UNIVERSIDADE DA CORUÑA

Teaching Guide		
Identifying Data		**2019/20**

Subject (*)	English Studies and Media		**Code**	613505101
Study programme	Mestrado Universitario en Estudos Ingleses Avanzados e as súas Aplicacións (2019)			

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	
Code	**Study programme competences**
A2	E02 ? Familiarity with the main resources, tools and methodologies in linguistic research.
A3	E03 ? Capacity to reflect on the factors which influence the learning and acquisition of English as a foreign language.
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.
A10	E10 ?Ability to use appropriate techniques for the analysis of artistic and cultural texts in the English-speaking domain.
A15	E15 ? Awareness of professional and working environments in which English is used as a means of expression and in which this language has a major role.
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
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
B14	G09 ? Students are expected to be able to carry out research projects of an academic nature in the different fields of English Studies

Learning outcomes		
Learning outcomes	**Study programme competences**	
To provide the students with key concepts and skills related to English and Mass Media.	AR3 AR5 AR7 AR8 AR15	BR3 BR4 BR7 BR8 BR9 BR14

To consider how methods of communication have evolved from inter-personal to those communicated via mass media forms.	AR5 AR7 AR10	BR4 BR8 BR9	
To provide the students with conceptual foundation for studying media texts and products.	AR3 AR5 AR7 AR8	BR8 BR9 BR14	
To analyze media communication attending audio-visual media forms, print media forms and ICT-based media forms.	AR3 AR5 AR7	BR4 BR8	
To learn to communicate with skill and fluency within the audiovisual and print sector.	AR3	BR4 BR8 BR9	
To communicate effectively both orally and in writing, in English.	AR5 AR8	BR8 BR9	
To provide the students with a complete analysis of the different journalistic typologies and their different linguistic techniques.	AR2 AR3 AR5 AR7	BR7 BR14	
To translate journalistic texts into Spanish and Galician language.	AR5 AR7	BR7 BR9	
To be able to write journalistic texts in English language, namely headlines for different purposes and in different styles.	AR5 AR7 AR8	BR7	

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**	**Ordinary class hours**	**Student?s personal work hours**	**Total hours**
Seminar	A2 A3 A5 A7 A8 A10 A15 B3 B4 B7 B8 B9 B14	10	50	60
Oral presentation	A2 A3 A5 A7 A8 A10 A15 B3 B4 B7 B8 B9 B14	1	1	2
Workshop	A2 A3 A5 A7 A8 A10 A15 B3 B4 B7 B8 B9 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**	**Description**	**Qualification**
Seminar	A2 A3 A5 A7 A8 A10 A15 B3 B4 B7 B8 B9 B14	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	A2 A3 A5 A7 A8 A10 A15 B3 B4 B7 B8 B9 B14	An oral presentation in English will be required. The oral presentation will be scored 50% of the total paper/project marking.	25
Workshop	A2 A3 A5 A7 A8 A10 A15 B3 B4 B7 B8 B9 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