UNIVERSIDAD DEL AZUAY

FACULTAD DE CIENCIAS JURÍDICAS
ESCUELA DE ESTUDIOS INTERNACIONALES

1. Datos

Materia: ADVANCED ORAL COMMUNICATION SKILLS AND COMPOSITION
Código: ESI0016
Paralelo: A
Periodo : Marzo-2020 a Agosto-2020
Profesor: VEGA AUQUILLA MELITA VANESSA
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Prerrequisitos:

Código: ESI0011 Materia: INTERMEDIATE ORAL COMMUNICATION SKILLS AND COMPOSITION

Nivel: 4

Distribución de horas.

Docencia	Práctico	Autónomo: 64		Total horas
		Sistemas de tutorías	Autónomo	
64	32		64	160

2. Descripción y objetivos de la materia

La asignatura cubre las áreas de comunicación oral, debate, sociolinguistica, y cultura. El estudiante tendrá la oprtunidad de profundizar en los conceptos relacionados a la cultura y el bagaje que cada identidad conlleva. Además estará en capacidad de debatir en contextos de negocios en un entorno internacional.
La asignatura oferta una interesante mirada desde un contexto que prioriza una visión general de las destrezas de comunicación oral y argumentativa. La propuesta inicia con una mirada general a la importancia de la comunicación y el lenguaje desde la sociolingüística, la cultura y el poder, para más adelante avanzar en la comunicación de los negocios y el debate argumentativo
La asignatura ofrece al estudiante una amplia visión desde la perspectiva de la comunicación y las habilidades para el debate, además de brindar una visión general de la cultura, el poder y su relación con el lenguaje.

3. Objetivos de Desarrollo Sostenible

4. Contenidos

1	SOCIOLINGUISTICS: CULTURE AND LANAGUAGE
1,1	Language in society: introduction- what makes a language (2 horas)
1,2	Idiolects, dialects, accent- phonetical differences (2 horas)
1.3	Standard American English (2 horas)
1,4	African American English-Ebonics (2 horas)
1,5	Latino English (2 horas)
1,6	Lingua franca, pidgin, creole (2 horas)
1.7	slang, jargon, argot (2 horas)
1.8	TEST 1 (4 horas)

2	LANGUAGE AND POWER: Euphemisms and cultural taboos
2.1	Euphemisms (2 horas)
2.4	Doublespeak (2 horas)
2.5	Euphemisms related to war (2 horas)
2.6	Euphemisms today (2 horas)
2.7	TEST 2 (2 horas)
2.2000000000	Categorization of taboos (2 horas)
2.2999999999	Political correctness (2 horas)
3	COMMUNICATING IN THE DIGITAL AGE WORKPLACE
3.1	Listening, culture, collectivism vs. individualism. Critical thinking exercises (collectivism vs. individualism) (2 horas)
3.2	Thesis writing/translation in English. Basic formats. (2 horas)
4	PLANNING BUSINESS MESSAGES
4.2	Audience and language. You view, bias free, positive language, conversational tone, plain language. In class exercise. (2 horas)
4.0999999999	The communication process, the 3x3 writing process. Primary and secondary audience. Channel. (2 horas)
5	ORGANIZING AND DRAFTING BUSINESS MESSAGES
5.2	Emphasis, parallelism, active/passive voice, modifiers (2 horas)
5.3	Crafting topic sentences and building coherence, common transitional expressions. Writing improvement exercises. (2 horas)
5.4	Test 3: writing techniques, editing, business case analysis (2 horas)
5.0999999999	Direct and indirect strategies, sentence types, sentence faults, message openers. Exercises. (2 horas)
6	REVISING BUSINESS MESSAGES
6.1	Editing, proofreading, evaluating. Improving conciseness, avoiding redundancies, fillers, wordiness, trite phrases, empty words, buried verbs. (2 horas)
6.1	Principles of effective persuasion. Planning and writing persuasive requests. Exercises - direct and indirect strategies. (2 horas)
6.2	Writing improvement exercises: flabby expressions and redundancies. (2 horas)
6.2	Exercises: persuasive requests emails (2 horas)
6.3	The AIDA strategy for sales messages. Exercise - the sales letter. (2 horas)
7	WORKPLACE COMMUNICATIONS: NEGATIVE MESSAGES
7.1	Negative messages, direct vs indirect strategy, buffers, apologizing, cushioning bad news, refusing requests. (2 horas)
7.2	Letter analysis and exercises - passive voice, subordinate clauses and implied refusals. (2 horas)
7.3	Denying requests and claims. Case analysis - request refusal and claim denial. (2 horas)
7.4	Managing bad news within organizations and to the public. Refusing workplace requests. Exercise - employee bad news. (2 horas)
8	WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES
9	PERSUASTION IN PUBLIC SPEAKING
9.1	Analysis of questions of fact, organization of speeches based on questions of fact, value or policy. (4 horas)
9.4	Appealing to emotions, generating emotional appeal. (2 horas)
9.5	Persuasive speech (2 horas)
9.1999999999	Building credibility, factors of credibility, types of credibility, enhancing credibility. Using evidence to persuade. (2 horas)
9.3000000000	Using Reasoning to persuade, reasoning from principle, causal reasoning, analogical reasoning, fallacies. (4 horas)
10	DEBATE
10.1	Lincoln-Douglas debate style History, philsophical beliefs, format, length. Organization and methods. How to conduct cross examination. (2 horas)
10.3	LD Debate: one on one with cross examination. (4 horas)
10.4	Team debate style Format, timing, roles of each team member. Exercise: review and analysis of 3-member team debate. (2 horas)
10.5	Debate prep: selection of topics and team roles roles (speaker 1, speaker 2, speaker 3). Presenting arguments in favor and against. Refutation/rebuttals. (2 horas)
10.6	Team debate: 3-member teams (4 horas)
10.199999999	Debater positions (affirmative side and opposition). Presenging arguments in favor and against. Organization of arguments. (2 horas)

