

Teaching guide

IDENTIFICATION DETAILS

Degree:	Advertising
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Field of Knowledge:	Social and Legal Science
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Faculty/School:	Communication Science
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Course:	LANGUAGE IV
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Type:	Compulsory
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ECTS credits:	3
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Year:	4
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Code:	1943
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Teaching period:	Seventh semester
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Area:	Modern language
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Module:	Advertising business system
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Teaching type:	Classroom-based
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Language:	English
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Total number of student study hours:	75
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Teaching staff	E-mail
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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.

Language IV is a course, which is compulsory and which carries 3 ECTS credits, implying 75 hours of dedication on the learner's part, taught in the Seventh Semester of the Fourth Year of the Advertising Degree studies. This course is embodied within the Area of Modern Language within the Module: Advertising business system.

Language IV forms part of a well-rounded, integral education focused on the learner in all of his or her

harmoniously integrated dimensions (intelligence, will, emotional nature, sociability, abilities, skills...). In the area of advertising, our aim is that future professionals propose and promote constructive and human values and attitudes; that they promote products, brands or institutions at the service of the common good.

The on-site version of the course implies 30 in-class teaching hours while the blended-learning version of the course implies 15 hours of in-class instruction with the remainder completed through the students' individual work.

GOAL

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

PRIOR KNOWLEDGE

That which has been acquired prior to university as well as in any previous year courses at university. The course is aimed at an overall B2 level as defined by the Common European Framework of Reference for Languages, taking for granted that students have successfully completed the English Language Test Section in the Spanish State University Access Exam (Selectividad), which requires an average B1 level.

COURSE SYLLABUS

1. THE LANGUAGE OF ADVERTISING: PROJECT
2. GLOBAL BRANDS - GLOBAL ADVERTISING
3. PROPAGANDA AND CAMPAIGN ADVERTISING
4. MAD MEN

1. THE LANGUAGE OF ADVERTISING: PROJECT

The students will become familiar with the linguistic and stylistic resources used in the language of advertising, which will prepare them for a group final project that consists in a formal analysis of adverts collected by students.

2. GLOBAL BRANDS - GLOBAL ADVERTISING

The aim is to analyse the concept of a global brand and its effect on global advertising campaigns. The focus will be on vocabulary related to global brands; the cultural differences that have an impact on cross-cultural advertising. Finally, the Oscar-winning short film "Logorama" will be analysed from the same perspective.

3. PROPAGANDA AND CAMPAIGN ADVERTISING

The third unit deals with advertising and politics. The first part analyses XX-century propaganda posters (especially WWII and the Cold War). The second part encompasses electoral campaigns in the English-speaking countries.

4. MAD MEN

Analysis of the advertising-related elements in the TV show; vocabulary study; analysis of the socio-historical context depicted in the show.

EDUCATION ACTIVITIES

In second-language teaching-learning methodology, the how is as important as the what or even the final result. The way a second language is taught-learned is a learning experience in and of itself, through which the learner's knowledge and skills in the second language are continuously put into question, reflected upon, experienced, experimented with and advanced, thus allowing learning to take place and greater, improved language competence to be acquired.

Therefore the methodology applied in this course is, first and foremost, communicative. Communication being a two-way thing, the teacher-learner relationship and active participation/involvement in the course is fundamental to the achievement of the aforementioned 'greater, improved language competence'. The teacher-learner role is an active one, one requiring well-structured, clearly presented content, which is pertinent to the subject matter, the

degree objectives and the interests of the learner.

The methodology is at the same time eclectic, taking into consideration that not all learners learn in the same way or at the same pace. Learning is guided by the teacher but is developed by the learner him/herself or together in collaboration with others (teacher/mentors/peers).

So, thirdly, the methodology is collaborative. Collaborative work/study provides the learner with the opportunity to develop as well competence in a growing sense of responsibility towards self and others, in addition to, a positive sense of interdependence and team-work.

