



UNIVERSIDAD  
POLITÉCNICA  
DE MADRID

PROCESO DE  
COORDINACIÓN DE LAS  
ENSEÑANZAS PR/CL/001



E.T.S. de Ingenieros  
Industriales

# ANX-PR/CL/001-01

## GUÍA DE APRENDIZAJE

### ASIGNATURA

**55001045 - English For Professional And Academic Communication**

### PLAN DE ESTUDIOS

05IQ - Grado en Ingeniería Química

### CURSO ACADÉMICO Y SEMESTRE

2019/20 - Segundo semestre

## Índice

---

### Guía de Aprendizaje

1. Datos descriptivos.....	1
2. Profesorado.....	1
3. Requisitos previos obligatorios.....	2
4. Conocimientos previos recomendados.....	2
5. Competencias y resultados de aprendizaje.....	3
6. Descripción de la asignatura y temario.....	3
7. Cronograma.....	8
8. Actividades y criterios de evaluación.....	11
9. Recursos didácticos.....	16

## 1. Datos descriptivos

### 1.1. Datos de la asignatura

<b>Nombre de la asignatura</b>	55001045 - English For Professional And Academic Communication
<b>No de créditos</b>	6 ECTS
<b>Carácter</b>	Obligatoria
<b>Curso</b>	Cuarto curso
<b>Semestre</b>	Octavo semestre
<b>Período de impartición</b>	Febrero-Junio
<b>Idioma de impartición</b>	Castellano
<b>Titulación</b>	05IQ - Grado en Ingeniería Química
<b>Centro responsable de la titulación</b>	05 - Escuela Técnica Superior de Ingenieros Industriales
<b>Curso académico</b>	2019-20

## 2. Profesorado

### 2.1. Profesorado implicado en la docencia

<b>Nombre</b>	<b>Despacho</b>	<b>Correo electrónico</b>	<b>Horario de tutorías</b> *
Ismael Arinas Pellon (Coordinador/a)		ismael.arinas@upm.es	- -
Isabel Lopez Hernandez	A-14	isabel.lopez@upm.es	Sin horario.

\* Las horas de tutoría son orientativas y pueden sufrir modificaciones. Se deberá confirmar los horarios de tutorías con el profesorado.

## 3. Requisitos previos obligatorios

---

### 3.1. Asignaturas previas requeridas para cursar la asignatura

- 
- 
- Nivelación B2 en Lengua Inglesa

### 3.2. Otros requisitos previos para cursar la asignatura

El plan de estudios Grado En Ingeniería Química no tiene definidos requisitos para esta asignatura.

## 4. Conocimientos previos recomendados

---

### 4.1. Asignaturas previas que se recomienda haber cursado

El plan de estudios Grado en Ingeniería Química no tiene definidas asignaturas previas recomendadas para esta asignatura.

### 4.2. Otros conocimientos previos recomendados para cursar la asignatura

- Basic knowledge of communication in Spanish

## 5. Competencias y resultados de aprendizaje

---

### 5.1. Competencias

CG 8 - Uso de la lengua inglesa a nivel escrito y oral

### 5.2. Resultados del aprendizaje

RA54 - Capacidad de usar estructuras equivalentes entre inglés y español para comunicarse.

RA55 - Capacidad de utilizar tanto el vocabulario general como el técnico con precisión.

RA56 - Capacidad de utilizar formatos escritos para comunicaciones de tipo profesional.

RA57 - Capacidad de resolver de forma autónoma problemas lingüísticos

RA59 - En general las descritas por el Marco Europeo Común de Referencia de las Lenguas del Consejo de Europa para el nivel B2 (esta asignatura supone aproximadamente un tercio de los contenidos descritos del nivel B2).

## 6. Descripción de la asignatura y temario

---

### 6.1. Descripción de la asignatura

The students will start with an introduction to communicating in professional and academic contexts (understanding and producing communication events): audience analysis, purpose analysis, selection and adaptation of the contents according to audiences and purposes. Then the students will work on a project report taking into consideration stakeholder theory and ethical consequences of technical decisions. This will be followed by criteria to understand university lectures and academic literature while learning how to avoid plagiarism in communication. The course ends with the application of communication criteria to the context of job seeking among international companies.

