

Academic Year: 2025/26

200275 - Professional Use of English

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Teaching Guide Information

Subject code: 200275

Degree program: 10013 - Degree in Audiovisual Communication

Type: Elective

Year: 3

Number of ECTS: 6.0

Period: Second term

Languages:

Lecture-based teaching: Group 101: English

Interactive teaching: Group 101: English

Grade record: Group 1: English

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Subject coordination: José Manuel Estévez Saá

Faculty: José Manuel Estévez Saá

1. Overview

Terminology and concepts related to Information and Communication Technologies. Multimedia applications: text, audio, image, video and interaction. Analysis of digital media. Journalistic information and structures. Interviews, Communication processes. Main media forms. Media language. Forms and conventions. Audiences and institutions. Writing and editing. Narrator or teller. Forms and conventions in English. Audiences and institutions. Technical terms. Codes and conventions. Grammar: 10 common mistakes. Spelling. Punctuation. Figures. Style guide.

2. Educational and learning outcomes (RD 822/2021 degree programs) or competences (RD 1393/2007 degree programs)

Competences (RD 1393/2007 degree programs)

- **[A01]** Comunicar mensaxes audiovisuais.
- **[A02]** Crear produtos audiovisuais.
- **[A07]** Coñecelas técnicas de creación e produción audiovisual.
- **[A12]** Coñecelos principais códigos da mensaxe audiovisual.
- **[C03]** Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida.

2.1. Learning outcomes (RD 1393/2007 degree programs)

Learning outcomes	Study programme competences / results		
O resultado da aprendizaxe será o dominio da expresión e a comprensión de forma oral e escrita dun idioma estranxeiro, neste caso, o inglés. Asemade, conséguese utilizar as ferramentas básicas das tecnoloxías da información e as comunicacións (TIC) necesarias para o exercicio da súa profesión e para a aprendizaxe ao longo da súa vida, tanto no contexto nacional como estranxeiro, de xeito que se manexen en inglés as mensaxes audiovisuais, a creación de produtos audiovisuais, ou a xestión de proxectos audiovisuais. Os estudantes tamén son quen de investigar e analizar a comunicación audiovisual, e con esta asignatura, ademáis, melloran as súas habilidades para o uso e a adaptación axeitada das ferramentas tecnolóxicas.	A1 A2 A7 A12		C3

3. Contents

Content unit	Description	Education and learning outcomes / competences	Teaching methodology and training activities	Assessment systems
Block	<p>This block describes the contents of the subject.</p> <ul style="list-style-type: none"> - Audiovisual Terminology. Reading. - Translation of technical and normative texts. - Preparation of technical and written documentation. - Areas of professional use of English: fairs. - Commercial material. Oral presentation: pitching. - Professional conversation. <p>These contents are developed and specified in the ten topics/chapters of the subject which are described in detail below:</p>			
Topic	<p>Introduction:</p> <p>Chapter 1: The concept of multimedia communication modeling. A brief description of elements for multimedia systems. User and network requirements together with the packet transfer concept. An overview of multimedia terminals.</p> <p>As a general introduction to the subject, this chapter includes terminology and concepts related to the elements of multimedia as well as the development of multimedia applications and computer hardware, network requirements and storage devices for their distribution and careers in Information and Communication Technologies.</p>	A01, A02, A07, A12.	MAG38, MAG39.	SEG31.
Topic	<p>Elements of Multimedia: Text, audio, pictures, video and interaction:</p> <p>Chapter 2: Multimedia communication is more than simply putting together text, audio, images and video. Recent trends in multimedia research to exploit the audio-visual interaction and to build the link between audio and video processing. Hp reading, synchronization and tracing audio-to-visual mapping as well as the bimodal person verification.</p> <p>This chapter includes vocabulary and concepts related to text, audio, images and video as well as authoring tools and how data are stored and represented in a computer system.</p>	A02, A12.	MAG38, MAG39.	SEG31.
Topic	<p>Digital copyrights, hardware, storage:</p> <p>Chapter 3: Multimedia processing in communication. Analysis of digital media and signal processing elements. Description of a general framework for image copyright protection through digital watermarking. Revision of the key attributes of neural processing essential to intelligent multimedia processing. Recent large-scale-integration programmable processors designed for multimedia</p>	A02, A07.	MAG38, MAG39.	SEG31.