5. Sistema de Evaluación

Resultado de aprendizaje de la carrera relacionados con la materia

Resultado de aprendizaje de la materia	Evidencias
ba. Comunicarse con fluidez y precisión en español y en un idioma extranjero, de forma oral y escrita	
-El alumno sera capaz de utilizar el idioma para organizar y expresar sus ideas	-Evaluación escrita -Evaluación oral -Foros, debates, chats y otros
bc. Argumentar y debatir de manera activa y efectiva dentro de los contextos universitario y social a través del pensamiento crítico	
-El alumno estará conminado a argumentar de manera lógica y argumentativa	-Evaluación escrita -Evaluación oral -Foros, debates, chats y otros

Desglose de evaluación

Evidencia	Descripción	Contenidos sílabo a evaluar	Aporte	Calificación	Semana
Evaluación oral	Oral presentation	SOCIOLINGUISTICS: CULTURE AND LANAGUAGE	APORTE	2	Semana: 3 (15/04/20 al 20/04/20)
Evaluación escrita	Language and culture exercises	LANGUAGE AND POWER: Euphemisms and cultural taboos	APORTE	3	Semana: 5 (29/04/20 al 04/05/20)
Evaluación escrita	Test 1 - Culture and Langage	LANGUAGE AND POWER: Euphemisms and cultural taboos, SOCIOLINGUISTICS: CULTURE AND LANAGUAGE	APORTE	5	Semana: 6 (06/05/20 al 11/05/20)
Evaluación escrita	Business writing cases - planning, organizing and revising	COMMUNICATING IN THE DIGITAL AGE WORKPLACE, ORGANIZING AND DRAFTING BUSINESS MESSAGES, PLANNING BUSINESS MESSAGES	APORTE	3	Semana: 8 (20/05/20 al 25/05/20)
Evaluación escrita	Exercises - negative and persuasive messages	WORKPLACE COMMUNICATIONS: NEGATIVE MESSAGES, WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES	APORTE	2	Semana: 10 (03/06/20 al 08/06/20)
Evaluación escrita	Test 2 - Business Writing	ORGANIZING AND DRAFTING BUSINESS MESSAGES, REVISING BUSINESS MESSAGES, WORKPLACE COMMUNICATIONS: NEGATIVE MESSAGES, WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES	APORTE	5	Semana: 11 (11/06/20 al 15/06/20)
Evaluación escrita	Identification exercise - types of persuasion	PERSUASTION IN PUBLIC SPEAKING	APORTE	1	Semana: 12 (17/06/20 al 22/06/20)
Foros, debates, chats y otros	Persuasive Speech	PERSUASTION IN PUBLIC SPEAKING	APORTE	2	Semana: 13 (24/06/20 al 29/06/20)
Foros, debates, chats y otros	One on one debate	DEBATE	APORTE	2	Semana: 14 (01/07/20 al 06/07/20)
Foros, debates, chats y otros	Test 3 - team debate	DEBATE	APORTE	5	Semana: 16 (15/07/20 al 20/07/20)
Evaluación oral	Examen final	COMMUNICATING IN THE DIGITAL AGE WORKPLACE, DEBATE, LANGUAGE AND POWER: Euphemisms and cultural taboos, ORGANIZING AND DRAFTING BUSINESS MESSAGES, PERSUASTION IN PUBLIC SPEAKING, PLANNING BUSINESS MESSAGES, REVISING BUSINESS MESSAGES, SOCIOLINGUISTICS: CULTURE AND LANAGUAGE, WORKPLACE COMMUNICATIONS: NEGATIVE MESSAGES, WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES	EXAMEN	20	Semana: 17-18 (21-07-2020 al 03-08-2020)
Evaluación oral	Examen supletorio	COMMUNICATING IN THE DIGITAL AGE WORKPLACE, DEBATE, LANGUAGE AND POWER: Euphemisms and cultural taboos, ORGANIZING AND DRAFTING BUSINESS	SUPLETORIO	20	Semana: 20 (al)

Evidencia	Descripción	Contenidos sílabo a evaluar	Aporte	Calificación	Semana
		MESSAGES, PERSUASTION IN PUBLIC SPEAKING, PLANNING BUSINESS MESSAGES, REVISING BUSINESS MESSAGES, SOCIOLINGUISTICS: CULTURE AND LANAGUAGE, WORKPLACE COMMUNICATIONS: NEGATIVE MESSAGES, WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES			

Metodología

Criterios de Evaluación

6. Referencias

Bibliografía base

Libros

Autor	Editorial	Título	Año	ISBN
Guffey, M.E., Loewy, D.	CENGAGE Learning	Essentials of Business Communication 10 e	2014	978-1-285-85889-0

Web

Software

Bibliografía de apoyo

Libros

Web

Software

Docente

Director/Junta

Fecha aprobación: 10/03/2020

Estado: Aprobado