

SEMESTRE	CRÉDITOS	CARÁCTER	TIPO DE ENSEÑANZA	IDIOMA DE IMPARTICIÓN
1º	5	Optativa	Presencial/Semipresencial/ Virtual	English
MÓDULO		Master's Programme in English Literature and Linguistics		
MATERIA		Introduction to Discourse Analysis: The Area of English for Business and Technology		
CENTRO RESPONSABLE DEL TÍTULO		Escuela Internacional de Posgrado		
MÁSTER EN EL QUE SE IMPARTE		Máster Universitario en Literatura y Lingüística Inglesas		
CENTRO EN EL QUE SE IMPARTE LA DOCENCIA		Facultad de Ciencias Económicas y Empresariales		
PROFESORES⁽¹⁾				
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TUTORÍAS		Mondays: 10.30 to 13.30 Tuesdays: 10.30 to 13.30 Any updates can be found in: https://oficinavirtual.ugr.es/ordenacion/GestorInicial y http://www.diaugr.es/		
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¹ Consulte posible actualización en Acceso Identificado > Aplicaciones > Ordenación Docente

(∞) Esta guía docente debe ser cumplimentada siguiendo la "Normativa de Evaluación y de Calificación de los estudiantes de la Universidad de Granada" (<http://secretariageneral.ugr.es/pages/normativa/fichasugr/ngc7121/>!)

DIRECCIÓN	Despacho 3, Edificio La Jarosa Calle La Paz 18. Facultad de Traducción e Interpretación. aalameda@ugr.es
TUTORÍAS	1er cuatrimestre: Martes y viernes de 9 a 11 y de 13 a 14. 2º cuatrimestre: miércoles y viernes de 11 a 14.

COMPETENCIAS GENERALES Y ESPECÍFICAS

COMPETENCIAS BÁSICAS

- CB6 – Students should be able to acquire the appropriate knowledge as basis for original, critical thinking in their own research practice.
- CB7. Students should be able to apply the new acquired knowledge combined with appropriate problem-solving skills to the research area of their choice.
- CB8. Students should be able to integrate various types of knowledge and draw conclusions from it, as well as reflect upon the social and ethical responsibilities associated with the publication of their research output.
- CB9 - Students should be able to justify their research methods and data choice as well as communicate their research outputs clearly and competently both to specialised and non-specialised audiences.
- CB10 - Students should acquire the necessary skills to become fully independent researchers.

COMPETENCIAS GENERALES

- CG4. Can use new technologies as learning and research tools, as well as a means of communication and dissemination.
- CG5. Can understand longer and complex texts of any kind.
- CG6. Can present descriptions of complex issues in a variety of formats (written, oral and digital) and can draw their own solid conclusions.
- CG1. Can develop the appropriate skills in interpersonal relations and interlinguistic mediation.
- CG2. Can become successful autonomous learners.
- CG3. Can search for information (oral, printed, audiovisual, digital or multimodal), and transform it into knowledge.

COMPETENCIAS ESPECÍFICAS

- CE1 – To learn and critically assess the latest linguistic theories, methodologies and research in English Linguistics (understood amply).
- CE2. To identify case studies and the different epistemological approaches available so as to elaborate and defend arguments, as well as to solve problems within the area of English literature and linguistics.
- CE8 - To be aware of the various theoretical approaches and research principles (research planning, data sampling, data collection, data processing and analysis) in the various subdisciplines in English linguistics, among others, lexicography, sociolinguistics and historical linguistics.
- CE9 - To be aware of corpus linguistics principles as well as their application to a variety of interdisciplinary domains.
- CE10 - To develop the ability to apply the principles of linguistics beyond the domain of theoretical linguistics, for example in subdisciplines such as pragmatics, discourse analysis, philosophy of language, gender studies, (literary and non-literary) stylistics, film language or language acquisition and language teaching.

