



Universitat de Lleida

DEGREE CURRICULUM
**ORAL AND WRITTEN SPANISH
FOR THE MEDIA**

Coordination: BALLESPI VILLAGRASA, MARIA DE LAS
MERCEDES

Academic year 2023-24

Subject's general information

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|---|---|---------------|------------------|------------------|
| Subject name | ORAL AND WRITTEN SPANISH FOR THE MEDIA | | | |
| Code | 101955 | | | |
| Semester | 2nd Q(SEMESTER) CONTINUED EVALUATION | | | |
| Typology | Degree | Course | Character | Modality |
| | Bachelor's Degree in Audiovisual Communication and Journalism | 1 | COMMON/CORE | Attendance-based |
| Course number of credits (ECTS) | 6 | | | |
| Type of activity, credits, and groups | Activity type | PRAULA | | TEORIA |
| | Number of credits | 1.5 | | 4.5 |
| | Number of groups | 2 | | 1 |
| Coordination | BALLESPI VILLAGRASA, MARIA DE LAS MERCEDES | | | |
| Department | PHILOLOGY AND COMMUNICATION | | | |
| Teaching load distribution between lectures and independent student work | HP- 60 HNP- 90 | | | |
| Important information on data processing | Consult this link for more information. | | | |
| Language | Spanish | | | |

| Teaching staff | E-mail addresses | Credits taught by teacher | Office and hour of attention |
|--|----------------------------|---------------------------|--|
| BALLESPI VILLAGRASA, MARIA DE LAS MERCEDES | merce.ballespi@udl.cat | 5,5 | |
| RODRIGUEZ ORGAZ, CRISTINA | cristina.rodriguez@udl.cat | 2 | For a tutorial appointment, write to cristina.rodriguez@udl.cat. |

Subject's extra information

The Oral and Written Spanish for the Media Subject offers a theoretical and practical reflection about journalistic language, as well as the linguistic knowledge necessary for the correct use, oral and written, in the future development of the professional practice in the field of communication and audiovisual journalism. Reflection on linguistic correction criteria will be promoted for the detection and neutralization of the most frequent errors in the use of Spanish in the media.

Learning objectives

- O1. Improve oral and written expression in Spanish.
- O2. Acquire stylistic competence in the production of oral and written texts.
- O3. Produce appropriate journalistic texts from the normative point of view.
- O4. Provide tools to the students to reflect on the use of language.
- O5. Raise awareness among students of the importance of the correct use of language in the media.
- O6. Know and identify the most frequent linguistic norms and errors (graphic, phonic, morphosyntactic, lexical) that appear in the media.
- O7. Understand and apply the content of books and style manuals as a working tool in the world of communication.

Competences

Basic

CB4. To be able to transmit information, ideas, problems and solutions to a specialized and non-specialized public.

General

CG1. To develop independent learning strategies.

Specific

CE1. To develop the command of Catalan, Spanish and English oral and written for use in the specific field of social media.

Transversal

CT1. To acquire adequate comprehension and oral and written expression of Catalan and Spanish.

Subject contents

Fundamental contents of the subject:

UNIT 1. STANDARD LANGUAGE AND VARIETIES OF SPANISH

UNIT 2. NORM AND USE OF SPANISH IN THE MEDIA

2.1. NORM AND USE AT THE MORPHOSYNTHETIC LEVEL

2.2. NORM AND USE AT THE LEXIC-SEMANTIC LEVEL

2.3. NORM AND USE AT THE PHONICAL-ORTHODIC LEVEL

UNIT 3. COMMUNICATION AND WRITTEN EXPRESSION

UNIT 4. COMMUNICATION AND ORAL EXPRESSION

Methodology

1. Master classes
2. Colloquium
4. Debates
6. Group work
7. Individual work

Development plan

| Actividades | Descripción | O | G | HP | HNP |
|------------------|---|------------|---|-----------------|----------------|
| Master class (M) | Theoretical explanation of the contents | O1 a O7 | | 25 | |
| Presentations | Group oral presentation on the proposal of a linguistic topic | O1 a O7 | | 20 | |
| Readings | To read texts about language and media | O1 a O7 | | | 5 |
| Conference | Conference by an expert person | O1 a O7 | | 5 | 5 |
| Assignments (T) | P1. Search for information on normative aspects of the language P2. Analysis and revisions of oral and written texts P3. Production of oral and written texts | O1 a O7 | | 3 3'5 3'5 | 25 25 25 |
| Tutorial (Tut) | Individual tutorials | O1 a O7 | | | 2,5 |
| Evaluation (AV)* | Go to the table on the evaluation mechanisms | | | | |
| TOTAL | | | | 60 | 90 |

Activities planned within the subject (**compulsory attendance**):

- 15/2/2024 - Non-sexist and androcentric language workshop applied to the media.
- 22/2/2024 - Workshop on the prevention of gender-based violence in couples. Addressing gender-based violence in the media (Center for Equal Opportunities and Promotion of Women Dolors Píera at the UdL).
- 29/02/2024- Lecture: Classrooms Against Poverty Program (Development and Cooperation Department, University of Lleida)

Student attendance at these activities will be valued.

The theoretical classes on Thursdays will be held with the whole group (Large Group - GG) and the Friday classes, of a practical nature, will be held by dividing the class into two groups, the Group 1 (GM1) and the Group 2 (GM2). Consequently, on Fridays the first half of the session will be aimed at GM1 and the second half at GM2. These groups will be constituted on the first day of class in alphabetical order.

