

**COURSE DATA****DATA SUBJECT**

**Code:** 33873  
**Name:** Rhetoric  
**Cycle:** Undergraduate Studies  
**ECTS Credits:** 6  
**Academic year:** 2025-26

**STUDY (S)**

Degree	Center	Acad. year	Period
1006 - Degree in History of Art	Facultat de Geografia i Història	1	First quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
1006 - Degree in History of Art	Interdisciplinary knowledge common to the degrees of History and Hist. of art	BASIC

**COORDINATION**

MARTINEZ PARICIO VIOLETA

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**SUMMARY**

The descriptor of the subject Rhetoric in the Degree in History and the Degree in Art History Curricula includes this subject in the basic training module in the first year of the Degree under the heading \"Interdisciplinary Knowledge. Knowledge common to the Grades of History and Art History\". This means that, in general, they are aimed at students who have just arrived at the University, something that must be considered in their design and planning. The specific descriptor of the above-mentioned curricula is as follows: \"Learning the types, structure, phases, modalities and techniques of written and spoken expression; acquisition of oral and written expression skills for the performance of university activity\".

With this approach, the subject has been conceived as a subject that combines theory and practice, aimed at developing the communicative skills that a university student needs to use in the field of Art History.

**PREVIOUS KNOWLEDGE****RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**



There are no specified enrollment restrictions with other subjects of the curriculum.

## **OTHER REQUIREMENTS**

Those of the secondary education that refer to the different contents of language and art subjects.

## **COMPETENCES / LEARNING OUTCOMES**

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Be able to apply basic knowledge to future professional situations through appropriate organisation and planning of the contents of art history.

Be able to apply the basic knowledge acquired by means of applying critical reasoning to the analysis and assessment of alternatives.

Be able to assess artistic production under the perspective of sustainability, forging values and attitudes that contribute to the sustainable development of the environment.

Capacidad de análisis y síntesis a partir de la información procedente de los diversos contenidos de la Historia del Arte y su aplicación en la actividad profesional.

Capacidad para aplicar herramientas informáticas y uso de las redes que permitan el establecimiento de contactos nacionales e internacionales.

Capacidad para expresarse de forma oral y escrita en la lengua propia y al menos en una lengua extranjera.

Capacidad para presentar y exponer oralmente y por escrito proyectos de gestión y de discusión en todos los campos de actuación de la Historia del Arte.

Capacidad para trabajar en equipo e integración en equipos multidisciplinares con profesionales de otras áreas de conocimiento.

Capacidad para transmitir información, tanto oral como escrita, a un público tanto especializado como no especializado.

Compromiso con los derechos fundamentales referidos a la igualdad de oportunidades entre hombres y mujeres.

Conocimiento de otras disciplinas de ámbito histórico en el ámbito de las Humanidades y de la Música.

Conocimientos básicos de iconografía y de otros métodos de análisis de la imagen.

Desarrollar aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores de postgrado o doctorado con un alto grado de autonomía.

Desarrollar un aprendizaje autónomo y las habilidades necesarias que favorezcan las relaciones interpersonales.

Desarrollar un compromiso con los valores democráticos y la cultura de la paz en el marco de las



actividades artísticas.

Have an updated knowledge of bibliography and ability to analyse it critically, and be able to make a synthesis from a critical stand.

Reconocimiento de la diversidad y multiculturalidad a través del conocimiento de otras culturas.

Saber aplicar el conocimiento interdisciplinar de las humanidades y la música a la investigación artística.

Saber aplicar los conocimientos comprensivos de idiomas modernos, incidiendo en el vocabulario técnico.

Saber aplicar los conocimientos instrumentales aplicados a la Historia del Arte para interpretar y manejar gráficos, fotografías, imagen en movimiento, informática y materiales de la obra de arte.

Saber aplicar una metodología científica para cualquier tipo de actuación y de decisión en relación con los conocimientos de Historia del Arte.

Saber utilizar los conocimientos adquiridos en la formulación de hipótesis, realización de síntesis y formulación ordenada de conclusiones.

Show motivation for quality through a personal ethical commitment to the professional environment.

## DESCRIPTION OF CONTENTS

### **1. Unit 1. What is Rhetorics?**

### **2. Unit 2. Natural language in relation to other communication systems. Orality and writing.**

### **3. Unit 3. Academic textual genres. Bibliography, refering and citation rules.**

### **4. Unit 4. Oral expression. Orality in the academic sphere. Notions of nonverbal communication.**



**5. Unit 5. Introduction to argumentation and persuasion strategies. Fallacies and their types.**

**6. Unit 6. The stages in developing a written academic discourse: brainstorming, academic writing, formal, lexical and stylistic adequacy.**

**WORKLOAD**

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	45,00
Classroom practices	15,00
<b>Total hours</b>	<b>60,00</b>

**NON PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at other activities	10,00
Individual or group project	25,00
Independent study and work	20,00
Preparation of lessons	20,00
Preparation for assessment activities	15,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>90,00</b>

**TEACHING METHODOLOGY**

A methodology combining different organizational modalities is envisaged:

- Lectures and presentation of the contents of the course.
- Evaluable practices (individual or in a team).
- Activities of application and expansion of contents
- Tutorials to develop individualised attention to students.



