

1. OVERVIEW

Subject area	Audiovisual English
Degree	Advertising and Communication
School/Faculty	Social Sciences and Communication
Year	4th
ECTS	6
Type	Compulsory
Language(s)	English
Delivery Mode	On campus
Semester	First

2. INTRODUCTION

This subject area is aimed at media students with an intermediate level of English who wish to improve their language skills and acquire an upper-intermediate competence in the specific terminology used in the field of Media and Multimedia Studies.

Students will acquire these skills through the writing of film reviews and scripts, oral presentations in English and the creation of pod/vodcast projects. Focusing both on traditional and newly created media, students will learn to communicate diverse content to equally diverse target audiences through different channels.

Audiovisual English will help students to acquire and develop critical skills that enable them to perceive and analyse the key audiovisual and cultural phenomena around them. By the end of the subject area, students will be on their way to achieving a B2 level of English.

3. SKILLS AND LEARNING OUTCOMES

Basic skills (CB, by their acronym in Spanish):

- LEARNING UNIT 2. Students will be able to interpret relevant data relating to their field of study.
- LEARNING UNIT 2. Students can convey information, ideas, problems and solutions to both specialist and non-specialist audiences.
- LEARNING UNIT 2. Students have developed the necessary learning skills to undertake further studies with a high degree of independence.

General skills (CG, by their acronym in Spanish):

- LEARNING UNIT 2. Development of problem-solving skills.
- LEARNING UNIT 2. Development of IT skills.

Cross-curricular skills (CT, by their acronym in Spanish):

- LEARNING UNIT 2. Independent working and learning.
- LEARNING UNIT 2. Ability to adapt to new situations.

- LEARNING UNIT 2. Commitment to ethical values.
- LEARNING UNIT 2. Information management.
- LEARNING UNIT 2. Critical thinking.
- LEARNING UNIT 2. Problem-solving.
- LEARNING UNIT 2. Decision making.
- LEARNING UNIT 2. Group work.
- LEARNING UNIT 2. IT skills.

Specific skills (CE, by their acronym in Spanish):

- LEARNING UNIT 2. Ability to understand and rank the importance of the information/contents to be analysed.
- LEARNING UNIT 2. Ability to creatively analyse, manage and innovate as a part of a multidisciplinary project.
- LEARNING UNIT 2. Ability to understand the principles of the student's field of study (Media & Communication)
- LEARNING UNIT 2. Ability to understand and implement social research techniques.
- LEARNING UNIT 2. Ability to conduct research within the specific field of study.
- LEARNING UNIT 2. Ability to understand the relationship between mass media and their content.
- LEARNING UNIT 2. Ability to innovate, analyse and criticise new journalistic products and proposals.
- LEARNING UNIT 2. Knowledge of marketing tools applied to audiovisual products and new ways of marketing contents.
- LEARNING UNIT 2. Ability to understand and implement IT related to communication and mass media.

Learning outcomes (RA, by their acronym in Spanish):

- LEARNING UNIT 2. Understanding of general content expressed in English (both spoken or written) focusing on media discourses (with their syntactic particularities, pragmatics, etc).
- LEARNING UNIT 2. Intermediate skill in specific terminology related to the fields of multimedia and information sciences.

The following table shows the relationship between the skills developed during the subject area and the learning outcomes pursued:

Skills	Learning outcomes (RA, by their acronym in Spanish):
CB3, CB4, CB5, CG1, CG4, CT1, CT3, CT7, CT8, CT12, CT13, CT16, CT17, CT18, CE6, CE8, CE9, CE10, CE11, CE13, CE16, CE21, CE22	RA1
CB3, CB4, CB5, CG1, CG4, CT1, CT3, CT7, CT8, CT12, CT13, CT16, CT17, CT18, CE6, CE8, CE9, CE10, CE11, CE13, CE16, CE21, CE22	RA2

4. CONTENTS

Communication Skills in BROADCAST MEDIA I: CINEMA
Communication Skills in BROADCAST MEDIA II: TELEVISION
Communication Skills in BROADCAST MEDIA III: RADIO
Communication Skills in NEW MEDIA

5. TEACHING-LEARNING METHODS

The types of teaching-learning methodologies used are indicated below:

Different methodologies shall be used in this subject area, both active and collaborative, aimed at guiding students in the process of acquiring theoretical and practical knowledge, as well enabling them to develop their skills:

- Lectures.
- Service learning
- Simulated environments
- Flipped Classroom

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

On campus:

Learning activity	Number of hours
Analysis of different materials	30
Debates and discussions	15
Case studies & problem-solving activities	30
Assessments (tests, activities)	15
Tutorials	10
Independent working	50
TOTAL	150

7. ASSESSMENT

Listed below are the assessment systems used and the weighting each one carries towards the final subject area grade:

On campus:

Assessment system	Weighting
Debates and discussions	25%
Case studies & problem-solving activities	50%
Projects & reports	25%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessable tasks and the deadlines and assessment procedures for each task.

8. BIBLIOGRAPHY

The set texts for this subject area are:

- CERAMELLA, N. & LEE, E. (2008), *Cambridge English for the Media*. Cambridge: CUP.

Potential secondary material:

- NOWELL-SMITH, G. (ed.) (1996), *The Oxford History of World Cinema*. Oxford: OUP.
- GRUSSENDORF, M. (2007), *English for Presentations*. Oxford: OUP.