

POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.012.03
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<i>Course</i>	Communication and Public Relations					
<i>Subject</i>	English I					
<i>Academic year</i>	2023/2024	<i>Curricular year</i>	1	<i>Study period</i>	1	
<i>Type of subject</i>	Compulsory	<i>Student workload (H)</i>	Total: 108	Contact: 67.5	<i>ECTS</i>	4
<i>Professor(s)</i>	Carla Ravasco Nobre					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>	<i>(select)</i>		Samuel Walter Best			

PLANNED SUBJECT DESCRIPTION
1. LEARNING OBJECTIVES

The general objective is to motivate students by approaching international and multicultural topics, more specifically in the communication and public relations area, with special attention to communicative competence, with the usage of English expressions and a general revision of English language basics. Autonomous and active learning are encouraged.

The following intermediate level competences (four skills) are developed and practiced: Speaking; Writing; Reading and Listening.

The aim is to develop communicative competences in the communication and public relations area and daily life through the practice of subjects related to possible professional / routine situations.

- Interaction in English.
- Analysis of written and oral texts.
- Development of writing, reading, listening and speaking competences.

2. PROGRAMME

- *Presentation – the names*
- *Communication – What makes a good communicator; dealing with communication breakdowns; Emails and telephone conversations; case study.*
- *International markets – Marketing expressions and word partnerships; noun compounds and noun phrases; brainstorming; case study.*

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- *Building relationships – describing relations; Business partnerships; multi word verbs; networking; case study.*
- *Success – Successful businesses; Negotiating; verb tenses; case study.*
- *Job satisfaction – synonyms and word building; cold- calling and headhunters; Passive voice; staff motivation; case study.*

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The objectives aim to form English speakers of an advanced level, able to interact in English on a daily or professional basis, in situations related to their professional area. Thus the syllabus promotes a revision of the language functions and grammar and prepares the students for future situations.

4. MAIN BIBLIOGRAPHY

Cotton, David; David Follet and Simon Kent (2011). *Upper Intermediate Market Leader – Business English Course Book* .3rd edition, Pearson.

extra material available on Sigarra.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Classes are theoretical and practical, with theory presented by the teacher and autonomous discovery of language rules by the students, followed by practice and language usage. Classes are interactive or theoretical, with role-play activities, group work, problem solving and reading and listening. The methodologies that encourage student autonomy are preferred.

Continuous Assessment- The grade is obtained by:

- 40% spoken project presentation, individual or in group
- 10% Case Study presented during the semester
- 50% written test

Students must present all the elements mentioned above.

The students who have an attendance of 80% or more will obtain one score in the final grade.

Exam: The final grade is dependent on the written exam.

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6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The learning objectives aim to prepare professionals in the Communication and Public Relations area, able to interact in English in different situations of a daily and professional life. Thus the classes, which are theoretical and practical, provide students with the linguistic and communicative tools to develop autonomously their competences.

7. ATTENDANCE

Two thirds of attendance .

8. CONTACTS AND OFFICE HOURS

c.ravasco@ipg.pt

Gabinete 2.5

VOIP 5251

Office Hours Thursday 14.30-16.30

DATE

15 de novembro de 2023

SIGNATURES

Professor(s), Area/Group Coordinator or Head of Department signatures

Assinatura na qualidade de (clicar)

(signature)

Assinatura na qualidade de (clicar)

(signature)

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