

Title of BIP: Persuasion, assertiveness and leadership in discourse

General information

Objectives and Description:

Framed in the UNIZAR innovation project "Persuasion, assertiveness and leadership in discourse", this Blended Intensive Program is proposed, with the participation of the University of Rennes 2 (France), the University of Turin (Italy) and the University of Palermo (Italy). The innovation project received recognition from the II Santander UNIZAR Solidarity Award in April 2023, and, in this edition, it aims to provide participating students with the possibility of a face-to-face and online academic exchange.

The project covers the following objectives:

1. It trains in transversal skills needed not only for a successful professional career, but also in competences that shape the European Higher Education Space and European citizenship.
2. Online and face-to-face training provide both theoretical content and practices, resources and strategies to increase the degree of persuasion, assertiveness and leadership in the participants' oral and written discourse.
3. In addition, metacognitive and interlinguistic skills are stimulated for multicultural and multilingual teaching spaces, favoring contexts of mediation and linguistic interaction between participants in accordance with the CEFR (Common European Framework of Reference for Languages).
 - e) Intercultural dialogue provides a more mature and extensive vision of reality in its complexity.

Methods and outcomes:

The methodology is "Blended" (hybrid) and "Intensive": it has a digital part and a face-to-face part, synchronous and asynchronous activities, in groups and individually, which are distributed as follows:

- 10 hours of online course (from January to May 2025).
- 15 hours of on-site course (University of Zaragoza: from 24th to 28th February 2025).
- 6 hours of cultural visits in Zaragoza during the week of face-to-face stay with practice of communicative situations.

The evaluation system is composed of the attendance of a minimum of 75% to the in-person (25%) and digital activities and the recording of the final video minute (75%).

Field of Education: Arts and Humanities, Literature, Modern Languages, Communication, Philology, Journalism, Law.

Target audience / Participants profile:

Preferably undergraduate, master's and doctoral students in the fields of literature, arts and humanities, modern languages and journalism, although it is open to all interested university students.

No of ECTS issued: 3 ECTS

Language of instruction and requirements:

Spanish B1.

Dates for physical activity:

February 24th to 28th, 2025. **Face-to-face training** includes academic (15h) and cultural (6h) activities according to the program indicated below (2 ECTS).

Location of physical activity: University of Zaragoza

Dates for virtual component: January to May 2025.

Virtual Component Description:

The program covers an initial **online** training of five thematic modules in **Moodle**, from January to May 2025, equivalent to one university credit (1 ECTS, 10h). (See detailed activities in the program below).

[Organizing Board](#)

Receiving/Host university:

University of Zaragoza, Spain (Alicia Silvestre Miralles, aliciasi@unizar.es)

Sending/Partner universities:

Q1. University of Rennes2, France (Dolores Thion Soriano-Mollá, dolores.thion@univ-rennes2.fr)

Q2. University of Turin, Italy (M^a Felisa Bermejo Calleja, felisa.bermejo@unito.it)

Q3. University of Palermo, Italy (Carla Prestigiaco, carla.prestigiaco@unipa.it)

[Detailed programme](#)

3. Planned activities during virtual component:

Autonomous work (5h) and **online collective learning** activities based on exchange and teamwork.

The **collective learning** activities planned are of three types:

1. Initial informative webinar with presentations by the participants in Spanish (2h). Distribution of work and creation of **international groups** of three people (ideally, representing the three countries).
2. Webinar. Physical mobility organization (1.5h.). Follow-up of the work and preparation of the stay in Zaragoza. Logistics, organization and, cultural details.
3. Interactive webinar and **communicative interaction tandems** for the development of language skills between students from different backgrounds (1.5h.). Monitoring and assessment of project activities by international groups: sharing via **forums** and persuasive oral presentation in relation to one of the Moodle modules (rhetoric, advertising, politics, social networks, literature).

In addition, at the same time, the student will participate in forums, project work collaborating internationally on common objectives, etc.

4. Planned activities during physical component:

1st day: LUNES

9 a.m. to 12 p.m. Session 1. Theoretical and practical introduction.
5-8pm. Cultural visit: the Pilar and the Seo.

2nd day: MARTES

9 a.m. to 12 p.m. Session 2. Written discourse: lexicon and varieties.

3rd day: WEDNESDAY

9 a.m. to 12 p.m. Session 3. Discourse and literature.
5-8 p.m. Cultural visit: Pablo Gargallo and Goya Museums.

4th day: THURSDAY

9 a.m. to 12 p.m. Session 4. Journalistic discourse.

5th day: FRIDAY

9 a.m. to 12 p.m. Session 5. Closing, official presentation of the projects (international groups).

Application procedure: To apply, students should contact the project coordinator at their university for registration, who will instruct them to go to their university's International Relations for funding details. The meals (lunchtime) during the face-to-face week are covered by the organizing University (Zaragoza).

Deadline: 15th November 2024.