## 6.2. Temario de la asignatura

### 1. Introduction to Communication in Engineering

#### 1.1. Electronic tools for communication

1.1.1. Spell-checking tools and citation tools

1.1.2. Grammar checking tools & style checking tools

1.1.3. Plagiarism detection tools

1.1.4. Bilingual & monolingual dictionaries

1.1.5. Glossaries, terminological databases & lexical search tools

1.1.6. Encyclopaedias

1.1.7. Corpora & corpus-based tools

1.1.8. Reference management

1.1.9. Knowledge mapping

#### 1.2. Basic concepts for communication

1.2.1. Audience, purpose and structure

1.2.2. Rational argumentation, emotional argumentation, credibility and relevance

1.2.3. Schemata, framing, web of meaning

1.2.4. Types of text: description, instruction, persuasion, narration

#### 1.3. Style and organisation of information

1.3.1. Clarity and language

1.3.2. Continuity and texts

1.3.3. Conciseness and texts

1.3.4. Coherence and texts

1.3.5. Cadence and texts

1.3.6. Structuring information with language - density vs. specificity

#### 1.4. Genre: reading comprehension - journal articles

1.4.1. Genre: the concept and examples

1.4.2. Reading comprehension, vocabulary & language use

#### 1.5. Presentations: introduction and general characteristics

- 1.5.1. Audicences
- 1.5.2. Purposes
- 1.5.3. Structures
- 1.6. Unit Vocabulary
- 1.7. References
- 1.8. Communication in popular culture
  - 1.8.1. Films and documentaries
  - 1.8.2. Television
  - 1.8.3. Novels
  - 1.8.4. Popular science
  - 1.8.5. Music
- 2. Communication in Engineering Projects
  - 2.1. Stakeholder theory and audience communication needs
    - 2.1.1. Introduction of led light bulbs in Haiti
    - 2.1.2. Deepwater horizon oil spill accident
    - 2.1.3. Communication events and value elements in purchase decisions
  - 2.2. Basic communication skills - the language of persuasion
  - 2.3. Reading comprehension: information gathering for projects
    - 2.3.1. Professional magazines and description structures
    - 2.3.2. Patents
    - 2.3.3. E-mail offers - scam offers
  - 2.4. Writing project: technical report - off-grid whisky distillery in Porin, Scotland
    - 2.4.1. Project briefing
    - 2.4.2. Power generation and storage
    - 2.4.3. Distillation and associated processes
    - 2.4.4. Other machinery required
    - 2.4.5. Buildings
    - 2.4.6. Logistics, marketing and management
  - 2.5. Technical drawing types: meaning and uses

- 2.6. Graphs and tables: uses and limitations
- 2.7. Structure of technical reports
  - 2.7.1. Persuasion drivers in professional communication
  - 2.7.2. Assessing credibility in project proposals
- 2.8. Unit Vocabulary
- 2.9. References
- 2.10. Engineering in Popular Culture
- 3. Understanding Lectures and Journal Articles
  - 3.1. Lecture structure, listening strategies and reading assignments
    - 3.1.1. Listening strategies
    - 3.1.2. Lecture organisation and understanding their contents
    - 3.1.3. Reading assignments: Bachelor's level text books
  - 3.2. Definitions
    - 3.2.1. Structure of definitions
    - 3.2.2. Grammar of definitions
    - 3.2.3. Reviewing technical definitions
    - 3.2.4. Technical definitions and your final report
  - 3.3. Plagiarism
  - 3.4. Unit Vocabulary
  - 3.5. References
  - 3.6. Academic contexts in popular culture
    - 3.6.1. Films and documentaries
    - 3.6.2. Television
    - 3.6.3. Novels
    - 3.6.4. Popular Science
    - 3.6.5. Music
- 4. Communication and Job Seeking Skills
  - 4.1. Introduction to communication for job seeking
  - 4.2. E-mails



