

English Programme - Course 2017-2018

Faculty of Communication, Universitat Pompeu Fabra, Barcelona, Spain

Subjects Taught in English T1 (mid/end of September to mid/end of December)					
Subject / Course	Term	ECTS Credits	Bachelor's Degree		Description
Intercultural Communication (20481)	1 Opt	4	Film & Media		Analysis of the intercultural phenomenon from the communication and media perspectives. Assessment of the specificities of intercultural communication in the global context of worldwide media and transnational contexts.
Think Tanks, Lobbying and Communication (20519)	1 Opt	4	Adv. & PR		Study and analysis of the tools to manage the relations between the organization and its key publics (authorities, regulators, trade unions, activists, others) and, especially, analysis of the techniques of lobbying in different scenarios.
Communication and Events Management (20520)	1 Opt	4	Adv. & PR		Specific study and analysis of the technique of "event organization" public relations towards the consolidation and the transmission of the image of the brand or organization. Study of cases in which the creative strategy applied to the event is further analyzed.
English for Academic and Professional Uses (20493)	1 Ob	4	Adv. & PR		Oral comprehension of lectures in English. Oral production in English. Techniques for understanding and memorizing professional vocabulary. Efficient reading of short specialist texts in English. Techniques for writing short texts.
Digital Journalism Analysis (22195)	1 Opt	4	Journalism		Online practical workshop aimed at assessing the quality of the leading digital media in the Internet. Students will work on and check the set of routines that appear to aid journalists in their pursuit of digital excellence in news coverage.
Journalistic English (21333)	2 Opt	4	Journalism		Oral comprehension of lectures in English. Oral production in English. Techniques for understanding and memorizing vocabulary. Efficient reading of short specialist texts in English. Techniques of writing short texts.
Total		24			

Subjects Taught in English T2 (January, February, March)

Subject / Course	Term	ECTS Credits	Bachelor's Degree	Description
Analysis of Interactive media Messages (23870)	2 Ob	4	Adv. & PR	Study of the messages produced based on interactive communications media. Analysis of the formal, semantic and pragmatic aspects of messages in interactive media.
Risk and Crisis Communication (20515)	2 Opt.	4	Adv. & PR	Study of the concept of the communication of risk and of crisis, the players involved and the main strategies and techniques of communication related.
Journalism and Innovative Technology (24076)	2 Opt.	4	Journalism	Professional coverage of information of journalistic interest that is generated with regard to the environment and technologies, as well as the elaboration of quality journalistic products that focus on the incidence of technology in human development.
Journalistic English (21333)	2 Opt	4	Journalism	Oral comprehension of lectures in English. Oral production in English. Techniques for understanding and memorizing vocabulary. Efficient reading of short specialist texts in English. Techniques of writing short texts.
Cultural Journalism (24070)	2 Opt.	4	Journalism	Professional coverage of cultural activity of journalistic interest and the elaboration of quality products on the different artistic and cultural manifestations, with a special aim on the intertwining of cultural activities within the current media framework.
Internal Communication (20516)	2 Opt	4	Adv. & PR	Study of the principles of efficient communication in organizations' internal communication, and analysis of the tools for the planning of internal communication (internal communication plan).
Contemporary Visual Culture (20534)	2 Opt	4	Adv. & PR	This subject aims to systematise the main milestones and referents of contemporary visual culture and for Advertising and Public Relations students to become familiar with them. This visual culture feeds from the referents that come both from the traditional plastic arts (painting or photography) and from the audiovisual media and new iconology and plasticity generated by the interactive media and digital technologies (Internet, videoart, blogosphere, etc.). Through this outlook, the aim is to provide students with an universe of reference that maintains mutual exchanges and influences constant with the universe created and recreated by advertising and public relations.
TOTAL		28		

Subjects Taught in English T3 (April, May, June)					
Subject / Course	Term	ECTS Credits	Bachelor's Degree		Description
Sociology of Communication and Methods of Research in Communication (20356)	3 Ob	6	Adv. & PR		Study of social research methods, exploring the relations of scientific knowledge with other types of applied knowledge. Knowledge and command of the methodology of the social sciences to deal with the multiple epistemological bases of communication.
Music for Audiovisual Media (20479)	3 Opt	4	Film & Media		Study of the functions and key examples of musical soundtracks in film and audiovisual media. Creative practices of music compilation and composition applied to audiovisual works.
English for Academic and Professional Uses (20252)	3 Ob	4	Film & Media		Oral comprehension of lectures in English. Oral production in English. Techniques for understanding and memorizing professional vocabulary. Efficient reading of short specialist texts in English. Techniques for writing short texts.
Theories and Methods of Social Research in Communication (20380)	3 Ob	6	Film & Media		Study of the different theories on social communication. Study and practice of the most common research methods on social communication processes, with a special emphasis on audiovisual media contents.
News Agencies (22094)	3 Opt	4	Journalism		Students will write news in English for the webpage of the Catalan News Agency.
International Journalism (24072)	3 Opt	4	Journalism		Professional coverage of international activity of journalistic interest and the elaboration of quality products on events that occur in the international arena.
TOTAL		28			

TOTAL ECTS TAUGHT in ENGLISH by Terms	Trimester 1: 24 ECTS Trimester 2: 28 ECTS Trimester 3: 28 ECTS TOTAL: 80 ECTS Credits
TOTAL ECTS TAUGHT in ENGLISH by Degrees	Journalism Programme: 28 ECTS Advertising and PR Programme: 34 ECTS Film and Media Programme: 18 ECTS

*This programme may be subject to last minute changes