



FACULTAD DE CIENCIAS JURÍDICAS

ESCUELA DE ESTUDIOS INTERNACIONALES

1. Datos generales

Materia: ADVANCED ORAL COMMUNICATION SKILLS AND
Código: ESI0016
Paralelo: C
Periodo : Marzo-2022 a Agosto-2022
Profesor: CARR ANNE
Correo electrónico: acarr@uazuay.edu.ec

Nivel: 4

Distribución de horas.

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

Prerrequisitos:

Código: ESI0011 Materia: INTERMEDIATE ORAL COMMUNICATION SKILLS AND COMPOSITION

2. Descripción y objetivos de la materia

La asignatura cubre las áreas de comunicación oral, debate, sociolingüística, y cultura. El estudiante tendrá la oportunidad 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

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

2.1	Euphemisms
2.4	Doublespeak
2.5	Euphemisms related to war
2.6	Euphemisms today
2.7	TEST 2
2.20000000000000002	Categorization of taboos
2.29999999999999998	Political correctness
3.1	Listening, culture, collectivism vs. individualism. Critical thinking exercises (collectivism vs. individualism)
3.2	Thesis writing/translation in English. Basic formats.
4.2	Audience and language. You view, bias free, positive language, conversational tone, plain language. In class exercise.
4.09999999999999996	The communication process, the 3x3 writing process. Primary and secondary audience. Channel.
5.2	Emphasis, parallelism, active/passive voice, modifiers
5.3	Crafting topic sentences and building coherence, common transitional expressions. Writing improvement exercises.
5.4	Test 3: writing techniques, editing, business case analysis
5.09999999999999996	Direct and indirect strategies, sentence types, sentence faults, message openers. Exercises.
6.1	Editing, proofreading, evaluating. Improving conciseness, avoiding redundancies, fillers, wordiness, trite phrases, empty words, buried verbs.
6.1	Principles of effective persuasion. Planning and writing persuasive requests. Exercises - direct and indirect strategies.
6.2	Writing improvement exercises: flabby expressions and redundancies.
6.2	Exercises: persuasive requests emails
6.3	The AIDA strategy for sales messages. Exercise - the sales letter.
7.1	Negative messages, direct vs indirect strategy, buffers, apologizing, cushioning bad news, refusing requests.
7.2	Letter analysis and exercises - passive voice, subordinate clauses and implied refusals.
7.3	Denying requests and claims. Case analysis - request refusal and claim denial.
7.4	Managing bad news within organizations and to the public. Refusing workplace requests. Exercise - employee bad news.
9.1	Analysis of questions of fact, organization of speeches based on questions of fact, value or policy.
9.4	Appealing to emotions, generating emotional appeal.
9.5	Persuasive speech
9.19999999999999993	Building credibility, factors of credibility, types of credibility, enhancing credibility. Using evidence to persuade.
9.30000000000000007	Using Reasoning to persuade, reasoning from principle, causal reasoning, analogical reasoning, fallacies.
10.1	Lincoln-Douglas debate style History, philosophical beliefs, format, length. Organization and methods. How to conduct cross examination.
10.3	LD Debate: one on one with cross examination.
10.4	Team debate style Format, timing, roles of each team member. Exercise: review and analysis of 3-member team debate.
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.
10.6	Team debate: 3-member teams

5. Sistema de Evaluación

Resultado de aprendizaje de la carrera relacionados con la materia

Resultado de aprendizaje de la materia

ba. Comunicarse con fluidez y precisión en español y en un idioma extranjero, de forma oral y escrita

Evidencias

-El alumno sera capaz de utilizar el idioma para organizar y expresar sus ideas

-Evaluación escrita

-Evaluación oral

Resultado de aprendizaje de la carrera relacionados con la materia

Resultado de aprendizaje de la materia	Evidencias
bb. Aplicar técnicas que permiten una comprensión lectora profunda de los textos en español y/o un idioma extranjero	
-A través de una visión crítica del lenguaje	-Evaluación escrita -Evaluación oral
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
bd. Utilizar técnicas de investigación para la recolección, tabulación y presentación de información	
-El alumno esdtá en capacidad de investigar respetando la honestidad académica y ejerciendo dominio del idioma	-Evaluación escrita -Evaluación oral