Evaluation

| Evaluation mechanisms | Typology | Dates | % |
|---|--|--|-------|
| (0) Attendance and participation | Class attendance is not mandatory, except for those indicated in the development plan, but highly recommended . Interest, active participation and problem solving, both in the face-to-face classes and in the virtual campus environment, will be valued. | Classes, debates and tut | (+/-) |
| (1) Teamwork | Oral presentation on the use of language in the media | To be decided during the first classes | 20 % |
| (2) Work (in pairs) | Critical comment on a style book. | 5.4.2024 | 20 % |
| (3) Individual work | Production of an oral journalistic text on "Aules contra la pobresa". | 3.5.2024 | 20% |
| (4) Individual work | Production of a written journalistic text about the workshop on sexist violence in the couple. | 3.5.2024 | 20 % |
| (5) Evaluation workshop | Written test on the theoretical and practical contents of the subject | 24.5.2024 | 20 % |

The course includes 2 modules: the written expression module (activities 2 and 4) and the oral expression module (activities 1 and 3). In addition, there will be a written test on the last day of class (activity 5). To pass the course, the 2 modules must be passed separately, both the written one and the oral one. Each module will be averaged and a minimum grade of 5 must be obtained in each one to pass them. If one of the modules is suspended, it can be recovered. In case of not recovering the suspended module, the subject will not be passed and a final numerical grade of 4,9 will be assigned.

(0) Inadequate behavior can penalize up to 2 points the final grade of the subject.

If academic fraud or spontaneous copying is detected, we will apply what is established in the "Regulations for the Assessment and Grading of Student Learning in UdL Bachelor's and Master's Degrees".

In the event that an activity is not submitted within the established period, the grade will be 0 in said activity. In all activities, 0.3 will be deducted for each misspelling and 0.1 for each morphosyntactic or lexical error. The same foul will be counted each time it appears.

No additional activities will be proposed to raise the grade.

Students who want to ask for alternative assessment must submit an employment contract or justify, in a letter addressed to the dean, the reasons that make it impossible for him/her to carry out the continuous assessment within five (5) days after the beginning of the semester. For information, please send an e-mail to lletres.secretariacentre@udl.cat or ask for information at the Faculty's academic office (Secretaria Acadèmica de la Facultat de Lletres). In case of taking advantage of the alternative evaluation, the student must pass two tests: one to evaluate the written block and another to evaluate the oral block, which will score 50% each. To pass the subject, a minimum grade of 5 must be obtained in both.

Bibliography

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- BRIZ, Antonio; ALBELDA, Marta, and FERNÁNDEZ, María José. *Saber hablar*. Madrid: Aguilar, 2008.
- BARRERA ROSET, Mercedes, GÜELL GUIX, María Teresa and María Luisa GUIX AGUADO. *De las palabras a los textos: gramática del español*. Barcelona: Octaedro, 2010.
- BONVÍN FAURA, Marcos. *Los errores lingüísticos. Pautas de corrección con ejercicios resueltos*. Barcelona: Octaedro, 2011.
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- MONTOLÍO, Estrella, and DURÁN, Estrella Montolío. *Conectores de la lengua escrita: contraargumentativos, consecutivos, aditivos y organizadores de la información*. Barcelona: Ariel, 2001
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- RAE - ASALE. Gramática y ortografía básicas de la lengua española. Madrid: Espasa, 2019.**
- ROMERO GUALDA, M. Victoria. *Lengua española y comunicación*, Barcelona, Ariel, 2007 (1st edition: 2002).
- SÁNCHEZ LOBATO, Jesús (coord.). *Saber escribir*, Madrid: Instituto Cervantes-Aguilar, 2006.

Language & media

ALEZA IZQUIERDO, Milagros (coord.). *Lengua española para los medios de comunicación*. Valencia, Tirant lo Blanch, 2006.

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BLANCO ALFONSO, Ignacio, and FERNÁNDEZ MARTÍNEZ, Pilar (coords.). *El lenguaje radiofónico: la comunicación oral*, Madrid: Fragua, 2004.

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CANTAVELLA, Juan, and SERRANO, José Francisco. *Redacción para periodistas: informar e interpretar*. Barcelona: Ariel Comunicación, 2004.

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ROMERO GUALDA, M. Victoria. *El español en los medios de comunicación*. Madrid: Arco-Libros, 2008.

VILCHES VIVANCOS, Fernando. *El menosprecio de la lengua. El español en la prensa*. Madrid: Dykinson, 2001.

Style books

ABC. *Libro de estilo*. Madrid: Ariel, 2001.

Agencia EFE. *Manual de español urgente*. Madrid: Debate, 2015.

ANTENA 3TV. *Libro de estilo*. Madrid: Antena 3, 2002

CADENA SER. *En antena. Libro de estilo del periodismo oral*. Madrid: Taurus, 2017.

El País. *Libro de Estilo*. Madrid: Aguilar, 2014.

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MENDEIETA, Salvador. *Manual de estilo de TVE*, Barcelona, Labor, 1993.

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RADIO NACIONAL DE ESPAÑA. *Manual de Estilo de RNE*. Madrid, 1990.

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Other online resources

- <http://www.rae.es>
- <http://www.fundeu.es>
- <http://cvc.cervantes.es>
- <http://www.wikilengua.org/index.php/Portada>
- <http://estudiantes.elpais.com>