

Writing and Communication Skills

Academic Year: (2024 / 2025)

Review date: 20-01-2025

Department assigned to the subject: Humanities: Philosophy, Language, Literature Theory Department

Coordinating teacher: SUAREZ HERNANDEZ, ARIANA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

Branch of knowledge: Social Sciences and Law

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

If the subject is studied in English (Writing and Communication Skills) the student must be proficient in spoken and written English. Without a correct competence in the language, it will not be possible to pass the subject.

SKILLS AND LEARNING OUTCOMES

CB1: Students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study

CB4: Students should be able to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CG4: Ability to resolve problems with initiative, creativity and decision-making skills, in addition to communicating and transmitting the knowledge, abilities and skills which comprise the ethical and professional responsibilities of the Telecommunications Technical Engineer profession.

CG6: Aptitude for dealing with obligatory specifications, regulations and norms.

CG9: Ability to work on a multidisciplinary team and in a multi-lingual environment and to communicate orally and in writing knowledge, procedures, results and ideas related to telecommunications and electronics.

RA1: Knowledge and Understanding. Knowledge and understanding of the general fundamentals of engineering, scientific and mathematical principles, as well as those of their branch or specialty, including some knowledge at the forefront of their field.

RA6: Generic competences. Graduates will have the generic skills necessary for engineering practice, and which are widely applicable. First, to work effectively, both individually and as a team, as well as to communicate effectively. In addition, demonstrate awareness of the responsibility of engineering practice, social and environmental impact, and commitment to professional ethics, responsibility and standards of engineering practice. They must also have knowledge of business and project management practices, as well as risk management and control, and understand their limitations. Finally, have the capacity for continuous learning.

OBJECTIVES

At the end of the course the student should be able to:

- Distinguish the characteristics of written and spoken language.
- Choose a topic and organize adequately the ideas.
- Write an academic-scientific text correctly composing a logically ordered discourse and using language that is precise and appropriate to the context.
- Use correct intonation and take advantage of the expressive possibilities that non-verbal communication affords.
- Present a topic, project or report for a specific audience.

DESCRIPTION OF CONTENTS: PROGRAMME

The program is divided into two main parts. The first part deals with the matters related to written expression and the second one with the specific aspects of spoken expression. The work method will include providing students with a theoretical basis, which is essential, but will focus primarily on applying this knowledge to practical exercises. Therefore, regular practice will be encouraged, and the teacher will make an effective monitoring.

1. WRITING SKILLS

- Planning, designing and organizing the content.
- Correct use of the language: precision, synthesis and correctness.
- Effective structure of an academic-scientific text: introduction, body and conclusion.
- Correct argumentative structure and coherence in the discourse.
- Contact with creative writing.

2. SPEAKING SKILLS

- Elements of rhetoric and oratory for an effective presentation.
- Non-verbal communication and body language.
- Formal aspects of presentations. Effective use of technology for oral presentations.
- Dialogue and interviews.
- Oral expression in specific contexts: group presentations, participation in debates.
- Organization of the oral presentation and solving unforeseen situations.
- Communication through a screen: technologies and effectiveness in communication.

LEARNING ACTIVITIES AND METHODOLOGY

The subject will be carried out around the following

Learning activities

1. Techniques for generating, prioritizing and organizing ideas.
2. Rules for construction of correct text, with an appropriate and precise vocabulary. Drafting an academic-scientific paper.
3. Exercises with pronunciation, intonation and other aspects related to oratory and non-verbal communication.
4. Individual and group presentations.
5. Interviews and improvisation from a given situation.

Skills

1. Choose a topic and organize ideas adequately.
2. Write logically ordered sentences with an appropriate length. Build vocabulary. Be familiar with standard language.
3. Ability to write coherent texts and to divide a text into paragraphs correctly.
4. Use correct intonation and take advantage of expressive possibilities to present a theme fluidly.
5. Acquire fluency in unplanned situations. Reach a certain degree of ease in public speaking.

Methodology

1. Brainstorming. Conceptual Mapping. Outlines.
2. Error correction exercises. Dictionary exercises.
3. Analysis and commentary of different types of texts
4. Pronunciation exercises. Exercises and activities with intonation.
5. Mock group or individual presentations, as well as simple role-playing. Constructive criticism from classmates and teacher correction.

Tutorials

The teacher will set a personalized attention schedule.

ASSESSMENT SYSTEM

% end-of-term-examination:	0
% of continuous assessment (assignments, laboratory, practicals...):	100

Writing and Communication Skills is an ongoing assessment subject; therefore, class attendance is essential. In order to pass the subject, students must attend at least 85% of scheduled classes, although attendance alone does not guarantee a passing grade. Ratings are distributed as follows:

% end-of-term-examination:	0
% of continuous assessment (assignments, laboratory, practicals...):	100
1. Attendance, participation, delivery of exercises proposed in class:	50%
2. Written essay to be turned in (compulsory to pass the subject):	25%
3. Oral presentation:	25%

Any plagiarism in the exercises or essays, in addition to the possible administrative penalties, will mean the fail of the course, without any possibility of recovery in the current course. Likewise, the use of Artificial Intelligence to carry out the activities is not allowed, unless the teacher indicates otherwise in the classroom.

