



Universitat de Lleida

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

Coordination: BOIRACH MOTLLO, NOELIA

Academic year 2022-23

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	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	BOIRACH MOTLLO, NOELIA			
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 MOTLLO, NOELIA	noelia.boirach@udl.cat	5	
MANCHO BARES, 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

Methodology

The learning tools that will be used to develop the subject will be:

- Theoretical introduction and exposition of concepts, mainly through reading the bibliography.
- Commentary on specialized texts.
- Research, treatment and analysis of information in documentary sources.
- Linguistic counseling practices through oral and written texts.
- Reading specific bibliography.
- Participation in virtual debates.

Development plan

TIMING (approximate dates)

Synchronous first meeting October 17

Module 1

Beginning October 17

Ending November 14

Unit 1 October 17 - October 28

Unit 2 31 October - 11 November

Task 1 October 31

Task 2 November 14

Module 2

Beginning November 14

Ending December 12

Unit 3 14 - 25 November

Unit 4 28 November - 9 December

Task 3 28 November

Follow-up session November 23

Task December 12

Module 3

Beginning December 12

Ending February 5

Unit 5 12 December - 9 January

Unit 6 10 - 20 January

Unit 7 23 January - 3 February

Task 5 January 10

Task 6 January 23

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

In case of plagiarism, the provision of the "Normativa de l'avaluació i la qualificació de la docència en els graus i màsters a la UdL" will be applied.

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

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

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.

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

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

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

-- (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.

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.

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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.

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

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

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

Llibre d'estil de la Corporació Catalana de Mitjans Audiovisuals: <http://www.ccma.cat/llibredestil/>

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

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