OBJETIVOS O RESULTADOS DE APRENDIZAJE (SEGÚN LA MEMORIA DE VERIFICACIÓN DEL TÍTULO)



Understand and critically evaluate theories, methods (planning, collection, sampling, processing and analysis of data) and the current results of research in the area of English linguistics applied to terminology, lexicology and discourse analysis, with a special emphasis in the genre analysis theory.

- Identify basic aspects of corpus analysis and computational linguistics and its different applications in various interdisciplinary fields.
- Explain and apply the objectives, methodology and results of a research work in the field of English for specific purposes, as part of the linguistic areas mentioned above.

BREVE DESCRIPCIÓN DE CONTENIDOS (SEGÚN LA MEMORIA DE VERIFICACIÓN DEL TÍTULO)

I (Topics for research):

- 1.- General language versus specialized languages.
- 2.- Characteristics of specialized languages.
- 3.- English for business purposes.
- 4.- Foundations of register and genre analysis applied to business topics.
- 5.- Register and genre analyses activities.
- 6.- Technological developments for LSP.

II: (Specialized discourse and vocabulary acquisition):

- 1.- Key to understand the basic business terminology.
- 2.- Key to understand the economic / business terminology in the 4 areas of management: production, finance, human resources and marketing.
- 3.- Keys for business communication strategies (Meetings, presentations, negotiations) .

TEMARIO DETALLADO DE LA ASIGNATURA

THEORETICAL

This course is aimed at graduates in foreign languages and other related degrees who wish to develop their research profile in the area of English for specific purposes oriented to the world of international trade and technological applications to facilitate business activity and business language research. In a preliminary phase, there will be an introduction of students to the key contents of business English to facilitate the understanding of this specialized field. Also, the profile of this course may favor diverse professional approaches, different from those which are conventionally associated with the field of English Philology: It is evident that the globalization of the economy and the enormous expansion of international trade are forcing the vast majority of medium and small companies to employ very flexible professionals who can use their proficiency in English to export and/or import activities. In addition to the option of providing support for a professional profile, this course also offers: (1) research-oriented contents and activities, particularly those which facilitate the implementation of new technological profiles, such as knowledge engineering or computational applications to the area of business, and (2): a detailed analysis of the cultural, pragmatic, semantic and syntactic features characterizing LSP genres with a special emphasis on the areas of business and marketing. For that purpose, a selection of relevant documents, academic texts and articles will be offered to the students.

PRACTICAL

PART I (Topics for research):

- 1.- **General language versus specialized languages:** - Parallels and contrasts. - Introduction to terminology.
- 2.- **Characteristics of specialized languages:** -Technical (pure sciences). -Semi-technical (social and humanistic sciences). -Informative.
- 3.- **English for business purposes:** - Needs analysis. - Course design. - Language variation . - Written and spoken discourse. -- Foundations of register, genre and metadiscourse analysis applied to business topics.
- 4.- **Register and genre analyses activities:** - Application of the contents of the previous sections to a selection of professional texts.
- 5.- **Technological developments for LSP:** A basic introduction to relevant applications of knowledge engineering and natural language processing to LSP, terminological corpora, terminology extractors and the construction of ontologies. The language of Conceptual Representation: COREL.



PART II: (Specialized discourse and vocabulary acquisition):

Compulsory reading:

MASCULL, BILL (2008): *Business Vocabulary in Use. (Intermediate)*. [SECOND EDITION]. Cambridge: Cambridge University Press.

Topics: 1.- Key to understand the basic business terminology. 2.- Key to understand the economic / business terminology in the 4 areas of management: production, finance, human resources and marketing. 3.- Keys for business communication strategies (Meetings, presentations, negotiations) .

BIBLIOGRAFÍA

BIBLIOGRAFÍA FUNDAMENTAL:

ALCARAZ, E., MATEO, J. y YUS, F. [eds.] (2007): *Las lenguas profesionales y académicas*. Serie Ariel Lenguas Modernas. Barcelona: Ariel.

ASHLEY, A. (2003): *Oxford Handbook of Commercial Correspondence*. Oxford: OUP.

BHATIA, V.K. (1993) *Analysing Genre. Language Use in Professional Settings*. Londres: Longman.

