



IDENTIFYING DATA

Spanish Language: Textual and Visual Expression

Subject	Spanish Language: Textual and Visual Expression			
Code	P04G071V01101			
Study programme	Grado en Comunicación Audiovisual			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	1st
Teaching language	Spanish			
Department				
Coordinator	Fernández Soneira, Ana María			
Lecturers	Fernández Soneira, Ana María			
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Web				
General description	(*)Esta materia ten como obxectivo estudar os elementos lingüísticos que entran en xogo na comunicación audiovisual e analizar a linguaxe audiovisual.			

Training and Learning Results

Code				
A1	Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio			
B1	Conocer las características esenciales de la comunicación, sus elementos y sus resultados.			
B2	Conocer la realidad político-social del mundo en la era de la comunicación global.			
B4	Exponer los resultados de los trabajos académicos de manera escrita, oral o por medios audiovisuales o informáticos de acuerdo a los cánones de las disciplinas de la comunicación.			
B5	Conocer los valores constitucionales, principios éticos y normas deontológicas aplicables a la comunicación audiovisual, en especial las relativas a la igualdad de hombres y mujeres, a la no discriminación de personas con discapacidad y al uso no sexista de la imagen femenina en los medios de comunicación de masas.			
B6	Trabajar en equipo y comunicar las propias ideas mediante la creación de un ambiente propicio.			
B7	Asumir riesgos expresivos y temáticos, aplicar soluciones y puntos de vista personales en el desarrollo de los proyectos			
C1	Know the oral correct use and writing of the official tongues like form of expresion professional in the audiovisual industry.			
D1	Comprender el significado y aplicación de la perspectiva de género en los distintos ámbitos de conocimiento y en la práctica profesional con el objetivo de alcanzar una sociedad más justa e igualitaria.			
D2	Comunicar por oral y por escrito en la lengua gallega.			
D3	Sostenibilidad y compromiso ambiental. Uso equitativo, responsable y eficiente de los recursos.			
D4	Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales			

Expected results from this subject

Expected results from this subject		Training and Learning Results		
New	A1	B4	C1	D2
New		B1		D2
		B5		
		B6		
New	A1	B1	C1	D1
New	A1	B5	C1	D4

New	A1	B1 B4 B5 B6 B7	C1	D2
New	A1	B4 B6 B7	C1	D4
New	A1	B2 B5 B6	C1	D1 D2 D3
New	A1	B4 B7	C1	D1

Contents

Topic

1. The communication, the language and the Spanish language	1.1. The communication and the language 1.2. Functions of the language 1.3. The verbal communication and no verbal 1.4. The audiovisual communication 1.5. The audiovisual genders
2. The levels and registers of linguistic use in the audiovisual field	2.1. The audiovisual means 2.2. Norm and use of Spaniard us half 2.3. Communicative situations and linguistic registers
3. Analysis and composition of texts, writings, oral and audiovisual, in Spaniard	3.1. Coherence and cohesion 3.2. Norm and use of the Spanish us half 3.3. Intertextuality 3.4. Ways of writing: of the review to the critical essay.
4. Culture and cinema: of the text to the adaptation	4.1. Literature and cinema 4.2. Audiovisual language
5. The language of the cinematography (Galician and Spanish). Study of cases	5.1. Analysis of audiovisual samples 5.2. Critique of textual and audiovisual models
6. Of the scenic to the filmic	6.1. Audiovisual language in the cinema 6.2. Audiovisual language in the contemporary series

Planning

	Class hours	Hours outside the classroom	Total hours
Mentored work	12	30	42
Autonomous problem solving	10	28	38
Presentation	1	10	11
Lecturing	22	11	33
Debate	2	7	9
Systematic observation	1	0	1
Essay questions exam	2	14	16

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

Methodologies

	Description
Mentored work	Practices of analysis and production of texts writings, oral and audiovisual and oral presentations (individual and gruops) on contents of the program.
Autonomous problem solving	The students will realize exercises on texts (writings, oral or audiovisual) proposed by the professor.
Presentation	Presentation of the contained of the subject: the objective sound know which is the relation that the students establish go in the Spanish language and the audiovisual communication and which is the linguistic competition of the students.
Lecturing	The hours destined to the theoretical sessions will center in the explanation of the contained theoretical of the subject.
Debate	Argumentation of ideas on subjects related to the subject

Personalized assistance

Methodologies	Description
Lecturing	To resolve doubts envelope the theoretical contents of the subject
Mentored work	To resolve the doubts that pose the works of evaluation.

