

**Theory and Techniques for Constructing Discourse  
and Elocution**

Code: 104785  
ECTS Credits: 12

| Degree                                 | Type | Year | Semester |
|--|------|------|----------|
| 2503868 Communication in Organisations | OB   | 1    | A        |

### Contact

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### Use of Languages

Principal working language: catalan (cat)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: No

### Prerequisites

This subject has no specific prerequisites. Classes will preferably be taught in Catalan, in some cases with visual support in Spanish.

The subject matter will be sensitive to aspects related to respect for fundamental rights of equality between women and men, human rights and the values of a culture of peace and will seek to promote personal growth and professional commitment to the same and the community, as suggested by the Audiovisual Council of Catalonia, "to show the different social realities, do not allow the creation of contingents that aim to promote or justify homophobia, bifòbia, lesbofòbia and transfòbia, diffuse the denunciation of discriminatory facts and present practical bones in relation to equality and non-discrimination" (Recomanacions sobre el tractament de les persones LGBTI als mitjans audiovisuals, CAC, 2017).

### Objectives and Contextualisation

The aim is to approach discourse in all its stages: the birth of an idea, the search for the information that will allow it to be founded, the elaboration of the argument, the selection and exhibition depending on the medium and the subsequent dialogue with the receiver.

The general objectives are grouped into four areas:

- 1- Explain how to selectively increase knowledge about a subject;
- 2- To help to construct a criterion of elaboration, strengthening the relevant elements;
- 3- Understand how to adapt the discourse to the selected medium and
- 4- To propose strategies for a bidirectionality of constructive discourse.

### Competences

- Adapt the communication generated by the organisation itself to the language of the traditional and digital Media.
- Devise, plan and execute communication projects about the organisation on all types of media and for both internal and external audiences.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Work in compliance with professional codes of conduct.

## Learning Outcomes

1. Cross-check information to establish its veracity, using evaluation criteria.
2. Find what is substantial and relevant in documents within the subject.
3. Perform communicative activities in written, audio, audiovisual and digital formats.
4. Prepare press statements, packs, reports and other types of documents to be sent to mainstream journalists or used in the organisation's own media.
5. Produce audio and audiovisual documents for any type of medium, on issues affecting or introduced by organisations.
6. Recognise the complexity of freedom of expression and the limits to it when producing information documents for any type of medium.
7. Submit course assignments on time, showing the individual or group planning involved.
8. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

## Content

1. Organization as the subject of discourse.
2. The spaces of discourse.
4. The elocution of discourse.
5. The design of the discourse of the organization.
7. The organization challenged: the construction of audiovisual discourse and dialogical genres.
8. The construction of discourse in the contemporary era.

## Methodology

Theoretical sessions will be carried out, whose content of the first part is used to pose individual exercises in the second part. There will also be sessions in which students will practice in groups or carry out previously commissioned practices. The students will have a portfolio in which they will be able to leave the exercises and will be able to observe the revision of the same ones. Tutorial sessions will also be carried out for individual and collective follow-ups. Students must take two theoretical exams during the course, one for each part of the course.

## Activities

| Title                        | Hours | ECTS | Learning Outcomes      |
|------------------------------|-------|------|------------------------|
| Type: Directed               |       |      |                        |
| Laboratori Practice Sessions | 114   | 4.56 | 1, 4, 7, 3, 5          |
| Type: Supervised             |       |      |                        |
| Evaluation                   | 24    | 0.96 | 1, 4, 7, 3, 6, 5, 8, 2 |
| Type: Autonomous             |       |      |                        |
| Classroom Sessions           | 96    | 3.84 | 1, 6, 8, 2             |

## Assessment

The outline of the evaluation model is as follows:

- a) The subject is passed if the weighted average between the grade obtained in the theoretical exams, the individual practical exercises and the practical exercises in group is equal or superior to 5.
- b) The theory is worth 40% of the final grade. Throughout the course, two controls are carried out, each of which has a value of 20%.
- c) Individual practices are worth 30% of the final mark. To pass this part it is necessary to do a minimum of 60% of the individual practices proposed during the course.
- d) Group practices are worth 30% of the final grade. In order to pass this part it is necessary to carry out a minimum of 60% of the group practices carried out during the course.

#### Retrieval system

The theory and 10% of the individual practices will be recoverable. In other words, 50% will be recoverable. On the one hand, there will be a theory control similar to controls 1 and 2 of the course. In addition, exercises similar to the individual practices carried out during the course will be considered in case you wish to recover 10% of the recoverable individual practices.

- a) Group practices are worth 30% of the final grade.
- b) No average is given if the rating of individual practices is less than 3.5.
- c) No average is given if the grade for group practices is less than 3.5.
- d) They have the right to reevaluate students with a score between 3.5 and 4.9.
- e) Group practice activities that have been suspended will not be re-evaluated.

### **Assessment Activities**

| Title                        | Weighting | Hours | ECTS | Learning Outcomes      |
|------------------------------|-----------|-------|------|------------------------|
| Aula sessions                | 30        | 15    | 0.6  | 1, 4, 7, 3, 6, 5, 8, 2 |
| Evaluation                   | 40        | 6     | 0.24 | 1, 3, 6, 8, 2          |
| Laboratori Practice Sessions | 30        | 45    | 1.8  | 1, 4, 7, 3, 6, 5       |

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