COURSE DESCRIPTION

COURSE/SUBJECT: MODERN LANGUAGE
YEAR 3 | SEMESTRAL COURSE
SEMESTER: 1\textsuperscript{ST} OR 2\textsuperscript{ND}
DEGREE: DIGITAL COMMUNICATION
MODALITY: ON-CAMPUS
ACADEMIC YEAR 2017/2018
FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

Name: Modern Language
Code: j302
Year (s) course is taught: 3rd
Semester (s) when the course is taught: 1st or 2nd
Type: Compulsory Subject
ECTS of the course: 6
Hours ECTS: 30
Language: English
Modality: On-campus
Degree (s) in which the course is taught: Digital Communication
School which the course is taught: Humanities and Communication Sciences

2.- ORGANIZATION OF THE COURSE:

Department: Humanities
Area of knowledge: English Philology

2. LECTURERS OF THE COURSE/SUBJECT

1.-LECTURERS:

Responsible of the Course
Name: Dr. Mª Isabel Abradelo de Usera
Phone (ext): 91 4564200 Ext 5602
Email: iabrad@ceu.es
Office: 11
Teaching and Research profile: Lecturer and researcher
Research Lines: English literature in the 19th and 20th centuries. Literature written by women.

Lecturer(s)
Name: Dr. Federico Alba Figuero
Phone (ext): 914564200 ext.4525
Email: federico.albafiguero@ceu.es
Office: Julián Romea, 2

Lecturer(s)
Name: Rachel Bullough
Phone (ext): 914564200 ext.4255
Email: rbullough@ceu.es
Office: Despacho 12

Lecturer(s) CONTACT
Name: Miguel Delgado Yoldi
Phone (ext): 914564200 ext.4222
Email: delgado.fhm@ceu.es
Office: Despacho sótano Chalet Vasco

Lecturer(s) CONTACT
Name: Anita Morgan
Phone (ext): 914564200 ext. 4201
Email: morgan.fhm@ceu.es
Office: Despacho 11

2.- TUTORIALS:
For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher's tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION

Study of the main descriptive and normative aspects of the modern language. Description of the norms of linguistic correction of the modern language, in its variants of oral and written expression. Knowledge and practice of specialized terminology specific to the branch of knowledge in which the title is inserted.

4. COMPETENCIES

1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education, and is usually seen as a level that, even though based on advanced text books, it also includes certain aspects that imply knowledge deriving from the vanguard of their field of study.</td>
</tr>
<tr>
<td>BS2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td>BS3</td>
<td>Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.</td>
</tr>
<tr>
<td>BS4</td>
<td>Students should be capable of transmitting information, ideas, problems and solutions to both a specialist and non-specialist public.</td>
</tr>
</tbody>
</table>
Course Description / Academic year 2017-2018

<table>
<thead>
<tr>
<th>Code</th>
<th>General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS6</td>
<td>Capacity to communicate interpersonally, work in a team and resolve disputes.</td>
</tr>
<tr>
<td>A1</td>
<td>Respecting others and the working environment</td>
</tr>
<tr>
<td>A2</td>
<td>Exercising the values of co-existence, citizenship, liberty, equity and solidarity.</td>
</tr>
<tr>
<td>A3</td>
<td>Acting with honesty, veracity, rigor, fairness, efficiency and respect</td>
</tr>
</tbody>
</table>

2. LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>To study the main descriptive and normative aspects of the modern language</td>
</tr>
<tr>
<td></td>
<td>To make the student practice with correctness the modern language in its variants of oral and written expression.</td>
</tr>
<tr>
<td></td>
<td>Specific learning objectives: to make sure that the student knows and uses the specialized terminology of the branch of knowledge in which the title is inserted.</td>
</tr>
</tbody>
</table>

5. LEARNING ACTIVITIES

1. DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2</td>
<td>SEM - Seminar</td>
<td>15</td>
</tr>
<tr>
<td>LA3</td>
<td>TL - Workshop</td>
<td>45</td>
</tr>
<tr>
<td>TOTAL Presence Hours</td>
<td>60</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA7</td>
<td>Self student work</td>
<td>120</td>
</tr>
</tbody>
</table>

2. DESCRIPTION OF LEARNING ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2 Seminar</td>
<td>Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant data and information (skill 3 MECES). It is representative of areas or...</td>
</tr>
</tbody>
</table>
activities of a mixed profile, theoretical and practical.

| LA3 Workshop | Educational activity aimed preferably at the acquisition of skills for the transmission of knowledge (skill 4 MECES) and representative of areas of a more methodological nature. It prepares students for written and oral communication and the transmission of knowledge. |
| LA7 Self-Student Work | Educational activity in which students independently manage their own learning by virtue of study of educational material. |

### 6. ASSESSMENT OF LEARNING

**1.- CLASS ATTENDANCE:**

- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.
- 75% attendance at practical classes is required.

**2.- ASSESSMENT SYSTEM AND CRITERIA:**

**ORDINARY EXAMINATION (continuous assessment)**

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS1</td>
<td>DS – Presentation</td>
<td>15%</td>
</tr>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>30%</td>
</tr>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>30%</td>
</tr>
<tr>
<td>AS4</td>
<td>PR - Assessment of Practical Activities and Simulations</td>
<td>25%</td>
</tr>
</tbody>
</table>

**RE-TAKE EXAM/EXTRAORDINARY EXAMINATION**

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>100%</td>
</tr>
</tbody>
</table>

**3.- DESCRIPTION OF ASSESSMENT CRITERIA:**

<table>
<thead>
<tr>
<th>Assessment criteria</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS1 Presentation</td>
<td>Oral presentations in seminars or working groups.</td>
</tr>
<tr>
<td>AS2 Written Exam</td>
<td>Tests, short-question and essay-question exams, exercises, case studies and analysis of legal matters.</td>
</tr>
<tr>
<td>AS4 Assessment of Practical Activities and Simulations</td>
<td>Practical Activities and Simulations</td>
</tr>
</tbody>
</table>
1.- COURSE PROGRAMME:

THEORETICAL PROGRAM:
1.- Academic / professional writing (according to grade area). Writing for Academic / Professional Purposes
2.- Oral expositions related to the area of the degree. Oral Presentations
3.- Vocabulary specific to each grade. Professional Terminology
4.- Professional competences that include: writing of CV, letters of introduction, techniques of interview, emails. Profession Orientated Skills: CV writing, interviewing techniques, letters of application, e-mail communications

PROGRAM OF PRACTICE:
At the beginning of the course each teacher will give to his students the concrete practical program that will depend, in each case, on the degree in which the subject is taught.

8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:

Baker, P. Making it as a Radio or TV Presenter, London: Piatkus, 1995
Boulton, Jim. 100 Ideas that Changed the Web, London: Laurence King Publishing, 2014
Carroll, Brian. Writing for Digital Media, London: Routledge, 2010

2.- ADDITIONAL BIBLIOGRAPHY:

MC Carthy Michael and Felicity O’Dell 2009 Academic Vocabulary in Use CUP
Brown, GD. And Sally Rice 2002 Professional English in Use CUP
Leki, Ilona Academic Writing: Exploring Processes and Strategies
Swan Michael 2006, Practical English Usage Oxford University Press

4.- WEB RESOURCES:

www.wrx.zen.co.uk/britnews.htm (access to all the British Media International Media)
www.thebigproject.co.uk/news (access to International Media)
http://alistapart.com/article/responsive-web-design/ (Responsive Web Design)
9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.