Autonomous problem solving	To schedule the activities of evaluation and the doubts that pose them.
Debate	To clear doubts envelope the design and the parts of the debate
Tests	Description
Essay questions exam	To explain the basic guidelines stop the development of the final proof

Assessment						
	Description	Qualification	Training and Learning Results			
Mentored work	(*)1. Escollo dun tema relacionado con algún dos contidos da materia e elaboración grupal dun breve traballo de análise que será presentado de xeito oral na aula. 2. Preparación e presentación individual, de xeito oral, dun aspecto vencellado á lingua española ("A lingua española nun minuto")	30	A1	B1 B2 B4 B6	C1	D2
Autonomous problem solving	(*)1. Entrega de prácticas de escrita. 2. Elaboración de prácticas textuais vencelladas a análise de mostras audiovisuais (recensión, crítica...)	30	A1	B1 B4 B5 B7	C1	D2 D3 D4
Debate	(*)Debate na aula no que se avaliarán: os contidos expostos, a defensa de argumentos e a expresión oral	10	A1	B2 B4	C1	D1 D2 D3
Systematic observation	(*)Valorarase a participación activa na aula, tanto na resolución de exercicios como nas preguntas e comentarios que se fagan	10	A1	B6 B7	C1	D1 D2
Essay questions exam	(*)Proba escrita na que o alumnado terá que demostrar a adquisición dos contidos teóricos do curso e unha boa competencia lingüística en español	20	A1	B1 B2 B4 B7	C1	D2

Other comments on the Evaluation

CONTINUOUS ASSESSMENT

Continuous assessment will be carried out through the monitoring of students' work in the classroom, through the presentation of work and the performance of tests. Students will be assessed on their oral competence, their written competence and the learning and acquisition of skills and knowledge related to the subject.

In order to pass the subject, students will have to complete all the work stipulated by the teacher (classroom work, tutored work, oral presentations) and the final exam. The delivery of the proposed practices or exercises will have to be done on the date established by the teacher. Students will not be admitted after this deadline. In the case of not doing all the proposed tasks, the student will not be able to take advantage of the continuous assessment and will have to take the final exam on the date established by the centre.

The final mark will be the sum of all the marks obtained in the different tests.

WARNING: The copying or plagiarism of work, that is to say, the substantial copying of other people's work, claiming it as one's own, will result in the loss of the right to continuous assessment.

OVERALL ASSESSMENT

Students who do not follow the continuous assessment will take a final exam which will be worth 100% of the final mark. In this exam there will be a theoretical part and a practical part which will include both linguistic correction exercises, similar to those carried out in the practical hours of the subject, and the application of the knowledge worked on throughout the course.

Students must develop, relate, organise and present their knowledge of the subject from an applied perspective.

The dates of the exams can be consulted on the website of the Faculty of Communication:

<https://csc.uvigo.es/comunicacion-audiovisual/exames-comunicacion-audiovisual/>

SECOND CHANCE

If students do not pass the subject, they will be assessed in a second sitting during the month of July. In this case, the evaluation will be carried out by means of an exam, which will be worth 100% of the final mark, on the official date established by the centre. This exam will have a theoretical part and a practical part (oral and written).

Web: <https://csc.uvigo.es/comunicacion-audiovisual/exames-comunicacion-audiovisual/>

Sources of information

Basic Bibliography

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Tascón, Mario, **Escribir en Internet. Guía para los nuevos medios y las redes sociales**, Galaxia Gutenberg, 2012

Complementary Bibliography

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Ong, Walter, **Oralidad y escritura. Tecnologías de la palabra**, Fondo de cultura económica, 2016

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Wolf, Sergio, **Cine/literatura : ritos de pasaje**, Paidós, 2001

Recommendations