

Academic Year: (2024 / 2025)

Review date: 18-05-2024

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

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

The student must be proficient in spoken and written English. Without a good command of the language, it will not be possible to pass the course.

OBJECTIVES

In this course students should learn to:

- draft an academic, scientific or technical text correctly and to compose and present a speech following a logical order, with precise language that is appropriate to the context.
- present a topic, project or report before a specific audience and through digital media
- use intonation correctly and take advantage of the expressive possibilities of non-verbal language.
- communicate effectively in the digital environment
- know the characteristics of inclusive language and include it in oral and written texts, in accordance with Sustainable Development Goal 5 (gender equality).

DESCRIPTION OF CONTENTS: PROGRAMME

The program addresses the strategies necessary for the drafting and presentation of any type of written text or oral speech in the academic environment. The content is structured as follows:

A. ELEMENTS OF ORAL AND WRITTEN TEXTS**1. WHAT IS SAID: How to choose a topic?**

The timeliness of the topic and its appropriateness to the context of the communication
 What is included and what is discarded
 Adaptation to the oral or written production and reception medium. The digital medium

2. HOW IS IT STRUCTURED: How is a text constructed?

The structure of the text: the outline and table of contents
 How to begin and end oral and written texts according to the communicative situation
 Narrative strategies. Storytelling

3. HOW TO PREPARE: What techniques can be used to prepare a good presentation?

Mnemonic strategies
 Rehearsal techniques

4. HOW TO PRESENT: What is the correct and effective way to deliver a speech or presentation?

The correct expressive register or adaptation to the recipient in oral, written, and digital environments
 Common mistakes and how to avoid them. Attention to digital media
 Use of inclusive language

5. HOW IS IT CARRIED OUT: What is the process involved in writing or presenting a good text?

Elements of an oral presentation (paralanguage, diction, stage fright)
 Elements of written language for drafting an academic text
 Elements of digital communication. Netiquette or how to behave on the Internet

B. CASE STUDIES

ORAL

- Presentations and videoconferences in an academic context
- Proposal and defense of a project
- Debates

WRITTEN

- Drafting an academic paper
- Drafting a technical report, a research paper or essay
- Written communication in the digital media

LEARNING ACTIVITIES AND METHODOLOGY

The methodology prioritizes the practical application of the content and the development of skills will be promoted by means of activities such as the following:

1. Writing an academic paper with the objective of drafting well constructed texts, with precise and appropriate vocabulary.
2. Writing and sending messages and academic work through digital media.
3. Group and individual oral presentations to improve communicative competence and delivery in front of an audience.
4. Videoconferencing as a communicative and educational method.
5. Constructive criticism of the presentations by peers and professor.

ASSESSMENT SYSTEM

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

Effective Language Strategies is a continuous 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. Grades are distributed as follows:

1. Active participation, completion and turning in the proposed activities: 40%
2. Written essay to be turned in (compulsory to pass the course): 30%
3. Oral presentation (compulsory to pass the course): 30%

Any plagiarism in the exercises or essays, in addition to the possible administrative penalties, will mean automatically failing the course, without any possibility of making it up in the current academic year. Use of Artificial Intelligence will not be allowed in the preparation of any written or oral work.

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 will not 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 set by the professor.

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

- Bailey, S. Academic Writing: A Handbook for International Students, Routledge, 2017
- Hering, L. and Hering, H. How to Write Technical Reports: Understandable Structure, Good Design, Convincing Presentation, Springer, 2010
- Kipfer, B.A. Roget's 21st Century Thesaurus. 3rd ed, Delta Publishing, 2005
- Merriam-Webster, Merriam-Webster, Collegiate Dictionary, Springfield: Merriam-Webster, 2020
- Oxford Dictionary Oxford Dictionary of English. (2010). 3rd ed., Oxford University Press, 2010

ADDITIONAL BIBLIOGRAPHY

- Benson, M., Benson, E. and Ilson, R. The BBI Dictionary of English Word Combinations, John Benjamins Publishing Company, 2009
- Bottomley, J. Academic Writing for International Students of Science. 2nd ed., Routledge, 2019
- Crystal, D. Making a point: the Persnickety Story of English Punctuation. 1st ed. , St. Martin's Press, 2015
- Hancock, M. English Pronunciation In Use. 2nd ed. , Cambridge University Press, 2017
- Horn, D. Principles of Public Speaking. 21st ed. , Routledge, 2024
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- Ibbotson, M. Cambridge English for Engineering, Cambridge University Press, 2008
- Koch, A. and Schmitt, J. Speaking with a Purpose. 11th ed. , Routledge, 2023
- McConnel, J. Mixing and Matching Academic Writing Techniques to Create Something Uniquely You. , Routledge, 2022
- Nunan, D. and Choi, J. Clarity and Coherence in Academic Writing: Using Language as a Resource. 1st ed. , Routledge, 2023
- Rothwell, E.J. and Cloud, M.J. Engineering Speaking by Design: Delivering Technical Presentations with Real Impact. 1st ed. , CRC Press, 2015
- Strunk, W. and White, E.B. The Elements of Style. 4th ed. , Pearson, 1999
- Thomson, P. Refining Your Academic Writing Strategies for Reading, Revising and Rewriting. 1st ed. , Routledge, 2022
- Truss, L. Eats Shoots and Leaves: The Zero Tolerance Approach to Punctuation. 4th ed. , HarperCollins, 2010
- Tusting, K., McCulloch, S., Bhatt, I., Hamilton, M. and Barton, D.). Academics Writing: The Dynamics of Knowledge Creation. 1st ed. , Routledge, 2019
- Wallwork, A. User Guides, Manuals, and Technical Writing. A Guide to Professional English. , Springer, 2014