



## PRESENTACIÓN

- Description: Effective Speaking & Writing (Global Journalism) is a 3 ECTS subject for students of the School of Communication with an interest in using English in media and communication contexts. The main aims of the subject are to explore and practice the skills required for effective participation in professional situations.
- Course title: Effective Speaking & Writing (Global Journalism)
- Degree: Global Journalism, FCOM – School of Communication
- Department: Instituto de Idiomas / Institute of Modern Languages
- Type of course: Required / Elective subject
- Language of tuition: English
- Requirements: Level C1 English (e.g. Cambridge English: Advanced, TOEFL iBT 90+, or equivalent)
- Number of credits: 3 ECTS
- Duration: Semester II
- Academic year: 2025–2026
- Duration: One semester
- Timetable: Monday, 12:00–14:00
- Room: Aula 08, FCOM
- Teacher: Paul Bentham ([pbentham@unav.es](mailto:pbentham@unav.es))

## RESULTADOS DE APRENDIZAJE (Competencias)

Citing the officially approved syllabus for these degree programs, the competences covered by this subject are presented in Spanish:

### 1.SKILLS

- RA12: Students should be able to apply their knowledge to their job or vocation in a professional way. They should be able to prove their general competencies by developing and defending arguments and solving problems within their subject area.
- RA13 (Journalism). Expressing thoughts and ideas in speech and writing in an accurate, orderly, creative fashion in order to make information available to society.
- RA12 (Audiovisual Communication). Accurately expressing knowledge and ideas in speech and writing in the field of audiovisual communication.
- RA15. Communicating fluently and succinctly in speech and writing while making use of suitable linguistic and literary resources.

### 2.COMPETENCIES

- RA23: Students should have developed the learning skills necessary to undertake higher programs of study with greater independence.

## PROGRAMA



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The main aims of the subject are to explore and practice the skills required for effective participation in professional situations in media and communication contexts: project work, problem solving, persuasive communication. We explore how to:

- analyze, adapt and translate news stories, reports and features for publication in English-language media
- practice the skills required to research, plan and conduct interviews
- model the negotiation skills involved in making professional decisions
- identify and use appropriately the vocabulary associated with specific media genres

## ACTIVIDADES FORMATIVAS

The approach in this subject is task and project-based, involving individual and group work, so class attendance and participation is crucial. Both global and personalized feedback will be given on class activities and evaluation tasks.

## EVALUACIÓN

### CONVOCATORIA ORDINARIA:

The approach in this subject is task-based, so class attendance and participation is crucial. The evaluation of this subject is distributed as follows:

- Continuous assessment: 60%. (The teacher will evaluate and give feedback on each assessment activity.)
- Final examination: 40%. (The final exam requires students to put into practice the knowledge and skills acquired over the course of the semester, under demanding time constraints.)

**El examen escrito**, en papel, presencial en el aula será en mayo 2026 en Aula 09 de FCOM.

Consta de cuatro partes: comprensión auditiva (20%), comprensión lectora (20%) y expresión escrita (40%) y tendrá una duración de 2 horas.

### CONVOCATORIA EXTRAORDINARIA:

La valoración de la asignatura en la convocatoria extraordinaria consta de un examen escrito 100% de la nota final. Las fechas se detallan a continuación.

**El examen escrito**, en papel, presencial en el aula será en **junio 2026** en FCOM.

Consta de cuatro partes: comprensión auditiva (20%), comprensión lectora (20%) y expresión escrita (40%) y tendrá una duración de 2 horas.

Para aprobar esta convocatoria extraordinaria es necesario superar un 50% del total. Para solicitar la convocatoria extraordinaria se pueden presentar las siguientes situaciones:



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Situación 1 - El alumno ha suspendido la asignatura o no se ha presentado al examen en la convocatoria ordinaria. En este caso, el alumno se vuelve a examinar de la asignatura al completo.

Situación 2 - El alumno ha solicitado concurrir a la convocatoria extraordinaria teniendo una nota de 5 o superior en la convocatoria ordinaria. En este caso, el alumno se examinará de la asignatura al completo y la nota final de la asignatura será la correspondiente a esta convocatoria, pudiendo ser superior, igual o inferior (incluido el suspenso) a la nota de la convocatoria ordinaria. Además, si una vez solicitada la concurrencia al examen, no se presentara, constará un "No Presentado" y tendrá que volver a cursar la asignatura.

## HORARIOS DE ATENCIÓN

Paul Bentham.....([pbentham@unav.es](mailto:pbentham@unav.es))

- Edificio Amigos, Planta -1
- Horario de tutoría: Please send an email to arrange an appointment

## BIBLIOGRAFÍA

*All materials will be made available on ADI*

**John Berger** - Ways of Seeing (Penguin)

**Johan Galtung and Mari Ruge** - The Structure of Foreign News (Journal of Peace Research, 2 (2))

**Harcup, Tony and O'Neill, Deirdre** What Is News? Galtung and Ruge revisited. (Journalism Studies, 2 (2))

Further bibliography to be added.