This communicative, eclectic, collaborative methodology implies:

In class,

- Interactive class lectures
- Student presentations
- Group dynamics: student-led discussions, debates, role-plays, simulations, interviews, etc.
- Group and pair tasks/activities: joint research, presentations, project work, assignments, study, online forums, etc.
- Two-way feedback: teacher to students; students to teacher; students to students, etc.
- Regular attendance and active involvement and participation
- Midterm and final written and/or oral exams

Outside of class, the autonomous student takes on the initiative, with or without the help of others, to identify his/her needs, to decide on his/her learning objectives, to choose the necessary resources and learning strategies that will lead towards the advancement and enrichment of his/her overall learning. In this process, the teacher becomes a guide, a facilitator, a source of information, a collaborator. This implies:

- Independent study
- Preparation of class/group/pair work
- Reading, writing, listening, visualizing
- Individual, personal reflection
- Online task completion and participation
- Individual and group tutorials
- Self-assessment

Implications:

- Initiative, active participation and a will to form part of the class are fundamental towards achieving the aims of this course.
- It is assumed that the student has passed the official Spanish University Access Exam (Selectividad) and therefore has a minimum B1 level, as defined by the CEFR (Common European Framework of Reference for Languages).
- The focus of this subject is on content, knowledge and skills relevant to the chosen degree area, being designed specifically with the aim to improve overall communication, oral and written.
- It is focused on a specific area of knowledge and lexicon, specific tasks and competences, not on improvement via level, nor on the achievement of second language accreditation.
- Having a high or low level of general English does not guarantee a pass or fail. As course-content is degree specific, assessment is based accordingly on this content.
- General English subjects and general English accreditation exams are never validated.
- ESP (English for Special Purposes) subjects, which form part of a similar degree program in another university, are not systematically validated. These will need to be examined by the Language Department on a case by case basis.
- English language courses in the degree programs do not certify any specific level. This is due to the fact that language level accreditation is attained by achieving a passing mark on one particular specialized exam, which tests the general linguistic mastery of the four language skills: listening, speaking, reading and writing.
- Adherence to university norms of conduct is understood.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours
Participative lectures 16h Seminars and workshops 8h Group presentations 2h Individual and group tutorials 2h Assessment 2h	Group work 16h Theoretical study 21h Completion of assignments on UFV Virtu@I and /or other multimedia platforms. 8h

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.

Specific skills

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

To acquire an ability to express oneself fluently and effectively in English for conducting research as well as for conveying messages and information in said language.

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

LEARNING RESULTS

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

To know 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 more 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

LEARNING APPRAISAL SYSTEM

Second-language learning is an on-going process which requires constant exposure, practice and use. Therefore it is necessary and coherent to apply a continuous assessment system whereby the student is evaluated through his/her steady work, participation and involvement in the subject matter. The learner acquires knowledge and practical experience throughout the course and this system is designed to verify those skills (as a way of demonstrating being "competent at something") obtained by the student in this subject as well as provide feedback regarding his/her progress. For this reason, the end of the course begins on the first day.

Development

Continuous assessment takes into account:

- a. The student's ability to integrate theoretical content in a practical way in the tasks, activities and assignments carried out throughout the course.
- b. The comprehension and acquisition of degree-specific content as well as the improvement in linguistic skills and abilities.
- c. The active participation in as well as positive disposition towards both inside and outside of class tasks/activities/assignments, all of which imply the completion thereof in due time and in proper form.
- d. Regular attendance to class, to compulsory tutorial sessions and to any group/pair work meetings.

CONTINUOUS ASSESSMENT:

ORDINARY EXAM PERIOD: January (1st SEM.) - May (2nd SEM.)

BLOCK 1: WRITTEN AND ORAL ASSESSMENT- 65%

- To form an overall grade average with BLOCKS 2 and 3, it is required that the student obtain an overall PASS (a final minimum average of 5/10) in BLOCK 1.
- 25% - Oral
 - o Individual/group presentations, debates, discussions, simulations, interviews, etc., which are done throughout the course. (2-4 pieces of evaluated work)
 - o To form an average with the written, the student must obtain an overall PASS on the oral.
- 40% - Written
 - o 10% - Mid-term Exam
 - If a student does not sit the mid-term exam and does not present a formal excuse authorized by the Director of the Degree in question, he/she loses this 10%.
 - o 30% - Final Exam
 - To form an average with the mid-term exam and the oral, the student must obtain an overall PASS on this final written exam.