CABRÉ, M.T. (1999): *Terminology*. Amsterdam /Philadelphia: John Benjamins.

DUDLEY-EVANS & ST JOHN, M-J. (1998) *Developments in English for Specific Purposes*. Cambridge: Cambridge U.P.

FELICES LAGO, Á (2016): "The Process of Constructing Ontological Meaning Based on Criminal Law Verbs", *Círculo de Lingüística Aplicada a la Comunicación*, 65, 109-148.

FELICES LAGO, Á., UREÑA GÓMEZ-MORENO, P. (2014): "FunGramKB Term Extractor: a key instrument for building a satellite ontology based on a specialized corpus", *Language processing and grammars: The role of functionally oriented computational models (SLCS)*, (Studies in Language Series). Brian Nolan & Carlos Perrián-Pascual (eds.). Amsterdam: John Benjamins, 251-269.

GIMÉNEZ MORENO, R. (2010): *Words for working. Professional and Academic English for International Business and Economics*. Valencia: Universidad.

HYON, S. (2018): *Introducing Genre and English for Specific Purposes*. London/New York: Routledge.

JIMÉNEZ BRIONES, R. & LUZONDO OYÓN, A. (2011): "Building ontological meaning in a lexico-conceptual knowledge base". *Onomázein* 23, 11-40.

LASSEN, I. (2003): *Accessibility and acceptability in technical manuals. A survey of style and grammatical metaphor*. Amsterdam: John Benjamins

PERIÑÁN PASCUAL, C. & ARCAS TÚNEZ, F. (2010): "The architecture of FunGramKB", *Proceedings of the Seventh International Conference on Language Resources and Evaluation, European Language Resources Association (ELRA)*, 2667-2674.

PERIÑÁN PASCUAL, C. & MESTRE-MESTRE, E. M. (2015): "DEXTER: automatic extraction of domain-specific glossaries for language teaching". *Proceedings of VII Congreso Internacional de Lingüística de Corpus. Procedia - Social and Behavioral Sciences* 198, 377-385.

SUAU JIMÉNEZ, F. (2010) *La traducción especializada (en inglés y español en géneros de economía y empresa)*. Madrid: Arco Libros.

SWALES, J. (1990): *Genre Analysis: English in Academia and Research Settings*. Cambridge: Cambridge University Press.

ENLACES RECOMENDADOS (OPCIONAL)

METODOLOGÍA DOCENTE

Autonomous work.

Oral presentations, discussion and debates

Lectures

Individual work



EVALUACIÓN (INSTRUMENTOS DE EVALUACIÓN, CRITERIOS DE EVALUACIÓN Y PORCENTAJE SOBRE LA CALIFICACIÓN FINAL, ETC.)

Evaluation instruments

1. Tasks, exercises and problem solving.
2. Reports

Evaluation Criteria:

- (i) To sit an exam (60% of the final grade) for the assessment of theoretical readings and a practical analysis of register and genre to one or more documents as explained during the course.
- (ii) The student must prove, through a series of tests, his mastery of specialized vocabulary and terminology of economics and business English equivalent to 20% of the final grade.
- (iii) The remaining 20% would be obtained from class attendance, class participation and oral presentation.

Continuous Evaluation: N/A

Convocatoria Ordinaria

1. To sit an exam (60% of the final grade)
2. A series of tests of specialized vocabulary and terminology of economics and business English equivalent to 20% of the final grade.
3. 20% from class attendance, class participation and oral presentation.

