

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 second 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 (January - February 2026).
- 15 hours of on-site course (University of Zaragoza: from 16th to 20th February 2026).
- 6 hours of cultural visits in Zaragoza during the week of face-to-face stay with practice of communicative situations.

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:

Certified Spanish B1.

Dates for physical activity:

February 16th to 20th, 2026. **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 - February 2026.

Virtual Component Description:

The program covers an initial **online** training of five thematic modules in **Moodle**, from January to February 2026, 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, aliciasilvestre@unizar.es)

Sending/Partner universities:

P1. Universidad de Rennes2, Francia (Dolores Thion Soriano-Mollá, dolores.thion@univ-rennes2.fr)

P2. Universidad de Palermo, Italia. Carla Prestigiaco, carla.prestigiaco@unipa.it

P3. Universidad de Turín, Italia. María Zaccone, mariacarmela.zaccone@unito.it

P4. Université de Pau et des Pays de l'Adour. Oliwia Baginska <olivia.baginska@etud.univ-pau.fr>

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

9.30 a.m. to 12.30 p.m. Session 1. Theoretical and practical introduction.

5-8pm. Cultural visit

2nd day: MARTES

9.30 a.m. to 12.30 p.m. Session 2. Written discourse: lexicon and varieties. Audiovisual discourse techniques

3rd day: WEDNESDAY

9.30 a.m. to 12.30 p.m. Session 3. Discourse and literature.

5-8 p.m. Cultural visit

4th day: THURSDAY

9.30 a.m. to 12.30 p.m. Session 4. Political discourse. Expression of emotions,

5th day: FRIDAY

9.30 a.m. to 12.30 p.m. Session 5. Closing, official presentation of the projects (international groups).

EVALUATION:

"The award of 3 ECTS credits is conditioned to participation in the distance learning sessions, the online activities and the active attendance to the intensive week.

In the activities, certificate achievement is conditioned to:

- participating and completing the online activities and sessions.
- attending (at least 75%) online sessions and face-to-face week.
- delivering the final video and obtaining qualification equal to 5/10 or higher.

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. Deadline for receiving list of participants at relint@unizar.es: December 1st.

3 participants per institution are welcome.

Accommodation:

Zaragoza University does not provide accommodation. Every student must pay for his/her own accommodation with the grant received. Some hotels offer special rates to attend events

organized by the University. **More specific information will be given to the selected participants.**

Meals:

Breakfast and Meals (lunchtime) during the face-to-face week are covered by the organizing University (Zaragoza). UNIZAR will provide you with tickets **for both when you arrive to the face-to-face mobility. Dinners are not included and are up to the students.** How to arrive to Zaragoza:

<https://www.zaragozago.com/como-llegar/>

Deadline: 1st December 2025.