BLOCK 2: INDEPENDENT STUDY-WORK ASSESSMENT - 25%

- To form an overall grade average with BLOCKS 1 and 3, it is required that the student obtain an overall PASS (a final minimum average of 5/10) in BLOCK 2.
- Preparation of class/group/pair work (reading, writing, listening, visualizing, researching, reflecting on, etc.), in due time and in proper form
- Preparation for and attendance to individual and group tutorials, in due time and in proper form
- Online task completion and participation (forums, blogs, etc.), in due time and in proper form
- Task/assignment completion (exercises / essays / projects / portfolios, etc.), in due time and in proper form
- A minimum of 3 pieces of work will be evaluated.

BLOCK 3: ATTENDANCE AND PARTICIPATION – 10%

- Regular attendance and active participation are given requirements.
- The student who does not attend class on a regular basis and who does not present a formal excuse authorized by the Director of the Degree in question automatically loses this 10%.

The final mark, which is posted in the PORTAL UNIVERSITARIO, is the final average of BLOCKS 1, 2 and 3, except in the event that the student does not pass the subject. If the student does not pass the subject, the mark posted is the mark obtained in the corresponding failed section or BLOCK.

FACTORS AFFECTING THE ABILITY TO PASS THE SUBJECT THROUGH CONTINUOUS ASSESSMENT

1. Deadlines are established at the beginning of the course for the submittance of certain evaluable assignments, projects, etc. No work will be accepted after the due date.
2. 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 June-July.
3. RAISING ONE'S GRADE: A student who has passed the subject through continuous assessment may not retake any part of the subject in June-July to increase his/her grade.
4. 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.

STUDENTS WHO WORK AND REPEATERS:

5. In the event a student works or is a repeater and therefore unable to attend classes, it is the student's responsibility to contact and inform the subject teacher and present a formal written authorization from the Director of the Degree to excuse his/her absence.

6. 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.

7. The same course requirements and deadlines (assignment submittance; midterm exam; final exam; oral requirements) are applied to the student who works and to repeaters as the rest of the class.

8. A student without a valid photo ID (DNI/passport/UFV card/driver's license) is not allowed to sit a midterm or final exam.

EXTRAORDINARY EXAM PERIOD: June-July

BLOCK 1: WRITTEN AND ORAL ASSESSMENT- 65%

• In the event the student does not obtain an overall PASS in BLOCK 1, it is required that s/he repeat only the section(s) which has/have not been passed: the oral, the final exam, or both. The mid-term exam is never repeated.

• If the student has failed the oral, it is required that s/he repeat this section. This final oral assessment will consist in one prepared piece of work based on the oral work carried out in class, and one open question/interview/topic related to the course content, but announced at the time of the oral assessment.

BLOCK 2: INDEPENDENT STUDY-WORK ASSESSMENT – 25%

• In the event the student has not handed in or completed all the required assignments in due time and in proper form, s/he must submit them no later than the official final exam date and time in June-July.

• In the event the student does not obtain an overall PASS in BLOCK 2 due to poor quality, it is required that s/he redo, and re-submit the work in question no later than the official final exam date and time in June-July.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Material created and developed specifically for this course.

English IV Advertising Degree Coursepack

Additional

Murphy, R. (1985, 1994). English Grammar in Use. Cambridge University Press.

Redman, S. (1997) English Vocabulary in Use. Cambridge University Press.

Upjohn, J., et al. (2006) Minimum Competence in Medical English. Grenoble: EDP Sciences.

VVAA (2005). Harrap's Spanish and English Dictionary. McGraw-Hill.

VVAA (2011). Oxford Advanced Learner's Dictionary. Oxford University Press