#### 4.3. Cover Letters

#### 4.4. Motivation Letters

##### 4.4.1. Cultural Peculiarities

##### 4.4.2. Internal information structure

#### 4.5. Curriculum Vitae - Résumé

#### 4.6. Job Interviews

##### 4.6.1. Before interviewing: research strategies and persuasion

##### 4.6.2. Types of interviews in engineering jobs: communication requirements

##### 4.6.3. Interview follow-up

#### 4.7. Unit Vocabulary

#### 4.8. References

#### 4.9. Jobs in popular culture

##### 4.9.1. Films and documentaries

##### 4.9.2. Television

##### 4.9.3. Novels

##### 4.9.4. Popular Science

##### 4.9.5. Music

## 7. Cronograma

### 7.1. Cronograma de la asignatura \*

Sem	Actividad presencial en aula	Actividad presencial en laboratorio	Otra actividad presencial	Actividades de evaluación
1	<p><b>Course introduction, course requirements, course contents and course assessment</b> Duración: 01:00 LM: Actividad del tipo Lección Magistral</p> <p><b>Introduction of the basic concepts in communication through real examples with questions and exercises.</b> Duración: 02:30 AC: Actividad del tipo Acciones Cooperativas</p>			
2	<p><b>Listening comprehension, correction of texts, filling gaps, application of learned criteria.</b> Duración: 03:20 PR: Actividad del tipo Clase de Problemas</p>			
3	<p><b>Listening comprehension, correction of texts, filling gaps, application of learned criteria.</b> Duración: 03:20 PR: Actividad del tipo Clase de Problemas</p>			<p><b>Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.</b> ET: Técnica del tipo Prueba Telemática Evaluación continua y sólo prueba final Duración: 00:20</p>
4	<p><b>Listening comprehension, correction of texts, filling gaps, application of learned criteria.</b> Duración: 03:20 PR: Actividad del tipo Clase de Problemas</p>			<p><b>Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.</b> ET: Técnica del tipo Prueba Telemática Evaluación continua y sólo prueba final Duración: 00:20</p>
5	<p><b>Listening comprehension, correction of texts, filling gaps, application of learned criteria.</b> Duración: 03:20 PR: Actividad del tipo Clase de Problemas</p>			<p><b>Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.</b> ET: Técnica del tipo Prueba Telemática Evaluación continua y sólo prueba final Duración: 00:20</p>
6	<p><b>Listening comprehension, correction of texts, filling gaps, application of learned criteria.</b> Duración: 03:20 PR: Actividad del tipo Clase de Problemas</p>			<p><b>Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.</b> ET: Técnica del tipo Prueba Telemática Evaluación continua y sólo prueba final Duración: 00:20</p>
7	<p><b>Introduction of the concept of "stakeholder"; introduction of the course project; listening comprehension exercises</b> Duración: 03:20 OT: Otras actividades formativas</p>			<p><b>Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.</b> ET: Técnica del tipo Prueba Telemática Evaluación continua y sólo prueba final Duración: 00:20</p>

