



Universitat de Lleida

DEGREE CURRICULUM
**LANGUAGE CONSULTANCY IN
THE MASS MEDIA**

Coordination: ,

Academic year 2021-22

Subject's general information

Subject name	LANGUAGE CONSULTANCY IN THE MASS MEDIA			
Code	12348			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Master's Degree in Applied Languages (M2016)	1	COMPULSORY	Virtual learning
Course number of credits (ECTS)	5			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	2.6		2.4
	Number of groups	1		1
Coordination	,			
Department	CATALAN STUDIES AND COMMUNICATION			
Teaching load distribution between lectures and independent student work	Distribution of student work hours (Hours of dedication / Percentage of dedication) Consultation of the spaces of the virtual classroom 15h 12% Reading and studying the documentation 60h 48% Contact sessions 5h 4% Completion of individual activities 40h 32% Participation in debates 5h 4% Total 125h 100%			
Important information on data processing	Consult this link for more information.			
Language	CATALAN SPANISH			
Distribution of credits	M1 1.6CA M2 1.6CA M3 1.6CA			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
BOIRACH MOTLLÓ, NOELIA	noelia.boirach@udl.cat	5	
MANCHO BARÉS, GUZMAN	guzman.mancho@udl.cat	0	

Subject's extra information

This subject is intended for students to learn the general operation of linguistic services in the media. They are also introduced to learning some of the most common procedures in linguistic consulting. This is an essentially practical subject.

Learning objectives

The student should be able to:

- Learn about language consulting activities in the media
- Learn the theoretical concepts related to proofreading
- Start in proofreading techniques of written and oral texts
- Learn about and know how to use reference materials appropriate for proofreading written and oral texts

Competences

BASIC COMPETENCES

1. Apply the acquired knowledge and have the ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study

SPECIFIC COMPETENCES

1. Use Catalan or Spanish at a professional expert level as well as English or French at an advanced level.
2. Implement new information and communication technology in the fields of education, linguistic correction, terminology and intercultural communication.
3. Apply proofreading techniques in Spanish and/or Catalan.

Subject contents

Module 1. Introduction to the language of the media	1. The language of the media 2. Journalistic genres and textual typologies in the media Activities 1, 2
Module 2. Linguistic correction and consultancy: theoretical and methodological aspects	3. The concepts of linguistic correction and adequacy 4. Methodology and criteria for correction and adequacy Activities 3, 4

Module 3. Practice of language consultancy in the media	5. Reference materials and sources for language consultancy 6. Practice language consultancy Activities 5, 6, 7
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Methodology

Distribution of information in the virtual space and forms of communication:

- In the **Resources** space you will find for each module:

- Learning objectives
- Study guide with contents, assessment activities and bibliography
- Bibliography

- In the **Activities** space you will find the documents corresponding to the activities that will be carried out during the course. It can be consulted the note through this space or the one of **Qualifications**.

- In the **Debate** space you will find the approach of Activity 3.

- The **Mail** space will be the communication tool that will be used between teachers and students, as well as between the teacher and every student in cases where both consider privacy necessary. We ask that you do not use the teacher's external mail, unless absolutely necessary.

- In the **Warnings** area, teachers will be able to indicate incidents related to the subject that are not directly related to the contents.

- In the **Qualifications** area you will find the grade of the activities as well as the final grade of the subject.

NOTE: We recommend that the connection with the virtual space of the subject be of a daily nature. In any case, it is not recommended that a student spend more than 48 hours without logging in.

Development plan

TIMING

Initial lesson October 18

Module 1

Beginning October 18

Ending November 15

Unit 1 October 19 - October 31

Unit 2 2-15 October

Task 1 October 31

Task 2 November 15

Module 2

Beginning November 16

Ending December 13

Unit 3 16 - 29 November

Unit 4 30 November -13 December

Task 3 16-22 November

Follow-up session November 23

Task December 13

Module 3

Beginning January 7

Ending February 6

Unit 5 7 - 14 January

Unit 6 17 - 24 January

Unit 7 25 January - 3 February

Task 5 January 14

Task 6 January 24

Follow-up session January 25

Task 7 February 3

Evaluation

Teachers will make public the grades of each block of activities about 15-20 days after delivery. To obtain the final grade, you must have submitted all the activities.

Activities	Value	Hours
Task 1	10	12.5
Task 2	10	12.5
Task 3	10	12.5
Task 4	20	25
Task 5	10	12.5
Task 6	20	25
Task 7	20	25
Total	100	125

The subject includes an authentication test for students without weight in the weighting of the final grade. It consists of the call on a single day / time in the videoconference session planned for the test at the end of the semester.

Bibliography

In **Resources (Documentació)** you will find an extended bibliography, sorted by modules and unities.

Books

Agencia EFE (1998): *Manual del español urgente*. 12a ed. corr. Madrid: Cátedra.

Bassols, M. et al (1997): *La llengua de TV3*. Barcelona: Empúries.

Cassany, Daniel (1999): *Construir l'escriptura*. Barcelona: Empúries.

Catalunya Ràdio (1999): *Orientacions lingüístiques*. Reimpr. Barcelona.

