



IDENTIFYING DATA

Language: advertising language in Galician

Subject	Language: advertising language in Galician			
Code	P04G190V01102			
Study programme	(*)Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	1st
Teaching language	Galician			
Department	Filoloxía Galega e Latina			
Coordinator	Fernández Salgado, Benigno			
Lecturers	Fernández Salgado, Benigno			
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General description	The purpose of this subject is purchased the linguistic tools that capaciten the students stop: (a) adopt sensitive and intelligent positions with relation to the world and to the tongues, (b) favour the expression in Galician of the critical thought, independent, original and tolerante, and (c) develop the rationality and the creativity by means of the exercise of the tongue, so much in practice oral as writing.			

Competencies

Code	
A1	That the students show having acquired and understanding knowledges in an area of study that splits of the base of the general secondary education and usually is found in a level that, despite its support in advanced books of text, it includes also any aspects that involve pertinent knowledges of the avant-garde of his field of study.
A4	That the students can transmit information, ideas, problems and solution to an audience specialized as much as no specialized.
B3	Interpretative competence of the environment: ability to analyze and interpret the economic, political, socio-cultural, technological and communicative environment.
C2	Socio-cultural competences: Knowledge of the socio-psychological processes that affect to the development of the communication in general, the specific of the advertising communication and those related to public relations.
C5	Theoretical and practical knowledge of the advertising elements, forms and languages and of the public relations in the local/regional context, both national and international.
D1	Interpretative competences of the communication: ability to recognize ethical implications in professional decisions.

Learning outcomes

Expected results from this subject	Training and Learning Results		
Purchase the relative theoretical bases to the system of the Galician tongue inside the frame of the social Communication.	A1	C5	
Study the diverse elements, forms and specific uses of the Galician applied to the advertising and his functionality inside the Galician community.	B3	C2	C5
Analyze the advertising communication from a linguistic perspective (gramatical, stylistic-rhetorical and pragmatic).		C5	
Learn to express ideas, informations, problems and solutions it a so much specialized public how no specialized and to argue and debate the points of view pertinentes.	A4	C5	
Know developed oralmente and by writing with correction and fluency in the academic and advertising field.	A4	C5	
Investigate and analyze the human and linguistic surroundings attending to the identity and values of the community.	B3	C2	D1

Analyze texts and value critically to adecuación, coherence and correction of the oral expression and writing of the advertising speech.	B3	C5
Know and apply basic concepts of the different branches of the linguistics to problems or advertising challenges of different nature.		C2 C5
Use active and consciously the resources that the Galician tongue offers. Promote the autonomy of A4 the student to produce and correct advertising texts. Develop the creativity that supposes result of the freedom in the dominance of the tongue.		C5 D1
Read literature to develop a critical thought, independent and tolerante. Read to create, to take into account to the other; to understand the place that inhabit; to learn to comprise and respect the extraneous positions; for power act properly in the community in that live.	B3	D1

Contents

Topic	
UNITY 1. COMMUNICATION, LANGUAGE AND LANGUAGES: THE GALICIAN TONGUE	1.1. Communication and language. 1.2. Verbal and non verbal communication. 1.3. Unity and diversity in languages: the Galician language and its varieties.
UNITY 2. DOMAINS AND REGISTERS OF THE LANGUAGES: THE USES OF GALICIAN.	2.1. Linguist functions, uses and registers.l 2.2. Spoken and written expression in Galician: orthophony and spelling. 2.3. The Galician tongue and its history: mass media and advertising in Galician.
UNITY 3: GRAMMAR AND LEXICON IN ADVERTISING: ADVERTISING LANGUAGE IN GALICIAN.	3.1. Phonetics and prosody. The phonological structure and the graphic uses of Galician. Intonation and signs of punctuation. 3.2. Morphology and syntax: Galician grammars. Word formation. The classes of words and grammatical categories. Syntactic relations and sentence construction. Classification of sentences. 3.3. Lexicon and semantics: Galician dictionaries. Lexical usage and abuse. Lexical choice. Interferences and neologisms. Semantic relations.
UNITY 4: PROPAGANDA AND ADVERTISING MESSAGES: PRODUCTION AND RECEPTION OF ADVERTISING IN GALICIA	4.1. The Galician linguistic community. Language, identity and power. Social prestige and linguistic prejudices. 4.2. Standard language and linguistic nationalism. International language and globalization of culture. 4.3. Multilingualism and bilingualism. Diglosia and semilingualism. Monolingualism.
UNITY 5. ANALYSIS OF ADVERTISING LANGUAGE. TEXTS AND THE DISCOURSE OF ADVERTISING IN GALICIAN.	5.1. Textual analysis: coherence, cohesion, grammaticality and intertextuality of ads in Galician. Discourse markers. "Repeated discourse". 5.2. Stylistic analysis: adequacy and style in advertising texts in Galician. 5.3 The rhetorics of advertising communication: globalization and localization. The language of the market, of politics and of culture.

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	10	10	20
Seminars	10	20	30
Debate	5	5	10
Problem solving	10	10	20
Supervised work	10	30	40
Laboratory practice	2	10	12
Essay	3	15	18

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Lecturing	A class given to students explaining the contents of the discipline. Explanations of the main guidelines of the course, exercises or projects that students have to carry out.
Seminars	Activities centered around specific themes which allowed the students to deep on the contents of the subject matter or complete them.
Debate	Debate. Exchange of argumentations between students or groups of students on contents of the subject that include the discussion of controversial topics.
Problem solving	Formulation of problems or exercises related with the subject (for example, linguistic and stylistic correction to improve the grammar and léxicon.
Supervised work	Writing of an academic text of some extension based on research in the areas of study related to language and advertising.

Personalized attention	
Methodologies	Description
Supervised work	Personalised attention at my office or by electronic mail.
Seminars	Tutorials at my office.

Assessment				
	Description	Qualification	Training and Learning Results	
Lecturing	Assistance helps the understanding of the subject and the good execution of the other methodologies of the course.	0	C5	
Seminars	Active participation, in particular the presentation of a subject, the questions, suggestions and comments.	10	C5 D1	
Debate	Active participation and contribution with arguments to the debate.	5	A1	B3
Problem solving	Practical activities. Resolution of the planned exercises.	15	B3 C2	
Supervised work	Process and final result of the investigation which was carried out. External aspect of the written work including graphics and artwork. Organisation, sources and references used. Quality of the arguments. Correction of the language used.	30	A4	C2 D1
Laboratory practice	Test at the end of the term. Correct and effective use of the language.	30	C5	
Essay	Presentation of the project or written work under supervision.	10	A4	

Other comments on the Evaluation

Sources of information

Basic Bibliography

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Complementary Bibliography

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Royo, J., **Unha lingua é un Mercado**, Xerais, 1997

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Valderrama Santomé, M., **A Publicidade televisiva en Galicia: análise dos emisores, soportes e tendencias creativas (1960-2000)**, Xunta de Galicia, 2008

Wardaugh, R., **Introducción á Sociolingüística**, Universidade de Santiago, 1995

Recommendations

Subjects that continue the syllabus

Communication: Written Communication/P04G190V01201

Advertising theory and practice/P04G190V01105

Advertising Creativity/P04G190V01304

Preparation of advertising message/P04G190V01401

Advertising writing and voice-over/P04G190V01404

Other comments

"Advertising language in Galician" must be appealing if you have the will to use Galician in your professional future.