MAKING UP THE SUBJECT

There is only one opportunity per academic year to pass the subject. If the student has not passed the course according to the parameters explained above, the requirements for making up the subject, in the same academic period, are the following:

1. The student must have attended a minimum of 50% of the classes. Without this requirement, it won't be possible to make up the subject.
2. Completing an assignment based on the additional bibliography and/or an oral presentation, according to the terms determined by the teacher.

In any case, the make-up process will be carried out according to the instructions of the professor of the course, and always in the same semester of the subject.

BASIC BIBLIOGRAPHY

- Conklin Akbari How We Write: Thirteen Ways of Looking at a Blank Page, Project Muse, 2020
- FAVA-VERDÉ, AMANDA & ANTHONY MANNING "Essay Writing, (TASK Series)", Reading, Garnet Publishing Ltd., 2015, [For students of the Facultad de Ciencias Sociales y Jurídicas & Facultad de Humanidades, Comunicación y Documentación].
- FERNÁNDEZ, L. & GOODWIN, D "Communication Skills Handbook for students", -, 2018.
- HERING, LUTZ & HERING, HEIKE "How to Write Technical Reports Understandable Structure, Good Design, Convincing Presentation", Springer Science+Business Media, New York, 2009, [For students of the Escuela Politécnica Superior].
- Ibbotson Cambridge English for Engineering, Cambridge, 2008
- Muñoz-Basols, Javier; Pérez Sinusía, Yolanda Técnicas de escritura en español y géneros textuales/Developing Writing Skills in Spanish, Routledge, 2021
- Pinker, S. The Sense of Style: The Thinking Person's Guide to Writing in the 21 st Century, Penguin Books, 2014
- WALLWORK, ADRIAN "User Guides, Manuals, and Technical Writing. A Guide to Professional English (e-book)", Springer Science+Business Media, New York, 2014, [For students of the Escuela Politécnica Superior].

ADDITIONAL BIBLIOGRAPHY

- BAILEY, STEPHEN "Academic Writing: A Handbook for International Students", 3rd edition, Routledge, London, 2011.

- BARKER, ALAN "Improve your Communication Skills", The Sunday Times, 2006.
- BEEBE AND BEEBE "Public Speaking: An Audience-Centered Approach", Allyn & Bacon, New Jersey, 2003.
- BELL, DOUGLAS "Passport to Academic Presentations", Garnet Publishing Ltd , Reading, 2014
- BENSON, M., BENSON, E. AND R. ILSON "The BBI Dictionary of English Word Combinations", John Benjamins Publishing Company, Amsterdam,1997.
- CONCISE OXFORD THESAURUS Oxford, University Press, 2007.
- DEVITO, J "The Essential Elements of Public Speaking", Allyn & Bacon, New Jersey, 2003.
- GALLON, RAY "The Language of Technical Communication" , XML Press, 2016.
- GRIFFITHS, PRUE "Scientific Writing, (TASK Series)" , Garnet Publishing Ltd, Reading, 2015.
- HOUP, KENNETH W. "Reporting technical information", Allyn and Bacon Publishers, 1998-2002.
- LEBRUN, JEAN-LUC "Scientific Writing 2.0", World Scientific Publishing , 2011.
- LOWE, S. AND L. PILE "Presenting", Delta Publishing, Surrey, 2006.
- MCCARTHY, M. AND F. O'DELL "Academic Vocabulary in Use", Cambridge University Press, 2006.
- QUENEAU, RAYMOND "Exercises in style", translated by Barbara Wright, Alma Classics, 2013
- RHODES, DAVID G "Organization in Technical Writing. Journal of professional issues in engineering education and practice. 01.07.2005", Vol.: 131, 3, pp. 213-216, 2005.
- SILYN-ROBERTS, HEATHER "Writing for Science and Engineering. Papers, Presentations and Reports", Elsevier, Londres, 2013 (2nd edition)
- SINCLAIR, J., COLLINS COBUILD "Advanced English Dictionary", Heinle , (SGEL)
- STRUNK JR., W "The Elements of Style", Bartleby, New York, 1999.
- SWAN, M "Practical English Usage", Oxford University Press, 2005.
- TRIMMER, J "The Essentials of MLA Style", Houghton Mifflin, Boston, 1998.
- TRUSS, LYNN "Eats, Shoots and Leaves", Gotham Books, London, 2004.
- WILDE, ELIZABETH ET AL "Best Practices for Technical Writers and Editors, Video Enhanced Edition: DITA, Quality, and Style (Collection)", IBM Press, 2012.
- WILDING, ELISABETH "Presentations", Garnet Publishing Ltd, Reading, 2015.
- YOUNG, MATT "The technical writer's handbook: writing with style and clarity", University Science Books, 2002.