Content unit	Description	Education and learning outcomes / competences	Teaching methodology and training activities	Assessment systems
	processing such as real-time compression and decompression of audio and video as well as the next generation of computer graphics. This chapter includes terms related to [...]			
Topic	Multimedia Networks and Networking: Chapter 4: Issues concerning distributed multimedia systems. Main features, resource management, networking and multimedia operating systems. Identification of the applications like interactive television, telecooperation and hypermedia, and a survey of the important enabling technologies. This chapter deals with terms and concepts related to operating systems and software packages, distributed multimedia systems, interactivity and e-learning.	A01, A12.	MAG38, MAG39.	SEG31.
Topic	Video, audio and standards: Chapter 5: Multimedia communication standards. Moving Pictures Experts Group (MPEG)-1, MPEG-2, MPEG-4, MPEG-4 Visual Texture Coding (VTC), Joint Photographic Experts Group (JPEG)-2000, MPEG-7, MPEG-21, International Telecommunications Union/Telecommunication Sector (ITU-T) and Internet standards. The ITU-T standardization process in multimedia communications from the video and speech coding, as well as from multimedia, multiplex and synchronization points of view. This chapter includes terms and concepts related to video editing, its formats and standards as [...]	A01.	MAG38, MAG39.	SEG31.
Topic	Multimedia and the Internet: Chapter 6: Multimedia communication across networks. An introduction about packet audio-video in the network environment. The concept of video transport across generic networks. Multimedia transport over ATM networks.	A01, A12.	MAG38, MAG39.	SEG31.
Topic	Multimedia development: Chapter 7: Multimedia development. Structured analysis and techniques, data flow diagrams, entity-relationship diagrams, flowcharting, programming languages, scripting, pitching.	A07, A12.	MAG38, MAG39.	SEG31.
Topic	Writing a News Story: Chapter 8: What can I write about? What is news? Identify what kind of story it is: Hard news, soft news, feature, editorial, youthbeat, opinion column. Structure for your article: The lead, a hard news story, a soft news story, the body. www.media-awareness.ca	A01, A02.	MAG38, MAG39.	SEG31.
Topic	Tips for news writing and editing: Chapter 9: Finding story ideas: Talk to people in a specific field. Newsgathering: Create a list, collect government statistics and reports. Interviewing do's and don'ts: Tape the interview, start with easy questions, end with difficult questions. Organizing the information: Write the focus, develop a focus. Writing and editing: narrator or teller, rewriting, clear and concise, run-on sentences. Young People's Press.	A01, A02.	MAG38, MAG39.	SEG31.
Topic	Key concepts and skills: Chapter 10: Communication processes. Main media forms. Media language. Forms and conventions. Audiences and institutions. Representation and ideology. Media products. Analytical skills.	A01, A07.	MAG38, MAG39.	SEG31.

Content unit	Description	Education and learning outcomes / competences	Teaching methodology and training activities	Assessment systems
	Evaluative skills. Iconography.			
Topic	Audio-visual and print-based media language and vocabulary: Chapter 11: Analyzing the moving image. Camerawork. Editing sound and vision. Sound. Special effects. Focus genre. Technical terms for analyzing print. Magazines. Newspapers. Codes and conventions. Documentary forms. Images and analysis. Grammar: 10 common mistakes. Spelling. Punctuation. Reporting speech. Figures. Style guide.	A01, A07.	MAG38, MAG39.	SEG31.
Topic	Writing communication notes, messages, announcements and correspondence: Chapter 12: Commercial and professional correspondence. The taking of telephone messages. Writing e-mails. Preparation of the Curriculum Vitae Advertisements.	A01.	MAG38.	

4. Teaching methodologies and training activities

Modality In-person					
Methodology	Description	In-person teaching hours	Virtual teaching hours	Independent study hours	Education and learning outcomes / competences
Personalized attention [MAG00]	<p>In order for the presentation to be successful in terms of assessing the student, clear instructions and deadlines will be given to the students. As for the project presentation, it will be done in English for about 20 minutes without notes but students may use presentation aids such as computers and projectors.</p> <p>In the seminars, activities will be developed in reduced groups and/or individually. Professors will supervise the work of each student, especially during these activities.</p> <p>It will be of high importance for each student to use the tutorials to deepen in any question related to [...]</p>	1,00	0,00	0,00	A01, A02, A07.
Online forum [MAG10]	During the semester students will prepare and comment on topics, videos or other media in class or on the course Web page. The associated tasks will demonstrate the use of English applied to the Contents specified in the academic guide.	0,00	0,00	10,00	A01, A02, A07, A12, C03.
Oral presentation [MAG22]	By doing a project in a group, the teacher can also assess how students interact with others and how they participate in group settings. In order for the project to be a success in terms of assessing the student, clear instructions and deadlines will be given to the students. A summary of the project will have to be submitted to the teacher who will monitor it and an oral presentation in English will be required. The oral presentation will be scored 50% of the total project marking. The associated tasks will	1,00	0,00	10,00	A01, A02, A12, C03.

