



Universitat de Lleida

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

Coordination: MANCHO BARES, GUZMAN

Academic year 2023-24

Subject's general information

<b>Subject name</b>	LANGUAGE CONSULTANCY IN THE MASS MEDIA			
<b>Code</b>	12348			
<b>Semester</b>	1st Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	Degree	Course	Character	Modality
	Master's Degree in Applied Languages	1	COMPULSORY	Virtual learning
<b>Course number of credits (ECTS)</b>	5			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA	TEORIA	
	<b>Number of credits</b>	2.6	2.4	
	<b>Number of groups</b>	0	0	
<b>Coordination</b>	MANCHO BARES, GUZMAN			
<b>Department</b>	FOREIGN LANGUAGES AND LITERATURES			
<b>Teaching load distribution between lectures and independent student work</b>	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%			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	CATALAN SPANISH			
<b>Distribution of credits</b>	M1 1.6CA M2 1.6CA M3 1.6CA			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
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

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.

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.

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](mailto:lletres.secretariacentre@udl.cat) or ask for information at the Faculty's academic office (Secretaria Acadèmica de la Facultat de Lletres). Students deciding to follow the alternative assessment will have to submit two assignments, each 50% worth of the global grade.

## Bibliography

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- 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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- 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*. Barcelona: Institut d'Estudis Catalans. <http://publicacions.iec.cat/repository/pdf/00000062/00000072.pdf>
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- Televisió de Catalunya (1995). *El català a TV3. Llibre d'estil*. Barcelona: Edicions 62.
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- Van Dijk, Theun A. (1990). *La noticia como discurso. Comprensión, estructura y producción de la información*. Barcelona: Paidós.
- ...
- 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/lilibredestil/>

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

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