- Individual or group work.

In the face-to-face classes, some sessions will be devoted to the theoretical explanation of the contents of the syllabus and the rest of the sessions will be devoted to the application of these theoretical contents to the practice of written and oral activities and practices.

## **COMPLEMENTARY ACTIVITIES:**

Complementary activities may include:

- 1) Workshops to carry out work within the framework of oral and written communication.
- 2) The organization of debates with relevant guests in the academic or professional world, or from student presentations.
- 3) Attending conferences, exhibitions, etc.
- 4) Attending monographic sessions scheduled by the teaching staff.

## **EVALUATION**

The evaluation blocks are:

1. Written test on program content: 50% of the total
2. Practices, assignments, and complementary activities: 30% of the total
3. Oral presentation in public (in class): 20% of the total

TOTAL 100%

### **DELIVERY DATES AND EVALUATION CRITERIA**

- 1) The minimum grade required in the written test in order to consider the rest of the grades is a 4 out of 10. If the 4 is not reached on the exam, the final grade for the subject will be a fail.
- 2) The written test on the program's contents will be conducted on the official exam date established by the Faculty of Geography and History, in both the first and second call.



3) The deadline for submission and completion of practical activities (exercises, assignments, complementary activities, and oral presentation) will be determined by the faculty in the initial sessions of the subject. It is the responsibility of the students to be aware of these submission dates.

4) In the second call, the grades of the approved parts are retained (e.g., if a student fails the exam but has a good grade in the practical part, the practical grade is preserved). If a student, for a justified reason, does not submit the practical part of the subject during the first call, the exam can be worth up to 10 points in the second call.

#### *Evaluation criteria*

1) Written test on the contents of the syllabus. The suitability for the contents of the syllabus will be assessed, as well as the correctness and presentation, among other criteria.

2) At the different assignments and complementary activities, originality will be an exclusive criterion: the direct copy of texts from the Internet or other sources, except for the normative mechanisms of citation, will imply a substantial decrease in the grade and even the failure of the work. Gender appropriateness, writing skills, clear expression of content, style, grammar, spelling, presentation and layout, etc. will be assessed, among other aspects. At the discretion of the teaching staff, deficiencies in spelling correction or in presentation and layout may be grounds for failure.

3) The final oral presentation should be held in public in class during the period in which the subject is taught. Not performing the final oral exposure in the stipulated date without justified cause will imply a decrease of the grade if the student is assigned a new date, or obtain the grade "Not presented" in case it is no longer possible to assign a date within the classroom sessions of the student.

4) The teaching staff of each group will establish at the beginning of the course which tests are recoverable or non-recoverable.

5) Intellectual honesty is vital in academic communities and for the fair evaluation of students' work. All work submitted in this course must be original. Assignments that involve fraudulent collaboration or are composed with the help of artificial intelligence (ChatGPT or others) will not be accepted, except if their use is part of the course content and is authorized by the instructor.

## REFERENCES

- El professorat de cada grup determinarà durant el desenvolupament del curs la bibliografia complementària per a cada tema.
- ARGUMENTA: [http://wuster.uab.es/web\\_argumenta\\_obert/](http://wuster.uab.es/web_argumenta_obert/)



- BRIZ, A. et alii (2008): Saber hablar. Madrid: Aguilar/Instituto Cervantes.
- CASSANY, D. (1993): La cuina de l'escriptura. Barcelona: Empúries. [trad. Esp: La cocina de la escritura. Barcelona: Anagrama, 1993].
- GÓMEZ TORREGO, L. (2011): Hablar y escribir correctamente. Gramática normativa del español actual. Madrid: Arco Libros, 2 tomos.
- MONTOLÍO, Estrella (coord.) (2000): Manual práctico de escritura académica. Barcelona: Ariel.
- PUIGPELAT, F. i J. RUBIÓ (2000): Com parlar bé en públic. Barcelona: Pòrtic.
- SAMPIETRO, A. (2023): Lengua e imagen en la comunicación digital. Madrid: Arco Libros.
- SÁNCHEZ LOBATO, J. (coord.) (2006): Saber escribir. Madrid: Aguilar/Instituto Cervantes.