



Communication  
Theory

Bachelor in Applied  
Modern Languages



UNIVERSIDAD  
NEBRIJA

## TEACHING GUIDE

**Subject:** Communication Theory

**Degree:** Bachelor in Applied Modern Languages

**Character:** Elective

**Language:** English

**Modality:** On-site

**ECTS:** 6

**Course:** 4<sup>th</sup>

**Semester:** 7

**Professors/Teaching Staff:**

### 1. COMPETENCES AND LEARNING OUTCOMES

#### 1.1. Competences

**CB1** Have and understand knowledge in an area of study that is based on general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge coming from the forefront of their field of study.

**CB2** Apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defence of arguments and the resolution of problems within their area of study.

**CB3** Gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

**CB4** Transmit information, ideas, problems and solutions to both a specialized and non-specialized public.

**CB5** Develop the learning skills necessary to undertake further studies with a high degree of autonomy.

**CG3** Develop reasoning and exposition strategies, written and orally, within the field of study of Applied Modern Languages.

**CG5** Understand, evaluate and analyse messages in different formats in the studied languages, taking into consideration different sociocultural contexts.

**CG7** Recognise, document, value and go in depth into linguistic, literary and cultural diversity in current context, drawing attention to its origins and future perspectives.

**CE3** Efficiently apply in professional environments the techniques and resources related to linguistic mediation, language teaching, the improvement of mediated communication through technology and intercultural conflict resolution.

**CE5** Knowing the pragmatic rules of the studied languages in order to adequately interpret oral and written messages, preventing linguistic and intercultural misunderstandings.

**CE11** Know the basis of technological applications to process natural language, the improvement of communication, organization and access to information.

**CE14** Understand, know, analyse, compare and evaluate different psycholinguistic and cognitive theories related to language acquisition and the different methodologies and approaches for language teaching.

## 1.2. Learning outcomes

At the end of this subject, the student need:

- To be able to recognise diversity and respect multiculturalism.
- To be able to apply interpersonal communicative capabilities to mediation processes in multicultural conflicts and plurilingual spaces.
- To be able to manage the basic principles of both Microeconomics and Macroeconomics.
- To be able to generate and manage oral and written production with professional purposes in institutional environments.
- To be able to interpret the socio-political, economic and cultural outlook of the contemporary world.
- To be able to identify the main elements of International Relations, understanding and integrating its multidisciplinary character.

## 2. CONTENTS

### 2.1. Previous requirements

None

### 2.2. Description of contents

The study of communication processes, their constituting elements and their integrating structures. In short, it addresses communication as a study subject within the Social Sciences and, in particular, in the field of social communication media.

### 2.3. Training activities

TRAINING ACTIVITY	HOURS	PERCENTAGE OF ATTENDANCE
A1. Theoretical-practical classes, field work sessions	45	100%
A3. Individual and/or group tutorials	15	60%
A4. Individual or group work	47	20%
A6. Individual study and autonomous work	40	0%
A8. Tasks for assessment and final assessment	3	100%

### 2.4. Teaching methodologies

CODE	Teaching methodologies	Description
MD1	Expository method/ Master class	Presentation by the teacher of the contents of each topic through explanations and presentations, along with indications on sources of information and bibliography. The active participation of the student is promoted through activities such as debates, discussion of case studies, questions and presentations. The student will previously have the didactic materials, which will include objectives, syllabus, schedule and resources.
MD2	Resolution of exercises and problems	Approach to situations and practical exercises that the student must solve.
MD4	Performing work	Preparation of reports and documents in which the student must carry out bibliographic search, information gathering, document analysis, case analysis, writing and explanation of conclusions.

### 3. ASSESSMENT SYSTEM

#### 3.1. Grading system

The grading system (R.D. 1125/2003, of 5th September) will be as follows:

- 0 - 4.9 Fail (SS)
- 5.0 - 6.9 Pass (AP)
- 7.0 - 8.9 Good (NT)
- 9.0 - 10 Excellent (SB)

The mention of "honors" may be obtained at the proposal of the professor of the subject after completing a tutored work. The teacher must write a report evaluating the contributions of the work.

#### 3.2. Evaluation criteria

##### Ordinary call

Assessment systems:	Minimum weighting	Maximum weighting
SE1 Attendance and participation	10%	25%
SE2 Presentation of assignments and projects (individual tasks and group work) Actividades académicas dirigidas	20%	30%
SE3 Midterm assessment	15%	25%
SE4 Final assessment	35%	50%

##### Extraordinary call

Assessment systems:	Minimum weighting	/ Maximum weighting
SE2 Presentation of assignments and projects (individual tasks and group work)	40%	40%
SE4 Final assessment	60%	60%

#### 3.3. Restrictions

##### Minimum grade

In order to average the above weightings, it is necessary to obtain at least a grade of 5 in the final exam.

#### Attendance

Students who, without justification, fail to attend more than 25% of the face-to-face classes may be deprived of the right to take the exam in the regular exam.

#### Writing standards

Special attention will be paid in the papers, practices and written projects, as well as in the exams, to both the presentation and the content, taking care of the grammatical and spelling aspects. Failure to meet the minimum acceptable standards may result in points being deducted in such work.

### **3.4. Warning about plagiarism**

The Universidad Antonio de Nebrija will not tolerate plagiarism or copying under any circumstances. It will be considered plagiarism the reproduction of paragraphs from texts other than the student's audit (Internet, books, articles, papers of colleagues...), when the original source is not cited. The use of quotations cannot be indiscriminate. Plagiarism is a crime.

If this type of practice is detected, it will be considered a Serious Misconduct and the sanction foreseen in the Student Regulations may be applied.

## **4. BIBLIOGRAPHY**

#### Basic bibliography

#### Recommended bibliography

## **5. PROFESSORS' INFORMATION**

You can consult the e-mail addresses of the professors and the academic and professional profile of the teaching staff at ...