Costa, J.; Nogué, N. (coord.) (2006 [1998]): *Curs de correcció de textos orals i escrits. Pràctiques autocorrectives*. 3a ed. Revisada. Barcelona: Generalitat de Catalunya i Eumo.

Gomis, Lorenzo (2008 [1989]): *Teoría de los géneros periodísticos*. Barcelona: Universitat Oberta de Catalunya.

Institut d'Estudis Catalans (2009 [1990]): *Proposta per a un estàndard oral de la llengua catalana. I. Fonètica*. 5a reimpressió de la 3a edició revisada. Barcelona: Institut d'Estudis Catalans.

<http://publicacions.iec.cat/repository/pdf/00000062/00000072.pdf>

Institut d'Estudis Catalans (2009 [1992]): *Proposta per a un estàndard oral de la llengua catalana. I. Morfologia*. 5a reimpressió de la 4a edició revisada. Barcelona: Institut d'Estudis Catalans.

<http://publicacions.iec.cat/repository/pdf/00000062/00000073.pdf>

Julià-Muné, Joan (ed.) (2000a): *Llengua i ràdio*. Barcelona: Publicacions de l'Abadia de Montserrat.

Julià-Muné, Joan. (ed.) (2000b): *Llengua i ús a les Terres de Ponent. Criteris i àmbits d'aplicació*. Lleida: Pagès editors.

Julià-Muné, Joan (2004): *El llenguatge de la ràdio i de la TV*. Alzira: Bromera.

Julià-Muné, Joan; Romero, S.; Creus, I. (2004): *El català nord-occidental. Descripció i orientacions ortoèpiques*. Lleida: Pagès editors.

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

Libro de estilo de El País. Madrid: Aguilar. 2002.

<http://cvu.rediris.es/pub/bscw.cgi/d1573250/Manual%20de%20estilo%20de%20El%20Pa%C3%ADs.pdf>

Mestres, Josep M. et al (2009 [1995]): *Manual d'estil: la redacció i l'edició de textos*. 4a ed. rev. I ampl. Barcelona: Eumo, Universitat de Barcelona, Rosa Sensat, Universitat Pompeu Fabra.

Milroy, John.; Milroy, Lesley. (1985): *Authority in Language. Investigating Language Prescription and Standardisation*. London: Routledge & Kegan Paul.

Pujol, Josep M.; Solà, Joan. (1995): *Ortotipografia: Manual de l'autor, l'autoeditor i el dissenyador gràfic*. Barcelona: Columna.

Televisió de Catalunya (1995): *El català a TV3. Llibre d'estil*. Barcelona: Edicions 62.

Torrent, Anna M. (1999): *La llengua de la publicitat*. Barcelona: Publicacions de l'Abadia de Montserrat.

Vallverdú, Francesc (2000): *El català estàndard i els mitjans de audiovisuals*. Barcelona: Edicions 62.

Van Dijk, Theun A. (1990): *La noticia como discurso. Comprensión, estructura y producción de la información*. Barcelona: Paidós.

Articles

Camps, O. (2010): "L'assessorament lingüístic a la Corporació Catalana de Mitjans Audiovisuals" dins Nogué, N.; Bladas, Ò.; Payrató, Ll. (ed.): *L'assessorament lingüístic: funcions i criteris*. Barcelona: PPU, 85-101.

Torra, G. (2010): "El Departament d'Assessorament Lingüístic de TVC" dins Nogué, N.; Bladas, Ò.; Payrató, Ll. (ed.) (2010): *L'assessorament lingüístic: funcions i criteris*. Barcelona: PPU, 173-196.

Web references

Fundación Español Urgente <http://www.fundeu.es/>

És a dir. Portal Lingüístic de la Corporació Catalana de Mitjans Audiovisuals <http://esadir.cat/presentacio>

Institut d'Estudis Catalans:

Diccionari de la llengua catalana <http://dlc.iec.cat/>

Gramàtica de la llengua catalana (versió provisional electrònica)

<http://www2.iec.cat/institucio/seccions/Filologica/gramatica/default.asp>

Libro de estilo de La Voz de Galicia <http://www.prensaescuela.es/web/archivos/lestivoz.pdf>

Libros de estilo on-line. Listado de Tíscar Lara: <http://tiscar.com/2008/03/03/libros-de-estilo-online/>

Llibre d'estil de la Corporació Catalana de Mitjans Audiovisuals <http://www.ccma.cat/lilibredestil/manuals-destil/s-llengua>

Mòdul 1. 4.1 Model de llengua estàndard i 4.2 Garanties de qualitat lingüística

Mòdul 2. 4.3 Usos lingüístics 4.4 Redacció 4.5 Locució

Manual de estilo de RTVE. Directrices para los profesionales.

<http://manualdeestilo.rtve.es/el-lenguaje/6-1-caracteristicas-esenciales-del-lenguaje-periodistico/>

Optimot. Consultes lingüístiques. <http://optimot.gencat.cat/>

Real Academia Española de la Lengua:

Diccionario de la lengua española <http://www.rae.es/rae.html>

Corpus de referencia del español actual (CREA) <http://corpus.rae.es/creanet.html>

Termcat. Centre de Terminologia. <http://www.termcat.cat/>

Universidad de León. *Diccionario de variantes del español* <http://www3.unileon.es/dp/dfh/jmr/dicci/0000.htm>