Convocatoria Extraordinaria

1. To sit a written exam (70% of the final grade)
2. An oral presentation (30% of the final grade)

DESCRIPCIÓN DE LAS PRUEBAS QUE FORMARÁN PARTE DE LA **EVALUACIÓN ÚNICA FINAL** ESTABLECIDA EN LA *NORMATIVA DE EVALUACIÓN Y DE CALIFICACIÓN DE LOS ESTUDIANTES DE LA UNIVERSIDAD DE GRANADA*

3. To sit a written exam (70% of the final grade)
4. An oral presentation (30% of the final grade)

ESCENARIO A (ENSEÑANZA-APRENDIZAJE PRESENCIAL Y NO PRESENCIAL)

ATENCIÓN TUTORIAL

HORARIO

(Según lo establecido en el POD)

HERRAMIENTAS PARA LA ATENCIÓN TUTORIAL

(Indicar medios telemáticos para la atención tutorial)

<https://oficinavirtual.ugr.es/ordenacion/Gestornicial> y <http://www.diaugr.es/>

Tutorials can be carried out as follows: **On-site** (by appointment during the hours indicated and maintaining safety regulations)
Online (requested by appointment); University approved telematic tools will be used: email, Prado, Swad, and



	video conferencing with Google Meet.
MEDIDAS DE ADAPTACIÓN DE LA METODOLOGÍA DOCENTE	
<ul style="list-style-type: none"> Enabling teaching materials, texts and class notes in PRADO, with audiovisual content, for the development of the theory block, and/or video lectures with the <i>Google Meet</i> or <i>Zoom</i> tool. Setting up of Forums in PRADO to carry out the practical activities. 	
MEDIDAS DE ADAPTACIÓN DE LA EVALUACIÓN (Instrumentos, criterios y porcentajes sobre la calificación final)	
Convocatoria Ordinaria	
<ul style="list-style-type: none"> The evaluation will be done in person, depending on the maximum number of students allowed in the assigned space, as long as the corresponding security measures are met. To sit an exam (60% of the final grade) A series of tests of specialized vocabulary and terminology of economics and business English equivalent to 20% of the final grade. 20% from class attendance, class participation and oral presentation. 	
Convocatoria Extraordinaria	
<ul style="list-style-type: none"> The evaluation will be done in person, depending on the maximum number of students allowed in the assigned space, as long as the corresponding security measures are met. To sit a written exam (70% of the final grade) An oral presentation (30% of the final grade) 	
Evaluación Única Final	
<ul style="list-style-type: none"> The evaluation will be done in person, depending on the maximum number of students allowed in the assigned space, as long as the corresponding security measures are met. To sit a written exam (70% of the final grade) An oral presentation (30% of the final grade) 	
ESCENARIO B (SUSPENSIÓN DE LA ACTIVIDAD PRESENCIAL)	
ATENCIÓN TUTORIAL	
HORARIO (Según lo establecido en el POD)	HERRAMIENTAS PARA LA ATENCIÓN TUTORIAL (Indicar medios telemáticos para la atención tutorial)
https://oficinavirtual.ugr.es/ordenacion/Gestornicial y http://www.diaugr.es/	Online (requested by appointment); University approved telematic tools will be used: email, Prado, Swad, and video conferencing with <i>Google Meet</i> .
MEDIDAS DE ADAPTACIÓN DE LA METODOLOGÍA DOCENTE	
<ul style="list-style-type: none"> Enabling teaching materials, texts and class notes in PRADO, with audiovisual content, for the development of the theory block, and/or video lectures with the <i>Google Meet</i> or <i>Zoom</i> tool. Setting up of Forums in PRADO to carry out the practical activities. 	



MEDIDAS DE ADAPTACIÓN DE LA EVALUACIÓN (Instrumentos, criterios y porcentajes sobre la calificación final)

Convocatoria Ordinaria

- The final evaluation will use the PRADO EXAMEN platform and the same criteria and percentages will be followed as in the case of the classroom training. The oral presentation will also be made within the PRADO platform and/or Google Meet.

Convocatoria Extraordinaria

- The final evaluation will use the PRADO EXAMEN platform and the same criteria and percentages will be followed as in the case of the classroom training. The oral presentation will also be made within the PRADO platform and/or Google Meet.

Evaluación Única Final

- The final evaluation will use the PRADO EXAMEN platform and the same criteria and percentages will be followed as in the case of the classroom training. The oral presentation will also be made within the PRADO platform and/or Google Meet.

