

**Syllabus**

**BSc Media and Communication**

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| --- | --- | --- | --- | --- |
| **Subject** | **English Language** | | | |
| **Type** | **Semester** | **ECTS** | **Code** |
| OBLIGATIVE (O) | 2 | 4 | 90PEL156 |
| **Course Lecturer** | Dr.Sc. Eglantina Bilalli | | | |
| **Aims and Objectives** | This course is an integrated skills course designed to develop student language competencies with systematic work on four skills (speaking, listening, reading and writing) as well as comprehensive work on grammar and vocabulary with basis on business English. Learners are expected to gain pre-intermediate level of fluency. Class time will develop methodologically using a communicative and task based approach. In this regard, classes will generally start with discussions based on personal experience and opinion and will proceed with activities where the students will be engaged in a student centred environment. Furthermore, students have to apply lexical terms and grammatical principles in a pragmatic way utilizing English to suit their own needs. Thus, this course aims:   * To provide students with opportunities to develop English language skills through listening, speaking, reading and writing activities. * To practice writing skills for compositional, personal and academic purposes. * To help students develop a practical application of English grammar. * To give students opportunities to read and speak about advanced topics, showing understanding of significant ideas, themes, events and characters and refer to the text when explaining their views. * To help students become autonomous learners. * To help students develop ideas thoughtfully, describing events and conveying their opinions clearly. * To equip students with professional terminology. | | | |
| **Learning Outcomes** | By the end of the course students will be able to:   * Use English for communication purposes. * Write proper academic papers. * Comprehend English from reading and listening. * Use English sentence structure and grammar tenses accurately. | | | |
| **Course Content** | **Course Plan** | | | **Week** |
| Introduction to Syllabus | | | 1 |
| Unit 1 Making connections | | | 2 |
| Unit 2 International design | | | 3 |
| Unit 3 Future lifestyles | | | 4 |
| Unit 4 Heritage | | | 5 |
| Unit 5 Fashion and function | | | 6 |
| Unit 6 Using innovation | | | 7 |
| Unit 7 Project presentations part one | | | 8 |
| Unit 8 Wrok, style and careers | | | 9 |
| Unit 9 Processes | | | 10 |
| Unit 10 The business of sport | | | 11 |
| Unit 11 Great partnerships | | | 12 |
| Unit 12 My CV | | | 13 |
| Unit 13 Project presentations part two | | | 14 |
| Final exam | | | 15 |
|  | | | |
| **Teaching/Learning Methods** | **Teaching/Learning Activity** | | | **Weight (%)** |
|  | | |  |
| 1. Lectures | | | 10% |
| 1. Class Assignments | | | 10% |
| 1. Project Research 2. Written assignment | | | 20%  10% |
| 1. Final Exam | | | 60% |
| 1. Total | | | 100% |
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| **Assessment Methods** | **Assessment Activity** | **Number** | **Week** | **Weight (%)** |
|  |  |  |  |
| 1. Lectures 2. Class Assigments 3. Project Research 4. Final Exam   TOTAL | 15  15  1  1 | 1-12  1-12  8,14  15 | 10%  10%  20%  60%  100% |
|  |  |  |  |  |
| **Course resources** | **Resources** | | | **Number** |
|  | | |  |
| 1. Class | | | 1 |
| 1. Whiteboard | | | 1 |
| 1. Moodle | | | 1 |
| 1. Gradebook software | | | 1 |
| 1. Projector | | | 1 |
|  | 1. Audio CD | | | 1 |
|  |  | | |  |
| **ECTS Workload** | **Activity** | | **Weekly hrs** | **Total workload** |
|  | |  |  |
| 1. Lectures | | 2 | 30 |
| 1. Assignments/ Debates | | 1 | 15 |
| 1. Presentations | | 2 | 30 |
| 1. Independent learning | |  | 25 |
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| **Literature/References** | International Express - Third Edition - Intermediate  Student's Book, Workbook, Pocket Book and DVD-ROM  Keith Harding and Alastair Lane (2014) | | | |
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