UNIVERSIDADE DA CORUÑA

Teaching Guide			
Identifying Data			**2018/19**
Subject (*)	English Studies and Media	**Code**	613505003
Study programme	Mestrado Universitario en Estudos Ingleses Avanzados e as súas Aplicacións (2013)		
Descriptors			

Cycle	**Period**	**Year**	**Type**	**Credits**
Official Master's Degree	1st four-month period	First	Obligatory	3

Language	English
Teaching method	Face-to-face
Prerequisites	
Department	Letras
Coordinador	Estévez Saa, José Manuel	**E-mail**	jose.manuel.estevez.saa@udc.es
Lecturers	Estévez Saa, José Manuel	**E-mail**	jose.manuel.estevez.saa@udc.es
Web	www.imaes.eu/?page_id=31
General description	The media in English, techniques of journalistic writing, journalistic styles, the lexicon of newspapers, newspapers headlines and journalistic translation. All information referring to this subject can be found on the above web site.

Study programme competences / results	
Code	**Study programme competences / results**
A2	E02 ? Familiarity with the main resources, tools and methodologies in linguistic research.
A5	E05 ? Familiarity with studies related to English for specific purposes and their application to other subject fields.
A7	E07 ? Ability to analyse different types of discourse and discursive genres, both oral and written, in the English language
A8	E08 ? Awareness of the role of English in communication in the different kinds of media.
A12	E12 ? Understanding of different theoretical and critical approaches, as well as their application to the analysis of literary and cultural texts in the English-speaking domain.
B2	CB7 - Students should be able to apply the knowledge acquired and a problem-solving capacity to new or lesser known areas within wider contexts (or multidisciplinary contexts) related to the study area.
B3	CB8 - Students must be able to integrate knowledge and to deal with the complexity of judgement formulation starting with information, which might be incomplete or limited, and which includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgement.
B4	CB9 ? Students must be able to communicate their conclusions, as well as the knowledge and reasoning behind them, to both specialized and general audiences in a clear and unambiguous way
B6	G01 ?The capacity to delve into those concepts, principles, theories or models related with the different fields of English Studies is a necessary skill, as is the ability to solve specific problems in a particular field of study via appropriate methodology.
B7	G02 ? Students must be capable of applying the knowledge acquired in the multidisciplinary and multifaceted area of English Studies
B8	G03 ? An efficient use of new information technology and communication in English Studies is a necessary skill.
B9	G04 ? Students must be able to publicly present their ideas, reports or experiences, as well as give informed opinions based on criteria, external norms or personal reflection. All of this implies having sufficient command of both oral and written academic and scientific language
B10	G05 ? Skills related to research and the handling of new knowledge and information in the context of English Studies are to be acquired by students
B11	G06 ? Students should be able to develop a critical sense in order to assess the relevance of both existing research in the fields of English Studies, and their own research.
B12	G07 ?Linguistic competence (C2 level) in oral and written English must be developed and consolidated.
B13	G08 ? Students should become progressively autonomous in the learning process, and in the search for appropriate resources and information, via the use of bibliographic and documentary sources related to English Studies.
B14	G09 ? Students are expected to be able to carry out research projects of an academic nature in the different fields of English Studies
B15	G10 ? The ability to present and defend a research project using adequate terminology and resources appropriate to the field of study is a skill which should be acquired.

Learning outcomes		
Learning outcomes		**Study programme competences / results**
To provide the students with key concepts and skills related to English and Mass Media.	AR7 AR8	BR6
To consider how methods of communication have evolved from inter-personal to those communicated via mass media forms.	AR7 AR8	BR11
To provide the students with conceptual foundation for studying media texts and products.	AR7 AR8	BR4 BR8
To analyze media communication attending audio-visual media forms, print media forms and ICT-based media forms.	AR12	BR8 BR10
To learn to communicate with skill and fluency within the audiovisual and print sector.	AR8	BR9 BR10
To communicate effectively both orally and in writing, in English.	AR7	BR8 BR9
To provide the students with a complete analysis of the different journalistic typologies and their different linguistic techniques.	AR5 AR7 AR8	BR7 BR8 BR12 BR13
To translate journalistic texts into Spanish and Galician language.	AR2 AR5 AR7 AR8	BR2 BR7 BR12 BR13
To be able to write journalistic texts in English language, namely headlines for different purposes and in different styles.	AR5 AR8	BR3 BR8 BR12 BR13 BR14 BR15

Contents	
Topic	**Sub-topic**
Main media forms.	Ways of studying media texts and products. Audiences and institutions.
What is news? Stories: Identification and typology.	Newsgathering. Analytical skills. Representation and ideology.
Media language. Writing and Editing.	Spelling and Punctuation. Style sheets. Common mistakes. Headlines. Chronicle. Featured report. Analysis and opinión. Essay.
Terminology and concepts related to Information and Communications Technology (ICT).	Multimedia elements and digital media.

