UAB
Universitat Autònoma de Barcelona

Technology and Persuasive Communication

Code: 104894
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	FB	1	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: catalan (cat)

Some groups entirely in English: No

Some groups entirely in Catalan: Yes

Some groups entirely in Spanish: No

Teachers

Oriol Figuera Godoy

Gianluca Battista

Prerequisites

To take this course, a good reading comprehension of English is required, as well as the level of reading comprehension, writing and expression in Spanish and Catalan appropriate to a first university degree course.

Objectives and Contextualisation

Specifically, the objectives of the subject are the following:

Understand the technical processes that intervene in the advertising communication channeled by several platforms for audiovisual content.

Become familiar with the handling of image and sound equipment for the production of advertising content.

Learn which are the main technological instruments that intervene in these processes and those innovations that are taking place in this field, to see how this can influence your work communicator, in the messages and in its reception.

Competences

- Demonstrate a critical and self-critical capacity.

- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate knowledge of the structure and functions of the technological context that plays a role in the advertising communication process.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
- Manage time effectively.
- Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
- Respect the diversity and plurality of ideas, people and situations.
- Rigorously apply scientific thinking.
- Use a third language as a working language and means of professional expression in the media

Learning Outcomes

1. Demonstrate a critical and self-critical capacity.
2. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
3. Develop autonomous learning strategies.
4. Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
5. Explain the basic principles of sound and image recording in handling audiovisual recording equipment.
6. Find substance and relevance in documents on theory, structure and communication in a third language.
7. Manage time effectively.
8. Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
9. Respect the diversity and plurality of ideas, people and situations.
10. Rigorously apply scientific thinking.
11. Use technological instruments for the composition and editing of graphic messages.

Content

* Technological foundations: the basics concepts of wave physics; radio spectrum and communication networks.

* The digitization of image and sound: digitization process, codecs and formats.

* Photography: evolution and latest innovations

* Sound: evolution and latest innovations

* Video: evolution and latest innovations

* Latest technological innovations and trends affecting the advertising industry.

Knowledge and use of photography, video and audio equipment by practicing.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary

information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Methodology

The acquisition of knowledge and skills by the students will be conducted through two basic procedures: theory classes and practice sessions, in the audiovisual laboratories of the Faculty.

Both for consultations on theoretical concepts and for the follow-up of the practice sessions, tutorials will be held by appointment.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory Practices	34.5	1.38	10, 8, 2, 1, 3, 4, 5, 7, 9, 6, 11
theoretical classes	15	0.6	10, 8, 2, 1, 3, 4, 5, 7, 9, 6, 11
Type: Supervised			
Tutorials	10.5	0.42	10, 8, 2, 1, 3, 4, 5, 7, 9, 6, 11
Type: Autonomous			
Readings, practice preparation, test preparation, etc.	82.5	3.3	10, 8, 2, 1, 3, 4, 5, 7, 9, 6, 11

Assessment

The subject consists of the following assessment activities:

- Theoretical test 30% on the final grade.

- Photography practical exercise, 15% on the final grade.

- Audio practical exercise, 15% on the final grade.

- Video / TV set practical exercise, 30% on the final grade.

- Active participation 10% on the final grade.

To pass the course, the following requirements are needed:

- getting a minimum grade of 5 out of 10 on the theory test;
- getting a minimum grade of 5 out of 10, as a result of the average of the practical activities, and not having more than one absence in the set of the practical sessions.

- Failure to take the test implies not being assessed.

- Grade to have right to reassessment of the theory test: between 2.5 and 4.99 out of 10.

- Practice sessions are compulsory.

- Only one of the three failed practice sets can be re-assessed, as long as the student has been participated in all of them.

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Active participation	10%	1.5	0.06	10, 8, 2, 1, 3, 4, 5, 7, 9, 6, 11
Laboratory Practices	60%	4	0.16	10, 8, 2, 1, 3, 4, 5, 7, 9, 6, 11
Theoretical exam	30%	2	0.08	10, 8, 2, 1, 3, 4, 5, 7, 9, 6, 11

Bibliography

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