8	<p>Listening comprehension on distilleries, technical drawings and graphs and tables. Written description exercises. Reading comprehension exercises. Application of criteria to presentations.</p> <p>Duración: 03:20 AC: Actividad del tipo Acciones Cooperativas</p>			<p>Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.</p> <p>ET: Técnica del tipo Prueba Telemática Evaluación continua y sólo prueba final Duración: 00:20</p>
9	<p>Listening comprehension on distilleries, technical drawings and graphs and tables. Written description exercises. Reading comprehension exercises. Application of criteria to presentations.</p> <p>Duración: 03:20 AC: Actividad del tipo Acciones Cooperativas</p>			<p>Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.</p> <p>ET: Técnica del tipo Prueba Telemática Evaluación continua y sólo prueba final Duración: 00:20</p>
10	<p>Listening comprehension on distilleries, technical drawings and graphs and tables. Written description exercises. Reading comprehension exercises. Application of criteria to presentations.</p> <p>Duración: 03:20 AC: Actividad del tipo Acciones Cooperativas</p>			<p>Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.</p> <p>ET: Técnica del tipo Prueba Telemática Evaluación continua y sólo prueba final Duración: 00:20</p>
11	<p>Listening comprehension of engineering lectures. Reading comprehension of engineering text books. Strategies to avoid plagiarism.</p> <p>Duración: 03:20 PR: Actividad del tipo Clase de Problemas</p>			<p>Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.</p> <p>ET: Técnica del tipo Prueba Telemática Evaluación continua y sólo prueba final Duración: 00:20</p>
12	<p>Listening comprehension of engineering lectures. Reading comprehension of engineering text books. Strategies to avoid plagiarism.</p> <p>Duración: 03:20 PR: Actividad del tipo Clase de Problemas</p>			<p>Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.</p> <p>ET: Técnica del tipo Prueba Telemática Evaluación continua y sólo prueba final Duración: 00:20</p> <p>Each group presents the report written on the project chosen from unit 2.</p> <p>PG: Técnica del tipo Presentación en Grupo Evaluación continua Duración: 00:12</p>
13	<p>Job offers (features affecting how you write cover letters, motivation letters, CVs). Job interviews applying criteria to examples.</p> <p>Duración: 03:20 PR: Actividad del tipo Clase de Problemas</p>			<p>Final assessment students hand in their individual 2,500-word reports on the project described in unit 2.</p> <p>TI: Técnica del tipo Trabajo Individual Evaluación sólo prueba final Duración: 06:00</p> <p>Individual presentation of the report written according to the project choice described in unit 2.</p> <p>PI: Técnica del tipo Presentación Individual Evaluación sólo prueba final Duración: 00:10</p>

14	<b>Job offers (features affecting how you write cover letters, motivation letters, CVs). Job interviews applying criteria to examples.</b> Duración: 03:20 PR: Actividad del tipo Clase de Problemas			Each group develops a 2,700-word written report on the chosen project from unit 2. TG: Técnica del tipo Trabajo en Grupo Evaluación continua Duración: 06:00
15				
16				
17				Final exam for continuous assessment students and final exam students. This exam covers units 1, 2, 3 and 4. Final exam students must also take a listening comprehension exam at the end of this exam. EX: Técnica del tipo Examen Escrito Evaluación continua y sólo prueba final Duración: 01:45  Listening comprehension exam for final assessment students. It is based on the type of listening comprehension exercises from units 1, 2, 3 and 4. OT: Otras técnicas evaluativas Evaluación sólo prueba final Duración: 00:30

Las horas de actividades formativas no presenciales son aquellas que el estudiante debe dedicar al estudio o al trabajo personal.

Para el cálculo de los valores totales, se estima que por cada crédito ECTS el alumno dedicará dependiendo del plan de estudios, entre 26 y 27 horas de trabajo presencial y no presencial.

\* El cronograma sigue una planificación teórica de la asignatura y puede sufrir modificaciones durante el curso.

## 8. Actividades y criterios de evaluación

### 8.1. Actividades de evaluación de la asignatura

#### 8.1.1. Evaluación continua

Sem.	Descripción	Modalidad	Tipo	Duración	Peso en la nota	Nota mínima	Competencias evaluadas
3	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
4	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
5	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
6	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
7	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
8	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
9	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
10	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	

11	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
12	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
12	Each group presents the report written on the project chosen from unit 2.	PG: Técnica del tipo Presentación en Grupo	Presencial	00:12	15%	5 / 10	CG 8
14	Each group develops a 2,700-word written report on the chosen project from unit 2.	TG: Técnica del tipo Trabajo en Grupo	Presencial	06:00	15%	5 / 10	CG 8
17	Final exam for continuous assessment students and final exam students. This exam covers units 1, 2, 3 and 4. Final exam students must also take a listening comprehension exam at the end of this exam.	EX: Técnica del tipo Examen Escrito	Presencial	01:45	50%	5 / 10	CG 8