Planning				
Methodologies / tests	**Competencies / Results**	**Teaching hours (in-person & virtual)**	**Student?s personal work hours**	**Total hours**
Seminar	A2 A5 A8 B8 B12 B13	10	50	60

Oral presentation	A7 B2 B4 B9 B11 B15	1	1	2
Workshop	A12 B2 B3 B6 B7 B10 B14	3	9	12
Personalized attention		1	0	1

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

Methodologies	
Methodologies	**Description**
Seminar	Attendance to class is compulsory. Lectures explaining the concepts and the terminology will be delivered to the students. These lectures will be implemented with multimedia presentations, animations, graphs, video clips or any other element that may help understand the main concepts, processes and ideas.
Oral presentation	Students are required to give an in-class presentation based on their individual final projects.
Workshop	Small groups are required to work together, asking questions, giving their opinions, or working on their projects. During the course students will prepare and comment on topics, videos or other media in class or through/on the course virtual platform. This methodology aims at practising both oral and written skills, as well as enhancing both individual and collaborative work.

Personalized attention	
Methodologies	**Description**
Seminar Workshop	Class attendance is complusory. The teacher is available in office hours, and also via e-mail.

Assessment			
Methodologies	**Competencies / Results**	**Description**	**Qualification**
Seminar	A2 A5 A8 B8 B12 B13	Attendance to class is compulsory. - Multiple choice, short answer, essay, true/false, fill-in-the-blank, or matching test to show how much the students learned from the materials that were just covered in the class. (25%) - A final written paper and/or a research project proposal (25%)	50
Oral presentation	A7 B2 B4 B9 B11 B15	An oral presentation in English will be required. The oral presentation will be scored 50% of the total paper/project marking.	25
Workshop	A12 B2 B3 B6 B7 B10 B14	Assessment involves the professor asking the student questions and the student giving the answers orally or by writing them down. Active participation in the subject forum and the virtual platform will be taken into account.	25

Assessment comments

Students? progress will be assessed during the course, including attendance and active participation in the classroom sessions, and also individual work outside the classroom. Active participation will be assessed taking into account the carrying out of all

kinds of oral and written tasks related to the course, both in the classroom

and outside (e.g. exercises, problems, commentaries, written tasks, oral presentations, exams).

Given that this degree programme is

part distance learning, part actual attendance, students are required to attend

the compulsory sessions, unless they have applied for exemption within the time

period specified by the Academic Commission of the degree, and this exemption

has been granted. This exemption will be valid provided students comply with

the rules on attendance in force in the three universities participating in the

programme, and provided they comply with the assessment systems which are

specified in the teaching guides for each module. Students should be aware,

however, that not attending certain classroom sessions may affect their final

grades.

Students

who have been granted exemption, as specified in the university regulations,

will be assessed according to the criteria applied to the July opportunity.

Students

who do not submit a supervised project, or who fail

to submit at least 50% of the other tasks for assessment, will be graded as

absent from assessment (NP: no presentado).

Students

who do not pass in the first opportunity will be able

to re-sit in July, when they will be required to demonstrate that they have

acquired the skills for each module via two types of assessment: a supervised

project with the same percentage value and characteristics as in the first

opportunity, plus the exercises agreed upon with the lecturer(s) as a

substitute for the other activities of the module.

Sources of information

Basic	Bibliografía básica e complementariaBranston, Gill and Roy Stafford. The Media Student?s Book. London: Routledge, 2010Ceramella, N. Cambridge English for the Media. Cambridge University Press, 2008.Clark, Vivienne, James Baker, and Eileen Lewis. Key Concepts & Skills for Media Studies. London: Hodder, 2008.Downes, B. and S. Miller. Teach Yourself Media Studies. London: Hodder,1998.Evans, Harold. Essential English for Journalists, Editors and Writers. London: Pimlico, 2000.Glynn, Kevin. Tabloid Culture. London: Duke University Press, 2000.Hicks, Wynford, S. Adams and H. Gilbert. English for Journalists. London: Routledge, 2009.Keeble, Richard. The Language of Newspapers. London: Routledge, 2002.O?Sullivan, Tim, Brian Dutton, and Philip Rayner. Studying the Media. London:Arnold, 2003.Price, Stuart. Media Studies. London: Longman, 2000.Wall, Peter. Media Studies for GCSE. London: Collins, 2000.Recommended websites:www.media-awareness.cawww.bfi.org.uk/education-researchwww.newmediastudies.com/www.theory.org.uk/www.mediaguardian.co.uk
Complementary	

Recommendations
Subjects that it is recommended to have taken before
Subjects that are recommended to be taken simultaneously
Subjects that continue the syllabus
Other comments

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.