Methodology	Description	In-person teaching hours	Virtual teaching hours	Independent study hours	Education and learning outcomes / competences
	demonstrate the use of English applied to the Contents specified in the [...]				
Objective test [MAG31]	This usually involves a 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.	2,00	0,00	21,00	A01, A02, A07, A12, C03.
Speaking test [MAG33]	This involves the teacher or evaluator asking the student questions and the student giving the answers orally or by writing them down. This is an excellent way to evaluate the student's thought process. The associated tasks will demonstrate the use of English applied to the Contents specified in the academic guide.	1,00	0,00	12,00	A01, A02, A07, A12.
Seminar [MAG38]	Small groups are required to work together, asking questions, giving their opinions, or working on their projects.	20,00	0,00	21,00	A01, A02, A07, A12, C03.
Guest lecture / keynote speech [MAG39]	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.	17,00	0,00	34,00	A01, A02, A07, A12.
Sum of hours by type		42,00	0,00	108,00	
Total hours				150,00	

5. Assessment

Modality In-person			
Assessment system	Description	Weighting (%)	Education and learning outcomes / competences
Online forum [SEG10]	Active participation in the subject forum will be taken into account.	10,00	A01, A02, A07, A12, C03.
Oral presentation [SEG22]	The oral presentation will be scored 50% of the total project marking.	20,00	A01, A02, A12, C03.
Objective test [SEG31]	This usually involves a 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	40,00	A01, A02, A07, A12, C03.
Speaking test [SEG33]	Open-ended response questions. This involves the teacher or evaluator asking the student questions and the student giving the answers orally or by writing them down.	20,00	A01, A02, A07, A12.
Seminar [SEG38]	Students are required to give their opinions on ethical or technical issues, comment on items, show how they work, and how they can be used for communication. All this in English.	10,00	A01, A02, A07, A12, C03.
Total (%)		100,00	

All aspects related to academic exemption, study dedication, retention, and academic fraud will be governed in accordance with the current [academic regulations](#) of the UDC.

5.1. First opportunity

Tasks will be allocated to student sub-groups in the beginning of the course so it is essential that all students interested in taking the course are present at the first meetings. Later on the course will be run mainly on the basis of group work and tutorials. However, classroom attendance will be required for the reporting part.

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 at the UDC, and provided they comply with the assessment systems which are specified in the teaching guides. 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 fail to accomplish or submit at least 50% of the 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 via an objective test plus the exercises agreed upon with the lecturer.

PLAGIARISM: When assessing the students' essays, the teacher will pay attention to possible cases of plagiarism; to that effect, he can interview the students about their written work or use tools like TURNITIN, in order to detect wrong citations, plagiarism or any other type of fraud. Should this occur, the rules for plagiarism will be applied. (See "Normas de avaliación, revisión e reclamación das cualificacións dos estudos de grao emestrado universitario"). TURNITIN recognises papers previously turned in by other people (or the student him/herself) at this university or other universities, as well as other bibliographic and Internet materials.

-The subject may be adapted to students who require the adoption of measures aimed at supporting diversity (be it physical, visual, auditory, cognitive, and learning- or mental health-related). If this is the case, they should contact the services available at the UDC/at the Center: within the official deadlines stipulated in a manner prior to each academic semester, with the Diversity Attention Unit (<https://www.udc.es/cufie/adi/apoioalumnado/>).

-In accordance with the various regulations governing university teaching, it is necessary to incorporate a gender perspective into this subject. This includes, among other measures, the use of non-sexist language, bibliographies that are inclusive from a gender perspective, and encouraging participation from all students in class, regardless of their gender.

-We will pay particular attention to identifying and addressing sexist prejudices and attitudes. We will actively work towards the modification of this environment and the promotion of values of respect and equality.

-Our efforts will focus on detecting cases of gender discrimination and implementing appropriate actions to rectify such cases.

5.2. Second opportunity

Students who fail to accomplish or submit at least 50% of the 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 via an objective test plus the exercises agreed upon with the lecturer.

5.3. Early opportunity

It will be held according to the instructions of the exam scheduled for July.

5.4. Academic exemption

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 at the UDC, and provided they comply with the assessment systems which are specified in the teaching guides. 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.

6. Recommended bibliography

Basic bibliography

- Ceramella, Nick; Lee, Elizabeth; Day, Jeremy, ed. lit. (2008). Cambridge english for the media. Cambridge University Press. Book. [\[URL\]](#)
- Clark, Vivienne.; Lewis, Eileen.; Baker, James, (2002). Key concepts & skills for media studies. Hodder & Stoughton. Book. [\[URL\]](#)
- Hicks, Wynford,,. (2013). English for journalists. Routledge. Book. [\[URL\]](#)
- O'Sullivan, Tim.; Rayner, Philip.; Dutton, Brian. (2003). Studying the media : an introduction. Hodder Arnold. Book. [\[URL\]](#)
- Reah, Danuta. (2002). The language of newspapers. Routledge. Book. [\[URL\]](#)
- Wall, Peter.; Walker, Paul (2002). Media studies for GCSE. HarperCollins. Book. [\[URL\]](#)

7. Recommendations

Attendance at face-to-face sessions and completion of recommended assignments. Prior knowledge of English at user level.