



Universidade de Vigo

# Estudios Ingleses y Medios de Comunicación

José Manuel Estévez-Saá (UDC), coord.

Esperanza Rama Martínez (UVigo)

Teresa Sánchez Roura (USC)

**GUÍA DOCENTE E MATERIAL DIDÁCTICO**

**2024/2025**

***MÁSTER INTERUNIVERSITARIO EN ESTUDOS INGLESES AVANZADOS E AS SÚAS APLICACIÓNS***

AUTORES: José Manuel Estévez-Saá (coordinador), Esperanza Rama Martínez, Teresa Sánchez Roura  
Edición electrónica. 2024

ADVERTENCIA LEGAL: Reservados todos os dereitos. Queda prohibida a duplicación total ou parcial desta obra, en calquera forma ou por calquera medio (electrónico, mecánico, gravación, fotocopia ou outros) sen consentimento expreso por escrito dos autores.

**NOMBRE DE LA ASIGNATURA / COURSE NAME**

English and Mass Media

**CRÉDITOS ECTS / CREDITS**

3 ECTS

**CARÁCTER / COURSE TYPE**

Compulsory

**CUATRIMESTRE / SEMESTER**

First semester

**REQUISITOS PREVIOS RECOMENDADOS / PREREQUISITES**

None

**OBJETIVOS / OBJECTIVES**

To provide the students with key concepts and skills related to English and Mass Media.  
To consider how methods of communication have evolved from inter-personal to those communicated via mass media forms.

To provide the students with conceptual foundation for studying media texts and products.

To analyze media communication attending audio-visual media forms, print media forms and ICT-based media forms.

To investigate and analyze audiovisual communication and print media.

To learn to communicate with skill and fluency within the audiovisual and print sector.

To communicate effectively both orally and in writing, in English.

**COMPETENCIAS / COMPETENCES**

CB7, CB8, CB9, G01, G02, G03, G04, G05, G06, G07, G08, G09, G10, E02, E05, E08

**CONTENIDOS / CONTENTS**

- 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.
- Terminology and concepts related to Information and Communications Technology (ICT). Multimedia elements and digital media.

## METODOLOGÍA / TEACHING METHODOLOGY

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. 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.

## ACTIVIDADES FORMATIVAS / ACADEMIC ACTIVITIES

- Total number of hours = 75
- Class hours (maximum) = 14
- Virtual platform hours (maximum) = 10
- Student's individual work = 51

<b>Work in class</b>	<b>Hours</b>	<b>Work through the virtual platform</b>	<b>Hours</b>	<b>Student's individual work</b>	<b>Hours</b>
Professor's introductory talks	5	Participation in forum and debates	4	Autonomous work and work in group	11
Debates and students' participation	7	Supervising of student's progress by the professor	4	Writing activities, class presentations and additional tasks	20
Tutorials	2	Activities of self-assessment	2	Readings and on-line debates	20
<b>Total number of hours in class</b>	<b>14</b>	<b>Total number of hours through the virtual platform</b>	<b>10</b>	<b>Total number of hours of the student's individual work</b>	<b>51</b>

## EVALUACIÓN / ASSESSMENT

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%)

It 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. (25%)

A final written paper and/or a research project proposal. An oral presentation in English will be required. The oral presentation will be scored 50% of the total paper/project marking. (50%)

Students who do not pass in the first opportunity will be able to re-sit in the officially provided second opportunity (date to be agreed upon with the lecturer(s)), when they will be examined to demonstrate that they have acquired the required skills 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.

The students officially exempted from class attendance will present a final written paper that will count 100 % of the final mark.

The following aspects will be taken into account for the assessment of this course: Written and oral skills in English, capacity to articulate a hypothesis and its discussion, class attendance and participation in class.

\* Any instance of PLAGIARISM will derive in failing the course. Turnitin is a tool for staff to use in order to check sections of written work originating in other texts and locating the sources. It is a useful way of detecting plagiarism. Its use is optional, but students are to be warned in the teaching guide that it is able to detect pieces of work previously presented in this or any other university, including work by the same student (for any subjectmatter). If coincidences are found, this will be understood as academic fraud, and the regulations concerning academic assessment, grading and complaints on testing will be applied.

With this warning, students are hereby informed of the academic consequences.

#### **BIBLIOGRAFÍA RECOMENDADA / RECOMMENDED BIBLIOGRAPHY**

**The following books will be dealt with during the sessions. Yet, students are not required to buy any of them.**

- Branston, Gill and Roy Stafford. *The Media Student's Book*. London: Routledge, 2010.
- Ceramella, 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.ca](http://www.media-awareness.ca)
- [www.creativeskillset.org/interactive/](http://www.creativeskillset.org/interactive/)
- [www.bfi.org.uk/education-research/](http://www.bfi.org.uk/education-research/)
- [www.newmediastudies.com/](http://www.newmediastudies.com/)
- [www.theory.org.uk/](http://www.theory.org.uk/)
- [mediaguardian.co.uk/](http://mediaguardian.co.uk/)

<b>OTRA INFORMACIÓN Y/O RECOMENDACIONES / FURTHER INFORMATION</b>
---

Further information will be provided by each one of the respective professors:

José Manuel Estévez-Saá ([jose.manuel.estevez.saa@udc.es](mailto:jose.manuel.estevez.saa@udc.es))

Teresa Sánchez Roura ([mteresa.sanchez.roura@usc.es](mailto:mteresa.sanchez.roura@usc.es))

Esperanza Rama Martínez ([erama@uvigo.es](mailto:erama@uvigo.es))