

FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura	
Nombre completo	English for Communication
Código	E000004415
Título	Grado en Comunicación Audiovisual por la Universidad Pontificia Comillas
Impartido en	Grado en Publicidad y Relaciones Públicas [Segundo Curso]
Nivel	Reglada Grado Europeo
Cuatrimestre	Semestral
Créditos	6,0 ECTS
Carácter	Obligatoria (Grado)
Responsable	Catalina Ribas Segura, PhD
Horario	Tuesdays, from 12 to 2pm; Thursdays, from 11am to 1pm.
Horario de tutorías	By appointment
Descriptor	This is an English course specialized in Advertising and Public Relations and it aims to improve the communicative competence in real professional situations apart from reinforcing English grammar at a B2 level according to the Common European Framework of Reference for Languages. It increases the students' possibilities to develop their work experience in international contexts and it also promotes respect towards cultural diversity.

Datos del profesorado	
Profesor	
Nombre	Catalina Ribas Segura
Departamento / Área	Departamento de Lenguas
Despacho	Office number 5 E-mail address: cribas@cesag.org
Correo electrónico	cribas@cesag.comillas.edu

DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura
Aportación al perfil profesional de la titulación
<p>This English course specialized in Media Studies and Publicity and Public Relations aims to improve the communicative competence in real professional situations apart from reinforcing English grammar at a B2 level according to the Common European Framework of Reference for Languages. This course is based on the study and learning of the English language needed as a professional in the field of Media Studies and Publicity and Public Relations. It increases the students' possibilities to develop their work experience in international contexts and it also promotes respect towards cultural diversity.</p>
Prerequisitos
<p>All the lectures will be taught in English, so our recommendation for students is to have an intermediate level of English according to the</p>

Common European Framework of Reference for Languages.

Competencias - Objetivos

Competencias

GENERALES

CG02	Expresarse de forma básica, oral y escrita, en una lengua extranjera de acuerdo con un nivel equivalente a B2 correspondiente al Marco Común Europeo de Referencia para las Lenguas, en relación una lengua extranjera para el ámbito específico de los estudios de comunicación
-------------	--

TRANSVERSALES

CT01	Ser capaz de comprender y producir una amplia variedad de textos así como expresarse de forma oral y escrita con fluidez y corrección en las lenguas oficiales y, al menos, en una lengua extranjera
CT12	Ser capaz de trabajar de manera autónoma adaptando las estrategias de aprendizaje a cada situación

ESPECÍFICAS

CE03	Aplicar las diferentes técnicas para la composición de textos, escaletas y guiones la ficción cinematográfica, televisiva, videográfica, radiofónica o multimedia
-------------	---

Resultados de Aprendizaje

RA04	Utilizar la lengua tanto oral como escrita de manera correcta, adecuada y coherente.
RA06	Demostrar la capacidad de comunicación y expresión con coherencia y corrección en el ejercicio profesional.
RA07	Demostrar autonomía y rigor en el cumplimiento de plazos y pautas de trabajo.
RA09	Mostrar interés por el conocimiento de otras lenguas y culturas.

BLOQUES TEMÁTICOS Y CONTENIDOS

Contenidos – Bloques Temáticos

Contents

1. English grammar: verb tenses, modal verbs, verbs followed by infinitive or gerund, relative clauses, reported speech, passive, conditionals, vocabulary, word order.
2. Media and Publicity specific vocabulary.
3. Writing: slogans, letters, reviews, reports and compositions.
4. Reading: reviews, interviews, articles and short stories.
5. Listening: business meetings and conversations, interviews.
6. Speaking: presentations, pitching, interviews and discussions.

Objectives

- Use both oral and written language correctly at B2 level.
- Demonstrate the ability of communication and expression in real professional contexts.
- Demonstrate autonomy in meeting deadlines and working patterns.
- Show interest in learning other languages and cultures

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

Theoretical and practical classes, reading seminars, presentations, individual/ group work.

Metodología Presencial: Actividades

Theoretical / Practical classes: reading seminars, presentations, individual /group work.

CG02, CT01, CT12, CE03

Metodología No presencial: Actividades

Activities, study.

CT01, CT12, CE03

RESUMEN HORAS DE TRABAJO DEL ALUMNO

HORAS PRESENCIALES

Clases teóricas y clases prácticas

60.00

HORAS NO PRESENCIALES

Estudio de teoría, preparación de trabajos, preparación de actividad de evaluación

90.00

CRÉDITOS ECTS: 6,0 (150,00 horas)

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

Actividades de evaluación	Criterios de evaluación	Peso
Speaking Skills 3 Reading Seminars (15%) 1 Presentation (15%)	30% of the total mark. They cannot be retaken.	30
Written skills 2 compositions	20% of the final mark. They cannot be retaken.	20

Final exam (grammar, vocabulary and composition)	50% of the final mark (minimum passing standards 25%). It can be retaken.	50
--	--	----

Calificaciones

- The participation and attendance to the reading seminars, compositions and presentations is compulsory.
- Plagiarism, the use of an online translator or help from a third party will be penalized with a zero ("0") of that activity.
- Attendance to class and classroom teaching activities are compulsory (see schedule 2020-21). If a student fails 66% compulsory attendance (artículo 15 de la Normativa Académica), s/he may not be allowed to take the final written exam.
- *Your mails will only be answered if they include the appropriate greeting forms and they are written in English.

Writing skills

Aspects to be assessed:

- Quality and clarity of information.
- Correct usage: grammar, syntax and lexis according to corresponding B2.

Speaking skills

Aspects to be assessed:

- Quality and clarity of information.
- Correct usage: grammar, syntax, lexis and pronunciation according to corresponding B2.
- Adequate use of verbal and non-verbal communication.

Exam

Aspects to be assessed:

- Content subject knowledge.
- Correct usage: grammar and lexis according to corresponding B2.

PLAN DE TRABAJO Y CRONOGRAMA

Actividades	Fecha de realización	Fecha de entrega
Reading 1	6th October	6th October
Writing 1	15th October	15th October

Reading 2	3rd October	3rd October
Reading 3	26th November	26th November
Writing 2	1st December	1st December
Oral presentation	15th-17th December	15th-17th December
Course review	7th January	7th January
Exam	29th January / 2nd July	29th January / 2nd July

BIBLIOGRAFÍA Y RECURSOS

Bibliografía Básica

Ceramella, Nick & Lee, Elizabeth. 2008. *Cambridge English for the Media*. Cambridge: CUP.

Hornby, Albert Sydney. 2010. *Oxford Advanced Learner's Dictionary of Current English*. Oxford: OUP.

Patterson, Ken. 2012. *Oxford Living Grammar. Upper-intermediate with answers*. Oxford: OUP.

Vince, Michael. 2009. *First Certificate Language Practice. English Grammar and Vocabulary*. 4th ed, with key, with CD-Rom. Oxford: MacMillan.

Bibliografía Complementaria

Dossier

Moodle (Aula Virtual)

En cumplimiento de la normativa vigente en materia de **protección de datos de carácter personal**, le informamos y recordamos que puede consultar los aspectos relativos a privacidad y protección de datos que ha aceptado en su matrícula entrando en esta web y pulsando "descargar"

[https://servicios.upcomillas.es/sedelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792](https://servicios.upcomillas.es/sedeelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792)