



## 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	Type	Year	Quadmester
	6	Basic education	1st	1st
Teaching language	Galician			
Department				
Coordinator	Fernández Salgado, Benigno			
Lecturers	Fernández Salgado, Benigno			
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General description	The purpose of this subject is to acquire the linguistic tools that enable students: (i) to adopt sensitive and intelligent attitudes with relation to the world and the languages to be used (b) to favour the expression of critical, independent, original and tolerant thought in Galician language (c) to develop a rational and creative thinking and practices by exercising Galician language, both in its spoken and written modalities.			

## Competencies

Code	
CB1	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.
CB4	That the students can transmit information, ideas, problems and solution to an audience specialized as much as no specialized.
CG3	Interpretative competence of the environment: ability to analyze and interpret the economic, political, socio-cultural, technological and communicative environment.
CE2	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.
CE5	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.
CT1	Interpretative competences of the communication: ability to recognize ethical implications in professional decisions.

## Learning outcomes

Learning outcomes	Competences
Purchase the relative theoretical bases to the system of the Galician tongue inside the frame of the social Communication.	CB1 CE5
Study the diverse elements, forms and specific uses of the Galician applied to the advertising and his functionality inside the Galician community.	CG3 CE2 CE5
Analyze the advertising communication from a linguistic perspective (gramatical, stylistic-rhetorical and pragmatic).	CE5
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.	CB4 CE5
Know developed oralmente and by writing with correction and fluency in the academic and advertising field.	CB4 CE5
Investigate and analyze the human and linguistic surroundings attending to the identity and values of the community.	CG3 CE2 CT1
Analyze texts and value critically to adecuación, coherence and correction of the oral expression and writing of the advertising speech.	CG3 CE5

Know and apply basic concepts of the different branches of the linguistics to problems or advertising challenges of different nature.	CE2 CE5	
Use active and consciously the resources that the Galician tongue offers. Promote the autonomy of the student to produce and correct advertising texts. Develop the creativity that supposes result of the freedom in the dominance of the tongue.	CE5	CT1
Read literature to develop a critical thought, independent and tolerant. 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.	CG3	CT1

## 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. 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	15	15	30
Seminars	15	45	60
Problem solving	10	10	20
Debate	2	0	2
Mentored work	10	20	30
Presentation	1	1	2
Essay questions exam	2	2	4
Systematic observation	1	1	2

\*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.
Problem solving	Formulation of problems or exercises related with the subject (for example, linguistic and stylistic correction to improve the grammar and léxicon).
Debate	Open discussion among students about one of the current issues of a subject matter.
Mentored work	Writting of an academic text of some extension based on research in the areas of study related to language and advertising.

## Personalized assistance

Methodologies	Description
Mentored work	Personalised attention at my office and by electronic mail.
Seminars	Tutorials at my office (209).

### Assessment

	Description	Qualification	Evaluated Competences		
Problem solving	Practical activities. Resolution of the planned exercises.	20	CG3	CE2	
Mentored 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	CB4	CE2	CT1
Presentation	The supervised work or the project elaborated in groups of three people will be assessed by means of a presentation in class.	10	CB1	CE2	
Essay questions exam	Test that assesses knowledge of the subject. It includes open questions about a linguistic topic and more concrete problems of grammar and style. Students must develop, relate, organize and present what they have learned with reasoned answers.	30	CB1	CG3	CE2
Systematic observation	Attentive, planned and systematic record to describe the student's behavior	10	CB4	CE5	CT1

### Other comments on the Evaluation

Continual evaluation through the following of lectures, tutorials and works done over the course.

Global evaluation of the process of learning and acquisition of competences and knowledges through the specified methodologies including an in-person test.

Evaluation based on the active participation of the student and on the submit of the works and exercises that had been required over the course.

The second call will consist on a written exam. The presentation of a work previously agreed with the professor could also be valued.

Numeric score from 0 to 10 according to the current legislation (RD 1125/2003).

Detect language ▼ Galician ▼

### Sources of information

#### Basic Bibliography

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#### Complementary Bibliography

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- Wardaugh, R., **Introducción á Sociolingüística**, Universidade de Santiago, 1995
- Xunta de Galicia, **Observatorio da lingua galega**, Secretaría Xeral de Política Lingüística, 2020

## 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.

## Contingency plan

### Description

=== EXCEPTIONAL PLANNING ===

Given the uncertain and unpredictable evolution of the health alert caused by COVID-19, the University of Vigo establishes an extraordinary planning that will be activated when the administrations and the institution itself determine it, considering safety, health and responsibility criteria both in distance and blended learning. These already planned measures guarantee, at the required time, the development of teaching in a more agile and effective way, as it is known in advance (or well in advance) by the students and teachers through the standardized tool.

=== ADAPTATION OF METHODOLOGIES ===

\* Teaching methodologies

In the case that face-to-face teaching cannot be effective, the teaching activity will be carried out through the Campus Remoto platform and the use of the Fatic teleteaching platform.

\* Non-contact mechanism for personalized attention of students (tutorials)

In the event that there is no face-to-face teaching, the tutoring sessions will be carried out by telematic means (virtual e-mail tutorials, online videoconference, Fatic forums...) with prior agreement depending on the modality.

=== ADAPTATION OF THE EVALUATION ===

In case there is no face-to-face teaching or it is necessary to simplify the evaluation without final exams, the course work (with the presentation) would be equivalent to 50% of the final qualification and the practical activities uploaded (exercises) would be the equivalent of the other 50%.

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