English in different types of mass media (traditional and new media)

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

To write documents using correct grammar, vocabulary and terminology specific to advertising

To read independently medium difficulty texts related to the area of study

To analyse critically, to debate and to express opinions in English after reading and commenting on excerpts from specialised texts and literary works

To synthesise ideas and to think critically using the English language

To present a project on important aspects of the course content using the language of advertising and multimedia resources

LIST OF TOPICS

FINAL PROJECT
PRESENTATIONS
1) ADVERTISING BRIEF
2) INTERVIEWING
3) NEW TECHNOLOGIES
4) LANGUAGE WORK II

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@I 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.).

LEARNING APPRAISAL SYSTEM

A continuous assessment system is employed whereby the learning process of the student is evaluated, as is the work that the student produces throughout the course. Students acquire knowledge throughout the course and this system is designed to verify the skills (as a way of demonstrating being "competent at something") obtained by the students in this subject.

BIBLIOGRAPHY

Basic bibliography

Material created and developed specifically for this course.

Language II Coursepack for 2nd year Advertising