Desglose de evaluación

Evidencia	Descripción	Contenidos sílabo a evaluar	Aporte	Calificación	Semana
Evaluación escrita	evaluacion oral	LANGUAGE AND POWER: Euphemisms and cultural taboos, SOCIOLINGUISTICS: CULTURE AND LANAGUAGE	APORTE	5	Semana: 6 (25-ABR-22 al 30-ABR-22)
Evaluación oral	evaluacion oral	LANGUAGE AND POWER: Euphemisms and cultural taboos, SOCIOLINGUISTICS: CULTURE AND LANAGUAGE	APORTE	5	Semana: 6 (25-ABR-22 al 30-ABR-22)
Evaluación escrita	evaluacion escrita	COMMUNICATING IN THE DIGITAL AGE WORKPLACE, ORGANIZING AND DRAFTING BUSINESS MESSAGES, PLANNING BUSINESS MESSAGES, REVISING BUSINESS MESSAGES	APORTE	5	Semana: 11 (30-MAY-22 al 04-JUN-22)
Evaluación oral	evaluacion oral	COMMUNICATING IN THE DIGITAL AGE WORKPLACE, ORGANIZING AND DRAFTING BUSINESS MESSAGES, PLANNING BUSINESS MESSAGES, REVISING BUSINESS MESSAGES	APORTE	5	Semana: 11 (30-MAY-22 al 04-JUN-22)
Evaluación escrita	evaluacion escrita	DEBATE, PERSUASTION IN PUBLIC SPEAKING, WORKPLACE COMMUNICATIONS: NEGATIVE MESSAGES, WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES	APORTE	5	Semana: 17-18 (10-07-2022 al 23-07-2022)
Evaluación oral	evaluacion oral	PERSUASTION IN PUBLIC SPEAKING, WORKPLACE COMMUNICATIONS: NEGATIVE MESSAGES, WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES	APORTE	5	Semana: 17-18 (10-07-2022 al 23-07-2022)
Evaluación escrita	evaluacion escrita	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	10	Semana: 17-18 (10-07-2022 al 23-07-2022)
Evaluación oral	evaluacion oral	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	10	Semana: 17-18 (10-07-2022 al 23-07-2022)
Evaluación escrita	evaluacion escrita	COMMUNICATING IN THE DIGITAL AGE WORKPLACE, DEBATE, LANGUAGE AND POWER: Euphemisms and cultural taboos, ORGANIZING AND DRAFTING BUSINESS MESSAGES, PERSUASTION IN	SUPLETORIO	10	Semana: 19 (al)

Evidencia	Descripción	Contenidos sílabo a evaluar	Aporte	Calificación	Semana
		PUBLIC SPEAKING, PLANNING BUSINESS MESSAGES, REVISING BUSINESS MESSAGES, SOCIOLINGUISTICS: CULTURE AND LANGUAGE, WORKPLACE COMMUNICATIONS: NEGATIVE MESSAGES, WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES			
Evaluación oral	evaluacion oral	COMMUNICATING IN THE DIGITAL AGE WORKPLACE, DEBATE, LANGUAGE AND POWER: Euphemisms and cultural taboos, ORGANIZING AND DRAFTING BUSINESS MESSAGES, PERSUASION IN PUBLIC SPEAKING, PLANNING BUSINESS MESSAGES, REVISING BUSINESS MESSAGES, SOCIOLINGUISTICS: CULTURE AND LANGUAGE, WORKPLACE COMMUNICATIONS: NEGATIVE MESSAGES, WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES	SUPLETORIO	10	Semana: 19 (al)

Metodología

Descripción	Tipo horas
prepare for individual and group participation before class through assigned video, audio and readings; individual self assessment on oral and written tasks; pair and group oral discussion of practice, analysis and feedback; group debate preparation	Autónomo
lecture/ppt/video/audio content of international studies topics discussion and collaboration with individuals, pairs, small groups on oral and written tasks use of professor authored published articles	Total docencia

Criterios de evaluación

Descripción	Tipo horas
Demonstrate informed understanding and practice of how language affects social interaction and shapes topics in current international studies topics. Completion of pre-class assignments evidenced in competence level of prepared and informed participation in both written and oral presentations and assignments	Autónomo
Completion of in-class and oral assignments; Ability to competently and effectively communicate orally and in writing on current topics of international studies; Collaborate with peers and professor appropriately and effectively	Total docencia

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

Revista

Bibliografía de apoyo

Libros

Autor	Editorial	Título	Año	ISBN
Fromkin, Victoria; Rodman, Robert; Hyams, Nina	CENGAGE Learning	An Introduction to Language	2011	978-1-4282-6392-5
Holmes, Janet	Routledge	An Introduction to Sociolinguistics	2013	978-1-4082-7674-7
Lucas, Stephen E.	McGraw Hill	The Art of Public Speaking	2012	978-0-07-340673-2

Web

Autor	Título	Url
Moscoso-Amador, M. D. L., Vega-Auquilla, M. V., & Martínez-Sojos, M. (2019)	La evolución del inglés como lengua franca, su enseñanza y aplicación en los negocios	http://revistas.uazuay.edu.ec/index.php/udaakadem/article/view/204
Melitz, Jacques	English as a lingua franca: Facts, benefits and costs	https://doi.org/10.1111/twec.12643
Elmes, David	The Relationship between Language and Culture	http://www.lib.nifs-k.ac.jp/nii/46-11.pdf

Software

Revista

Docente

Director/Junta

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