

Course Unit	English	Field of study	Foreign Languages and Literatures		
Bachelor in	Communication and Journalism		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	1	Level	1-1
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9662-657-1102-00-23				
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s)

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. use verbal communication strategies in English
2. Communicate in English for specific purposes
3. Acquire and apply communication mechanisms in English
4. Produce diverse messages in different contexts of communication
5. Know and apply different techniques of writing in English
6. Read and interpret instruments of communication in English
7. Communicate effectively for social, academic and professional purposes, according to level C1 of Common European Framework of Reference.

### Prerequisites

Before the course unit the learner is expected to be able to:

The learner must understand, analyse, apply grammar and lexical structures at the B2 level of QCER.

### Course contents

English for Specific Purposes. Communication. Information Technology. Comercial correspondence. - Passive Voice - Idioms - Gerunds and Infinitives - Direct and Reported Speech - Modal Verbs - Concessive clauses - Relative clauses - Conditionals (If clauses)

### Course contents (extended version)

1. Communication
  - Means of communication
  - The importance of means of communication .
  - The Media
  - Advertisements
  - Press Releases
  - Press Conferences
2. Information technology .
  - The computer age
3. Multimedia
  - Concepts
  - Multimedia components
  - The future of multimedia
4. Formal and informal letters
  - Memos
  - Formal e-mails
5. Greeting
  - Introducing yourself
  - Giving personal details
  - Welcoming visitors
  - Making a phone call
  - Taking and leaving messages

### Recommended reading

1. Chandler, Daniel & Munday, Rod (2020). Ditionary of Media and Communication. O. U. P.
2. Haines, Simon & Hewings, Martin (2015). Grammar and Vocabulary for Advanced Learners. C.U.P.
3. Doff, Adrian and Goldstein, Ben (2011). English Unlimited C1 Advanced Coursebook. Cambridge University Press.
4. Caramella, Nick & Lee, Elizabeth (2008). Cambridge English for the Media. CUP.
5. Chris Newbold, Hilde Van den Bulck, Oliver Boyd-Barrett (2002). The Media Book. Bloomsbury Academic. [ISBN 0340740485]

### Teaching and learning methods

Communicative methodology embraces all four language skills through speaking, reading, writing and listening, with a strong focus on practical components. Lessons will mainly focus on an interactive component, where after the lecturing of theoretical and grammatical content, students have the opportunity to interact orally with their teacher and their group/class.

### Assessment methods

1. Final evaluation - (Regular, Student Worker) (Final)
  - Intermediate Written Test - 20% (English Grammar and Vocabulary Test, Reading, listening)
  - Presentations - 30% (Group presentation)
  - Final Written Exam - 50% (English Grammar and Vocabulary Exam, Reading, listening and writing)
2. Reading, Listening and Writing Test - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 70% (Reading, Listening and Writing Test, use of English exam)
  - Presentations - 30% (individual presentation)
3. Incoming Students - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 70% (Reading, Listening and Writing Test, use of English exam)
  - Presentations - 30% (individual presentation)

## Language of instruction

English

## Electronic validation

Jean Noel Fernand Mercereau	Manuela Dolores Ferreira Carneiro	Barbara Costa Vilas Boas Barroso	Luisa Margarida Barata Lopes
14-11-2023	08-01-2024	16-01-2024	23-01-2024