

**FACULTY OF SOCIETY AND SCIENCE  
STUDY COURSE DESCRIPTION**

<b>Course Title:</b>	<b>English in Communication Science</b>				
<b>Course code (LAIS):</b>	<b>Valo1018</b>				
<b>Study programme:</b>	<b>Communication and Public Relations</b>				
<b>Level of Study programme:</b>	<input type="checkbox"/>	1st level professional higher education			
	<input checked="" type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
<b>Type of Study programme:</b>	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
<b>Course Workload:</b>	<b>Credits</b>	<b>ECTS</b>	<b>Academic hours</b>	<b>Contact hours</b>	<b>Independent work hours</b>
	2	3	80	32	48
<b>Course Author/ Tutor:</b>	<b>Zane Golvere</b>				
	Guest lecturer: Mg.soc.sc.				
	e-mail: <a href="mailto:zane.golvere@gmail.com">zane.golvere@gmail.com</a>				
	Consultation: according to the schedule for each semester				
<b>Course Form:</b>	Full time				
<b>Study year, semester:</b>	Year 1, Semester 2				
<b>Language:</b>	English				
<b>Prerequisites for the Course:</b>	B1 (intermediate) language level				
<b>Course Summary:</b>	The aim of the course is to enhance and practice English for study related field; learn professional terms, develop comprehension of advanced level academic texts; practice public speaking skills in English; use of formal language in writing and abstract writing principles in English.				
<b>Course Methods:</b>	Interactive classes, independent reading, public speaking and presentation.				
<b>Assessment:</b>	Two passed tests				
<b>Requirements for Credits:</b>	Attendance of 50 %, two passed tests, written home assignments and a presentation.				
<b>Abiding by the Academic Ethics</b>	Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:				
	<ul style="list-style-type: none"> <li>- study papers must be independently developed;</li> <li>- the study work should reference all statements, ideas and data used that have been authored by someone else;</li> <li>- appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified;</li> <li>- the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise.</li> </ul> <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.</p>				
<b>Learning Outcomes; the evaluation methods and criteria</b>	<b>Learning Outcomes</b>			<b>The evaluation methods and criteria</b>	
	<b>Knowledge</b>				
	Acquired knowledge of PR field related vocabulary and terms			Test I, II	
	Enhanced usage of formal language			Test I,II	
	Developed comprehensions of academic texts				
	Acquired principles of structured composition of written/spoken English.			Test I,II	
<b>Skills</b>					

	Reading comprehension skills of field related academic texts;	Test I, II
	Public speaking and presentation skills in English;	Presentation
	Abstract and speech writing skills.	Assignment
<b>Competency</b>		
	Ability to comprehend PR field related terminology and academic texts.	Test I, II
	Ability to distinguish language styles and use stylistically appropriate language in English.	Test I,II
<b>Course Compulsory literature:</b>	Study material: <i>English for Communication and Public Relations</i> , compiled by Mg.soc.sc. Zane Berzina	
<b>Course additional literature:</b>	Marie McLisky, <i>English for Public Relations in Higher Education Studies</i> , Garnet Publishing Ltd 2011, and online resources.	
<b>Course confirmation date:</b>	December 11, 2019.	
<b>Date of course description update:</b>		

### Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	Defining PR, activities and functions; Introducing PR glossary	2	2	In-class
	PR work environment, duties, personality type and qualities.	2	4	In-class
	The Code of Ethics: use of highly formal language.	2	4	In-class
	Related reading: Article I, comprehension, selecting the information.	4	8	Reading, discussion
	Image building and branding: Latvia, native place and a company.	4	6	In-class
	Marketing and advertising from PR perspective.	4	4	In-class
	Writing news announcements: a lead sentence; word order.	4	4	In-class
	Company structure and profile. PR role in internal communication.	4	8	Presentation
	Public speaking guidelines: informal/formal speech; language styles.	4	4	Speech and presentation
	Writing and <i>Abstract</i> in English	2	4	Assignment
	<b>Hours total:</b>	<b>32</b>	<b>48</b>	