



Teaching guide

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	LANGUAGE III		
Type:	Compulsory	ECTS credits:	6
Year:	3	Code:	1933
Teaching period:	Fifth 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 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 be able to investigate and expand on the communication process and its social impact.

To mature in human and intellectual terms. To acquire capacity for making decisions and solving problems in the field of one's professional or research activity.

To acquire capacity for considering and creatively responding to the essential questions as to the whys and wherefores, and the consequences of human, social, political and economic events.

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 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 continue 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 more detailed and formal documents using correct grammar, vocabulary and terminology specific to advertising

To read and translate medium-to-high-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

- 1) Storyboards
- 2) Group Project Work: Advertising / Publicity Campaign: CHRISTMAS AD
- 3) Readings & Discussion:
 - Your True Colors
 - Controversial Advertising
 - Lion Glass- ethical Advertising
- 4) Cover Letters, CVs & Job Interviewing
- 5) Language Work

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.

THE END OF THE COURSE BEGINS ON THE FIRST DAY.

CONTINUOUS ASSESSMENT:

Continuous assessment will take into account:

- a. The students' ability to integrate theoretical content in a practical way by completing assignments in class, debates, personal reflections and exams.
- b. The acquisition of knowledge, abilities and linguistic skills.
- c. 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.

d. Class and tutorial attendance.

Assessment Instruments and Techniques.

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

CONTINUOUS ASSESSMENT STRUCTURE:

BLOCK 1:

Oral Assessment: 25%

- Individual and/or group presentations, debates, simulations, etc.

BLOCK 2:

Written Assessment: 40%

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

BLOCK 3:

Independent Study-Work Assessment: 25%

- Group and individual work (assignments / exercises / essays / virtual participation / blogs / projects / portfolios, etc.)

BLOCK 4:

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, written, independent study-work 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.

Language III Coursepack for 3rd year Advertising