

DETAILS OF THE SUBJECT

Title: DISCURSO MULTIMODAL EN INGLÉS: PALABRA, IMAGEN Y SIGNO

Code: 100569

Degree/Master: GRADO DE ESTUDIOS INGLESES

Year: 4

Name of the module to which it belongs:

Field: VARIACIÓN, COGNICIÓN Y DISCURSO EN INGLÉS

Character: OPTATIVA

Duration: FIRST TERM

ECTS Credits: 6

Classroom hours: 60

Face-to-face classroom percentage: 40%

Non-contact hours: 90

Online platform:

TEACHER INFORMATION

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SPECIFICS OF THE SUBJECT

REQUIREMENTS AND RECOMMENDATIONS

Prerequisites established in the study plan

None.

Recommendations

None specified.

SKILLS

- CB1 Ability for analysis and synthesis.
- CB2 Ability for organization and scheduling of work.
- CB3 Knowledge of the foreign language (English).
- CB5 Students must possess the capacity to gather and interpret relevant information (usually in their field of study) in order to give opinions which include a reflection about relevant topics which are social, scientific or ethic in nature.
- CB8 Students must know how to apply their knowledge to their job or vocation in a professional manner and they must possess the competencies which are usually demonstrated by means of the elaboration and defense of arguments and the solution of problems in their field of study.
- CB13 Ability to self-assessment.
- CB14 Adaptation to new situations.
- CB17 Motivation for quality, professional ambition and entrepreneurship.
- CB18 Students must demonstrate to possess and understand knowledge in a field of study which takes place from the base of the general secondary school, and it is common to find a level that, albeit it relies on advanced text books, also includes some aspects which imply knowledge from the forefront of its field of study.
- CU1 To accredit the use and proficiency of a foreign language.
- CU2 To know and improve the user level in the field of ICT.

CE10	Knowledge of the terminology of the major linguistic disciplines.
CE11	Knowledge of the linguistic peculiarities of English with respect to the mother tongue, and its contrasts. Theoretical and practical knowledge of Spanish / English linguistic language mediation.
CE12	Analysis, commentary and explanation of the texts in English from different registers, types, genres and historical periods.
CE13	Command of oral and written academic English as well as the development of techniques of academic work. Ability to argue and express abstract concepts, assumptions and relationships in academic essays.
CE15	Usage of the different necessary resources for English linguistic study and research, both printed and electronic (bibliographies, database, IT specific and relevant applications in linguistic studies).
CE16	Knowledge of methodologies, tools and resources of the industries of the language and communication and information technologies.
CE24	Identification, classification, explanation and assessment of the different linguistic functions concerning units, relations and processes.
CE25	Ability for the phonetic-phonological, morph-syntactic, semantic and discursive analysis of the English language.
CE26	Ability to identify periods in the evolution of the English language and to assign and recognise characteristics with respect to these periods.
CE27	Participation in group learning activities: assignments, studies.
CE28	Participation in learning forums and transfer of acquired knowledge: news groups, blogs.
CE29	Analysis of the conditionings related to the use of language in situation that affect the final shape adopted by the text, in its oral and written aspect.
CE33	Ability to develop critical and autonomous thought through reading and analysis of literary texts and other cultural demonstrations in English language.
CE34	Ability to evaluate critically a consulted bibliography and frame it in a theoretical perspective.
CE35	Ability to design and elaborate formative and self learning material in relationship with disciplinary contents of the module.
CE39	Ability to recognise cognitive and functional determining factors on the structure and use of language.
CE40	Development of autonomy to select linguistic and methodological resources according to the purposes to be achieved.
CE41	Development of the interest in linguistic theory and its application to different fields, such as the study of creative texts in English and the methodology of teaching and learning English.
CE42	Development of the linguistic theoretical interest and its description, both synchronic and diachronic.
CE43	Development of the interest of different theories in teaching and learning languages, within a heterogeneous context, heir of diverse traditions, methods and approaches.
CE44	Ability to summarize, organise, manipulate and transmit efficiently the knowledge acquired in the different modules.
CE45	Acceptance of other critical thought differing from the one adopted by the students.
CE51	Ability to distinguish between different theoretical/critical approaches of the same problem.
CE52	Ability to identify problems and research themes and evaluate their relevance.
CE53	Ability to analyse texts and discourses in English language by using analysis techniques appropriately .
CE55	Scientific knowledge of the semantics and pragmatics of English language.

OBJECTIVES

1. Provide information on different textual genres.
2. Analyse from a discourse point of view different kinds of texts paying special attention to the interrelation of language, image and sound and taking into account approaches, methods and techniques.
3. Identify different theories of discourse analysis
4. Specify the practical application of such analysis underlying its contribution to social and humanistic studies.

CONTENT

1. Theory contents

1. Introduction to basic concepts on text linguistics and discourse analysis
2. Basic techniques on discourse analysis. Interrelation of areas of analysis.

3. Discourse analysis.
 - 3.1. Text. Types.
 - 3.2. Movies
 - 3.3. Painting
 - 3.4. Advertising
 - 3.5. Social networks
 - 3.6. Broadcasting
4. Critical discourse analysis
5. Mediated discourse analysis.

2. Practical contents

1. Gathering data
2. Analysis procedures.
3. Arriving at conclusions
4. Analysis of different text.
5. Applying basic theoretical and analytical concepts and procedures to different types of text.