### 8.1.2. Evaluación sólo prueba final

Sem	Descripción	Modalidad	Tipo	Duración	Peso en la nota	Nota mínima	Competencias evaluadas
3	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
4	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
5	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
6	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
7	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	

8	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
9	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
10	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
11	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
12	Listening comprehension exercises, reading comprehension exercises and unit exercises in AulaWeb.	ET: Técnica del tipo Prueba Telemática	Presencial	00:20	2%	6 / 10	
13	Final assessment students hand in their individual 2,500-word reports on the project described in unit 2.	TI: Técnica del tipo Trabajo Individual	No Presencial	06:00	10%	5 / 10	CG 8
13	Individual presentation of the report written according to the project choice described in unit 2.	PI: Técnica del tipo Presentación Individual	No Presencial	00:10	15%	5 / 10	CG 8
17	Final exam for continuous assessment students and final exam students. This exam covers units 1, 2, 3 and 4. Final exam students must also take a listening comprehension exam at the end of this exam.	EX: Técnica del tipo Examen Escrito	Presencial	01:45	50%	5 / 10	CG 8
17	Listening comprehension exam for final assessment students. It is based on the type of listening comprehension exercises from units 1, 2, 3 and 4.	OT: Otras técnicas evaluativas	No Presencial	00:30	5%	5 / 10	CG 8

### 8.1.3. Evaluación convocatoria extraordinaria

No se ha definido la evaluación extraordinaria.

## 8.2. Criterios de evaluación

### Continuous Assessment students

(Only 7 unjustified sessions allowed or 25% of the sessions) Must pass all the following sections to be able to pass the subject:

6% Listening in AulaWeb (1 for each unit - can be taken as many times as necessary, but have to get 60% right)

6% Reading Comprehension in AulaWeb (1 for each unit - can be taken as many times as necessary, but have to get 60% right)

8% Other exercises in AulaWeb (1 for each unit - can be taken as many times as necessary, but have to get 60% right)

50% Final exam on the 4 units of the syllabus (a 5 out of 10 to pass)

15% Group Report (2,700 - 3,000 words - at least 50% to pass)

15% Presentation of Group Project (Groups of between 3 and 4 members - 12 minutes for the presentation, at least 50% to pass)

In order to pass the course students should score 50% or higher in every single item.

### Final assessment students

(Must send an e-mail to your lecturer before the 3rd of March indicating that you choose to be evaluated only according to this option) . Must pass all the sections below to be able to pass the subject.

Will receive an appointment to either hand-in and present live or send a video of the presentation and a file with the



report.

6% Listening AulaWeb (1 for each unit - can be taken as many times as necessary, but have to get 60% right)

6% Reading Comprehension AulaWeb (1 for each unit - can be taken as many times as necessary, but have to get 60% right)

8% Other exercises AulaWeb (1 for each unit - can be taken as many times as necessary, but have to get 60% right)

50% Final test on the 4 units of the syllabus (a 5 out of 10 to pass)

5% Final Listening Comprehension test (a 5 out of 10 to pass)

10% Individual Report (2,300 - 2,500 words, at least 50% to pass)

15% Presentation of individual report (10 minutes for the presentation, at least 50% to pass)

We advise students choosing this second type of evaluation to contact their corresponding lecturer as soon as possible.

## 9. Recursos didácticos

---

### 9.1. Recursos didácticos de la asignatura

Nombre	Tipo	Observaciones
Web for the course	Recursos web	Web site with access to the course units and updated information: <a href="http://communication4engineering.pbworks.com/w/page/123940431/FrontPage">http://communication4engineering.pbworks.com/w/page/123940431/FrontPage</a>
Exercises on AulaWeb	Recursos web	To complete this course the students must complete the available exercises on AulaWeb for this subject.
General English Grammar	Bibliografía	Collins (2017). COBUILD English Grammar. Glasgow: Harper Collins Publishers.
Course Units	Bibliografía	The course units (1, 2, 3 and 4) are in PDF format and can be downloaded either from AulaWeb or from the Web for the course (Units folder).