METHODOLOGY

General clarifications on the methodology and methodological adaptations for part-time students

The very nature of the area makes the working procedure in the subject essentially practical, the student will be asked to read the related literature on her own and to get to the analysis of different materials in a process of selection, analysis and arriving at conclusions.

Most of the work will be done in cooperative groups and the outcome will be presented and analysed in class.

Face-to-face activities

Activity	Large group	Medium group	Total
Assessment activities	8	-	8
Case study	4	-	4
Debates	4	-	4
Group presentation	7	-	7
Group work (cooperative)	-	6	6
Lectures	8	-	8
Projects	4	4	8
Text analysis	2	-	2
Text commentary	2	-	2
Workshop	6	5	11
Total hours:	45	15	60

Not on-site activities

Actividad	Total
Analysis	30
Bibliographic consultations	10
Exercises	10
Finding information	10
Group work	20
Self-study	10
Total hours:	90

WORK MATERIALS FOR STUDENTS

Practical cases and examples - <http://www3.uco.es/m1415/my/>

Dossier - <http://www3.uco.es/m1415/my/>

Moodle platform - <http://www3.uco.es/m1415/my/>

Clarifications:

The subject will use interaction in moodle as the basic communication and working procedure.

EVALUATION

Skills	Tools						
	Assignments and projects	Attendance sheets	Group work	Oral presentations	Practical cases and examples	Self-assessment	Text commentary
CB1	X		X	X	X		X
CB13		X				X	
CB14	X		X		X		
CB17	X	X	X				
CB18	X		X	X	X		
CB2	X	X	X	X	X	X	X

CB3	x			x			
CB5	x		x		x		
CB8	x		x	x	x		x
CE10			x		x		x
CE11					x		
CE12	x		x	x	x		x
CE13	x		x	x	x		x
CE15	x		x		x		x
CE16	x		x		x		
CE24	x		x	x	x		
CE25	x		x	x	x		
CE26					x		
CE27	x		x				
CE28	x		x				
CE29	x		x		x		
CE33	x		x		x		
CE34	x		x		x		
CE35			x				
CE39	x		x		x		
CE40	x		x		x		
CE41	x		x				
CE42	x		x				
CE43	x		x				
CE44	x		x	x			x
CE45	x		x	x			
CE51	x		x		x		
CE52	x		x		x		
CE53	x		x		x		
CE55	x		x		x		
CU1	x		x	x			x
CU2	x						
Total (100%)	20%	10%	20%	10%	20%	10%	10%
Minimum grade.(*)	5	5	5	5	5	5	5

(*) Minimum grade necessary to calculate the average

Minimum score to eliminate content and period of validity for partial qualifications: 5

General clarifications on evaluation and methodological adaptation for part-time students:

Participación parcial en los trabajos en grupo y los debates en clase, misma relevancia de los procesos de evaluación para los trabajos de análisis

Value of attendance in the final grade: 10

Qualifying criteria for obtaining honors: *Sobresaliente más trabajo opcional*

BIBLIOGRAPHY

1. Basic Bibliography:

KRESS, G. & VAN LEWEN, T. (1996). *Reading Images: The Grammar of Visual Design*. New York: Routledge.

KRESS, G. & VAN LEWEN, T. (2001). *Multimodal discourse: The modes and media of contemporary communication*. London, Bloomsbury Academic.

SCHIFFRIN, D. (1994). *Approaches to Discourse*. Oxford: Basil Blackwell.

BROWN, G. and YULE, G. *Discourse Analysis*. CambridgeUP

COOK, P. *Discourse*. Oxford OUP.

2. Further reading:

ALBA JUEZ, Laura (2005). *Discourse Analysis for University Students*. Madrid: UNED.

JAWORSKI, A. & N. COUPLAND (eds.)(1999). *The Discourse Reader*. London and New York: Routledge.

SCHIFFRIN, D., TANNEN, D. & HAMILTON, H. (eds.) (2001). *Handbook of Discourse Analysis*. New York: Blackwell publishers.

WETHERELL, M.; TAYLOR, S. & YATES, S. J. (2001). *Discourse as data*. London: Sage Publications.

WETHERELL, M.; TAYLOR, S. & YATES, S. J. (2001). *Discourse Theory and Practice: a Reader*. London: Sage Publications.

Mc CARTHY, M. (1991). *Discourse Analysis for Language Teachers*. Cambridge: Cambridge University Press.

Mc CARTHY, M. & CARTER, R. (1994). *Language as Discourse*. Harlow (Essex): Longman.

COORDINATION CRITERIA

- Joint activities: lectures, seminars, visits ...
- Orientation session
- Performing activities
- Selection of common competencies

SCHEDULE

Period	Activity										Comment
	Assessment activities	Case study	Debates	Group presentation	Group work (cooperative)	Lectures	Projects	Text analysis	Text commentary	Workshop	
1# Fortnight	0	0	0	0	0	2	0	1	1	0	Introducción
2# Fortnight	2	0	0	0	0	2	0	1	0	0	Developme
3# Fortnight	0	0	4	0	0	2	0	0	0	0	Análisis
4# Fortnight	0	2	0	0	0	2	0	0	1	0	Projects
5# Fortnight	2	0	0	2	0	0	2	0	0	0	Cooperative gr
6# Fortnight	2	2	0	2	2	0	2	0	0	3	.Projects
7# Fortnight	0	0	0	3	2	0	2	0	0	4	Projects
8# Fortnight	2	0	0	0	2	0	2	0	0	4	Practical ana
Total hours:	8	4	4	7	6	8	8	2	2	11	