

Gender and Advertising Discourse

Code: 105799
ECTS Credits: 6

Degree	Type	Year	Semester
2503878 Sociocultural Gender Studies	OT	3	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

Name: Juana Gallego Ayala
Email: Joana.Gallego@uab.cat

Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Other comments on languages

There is an indistinct use of castilian and catalan

Prerequisites

There is no previous conditions to follow this subject. Interest in communication is desirable.

Objectives and Contextualisation

This subject analyse advertising as a global and international phenomenon and focuses in creation, transmission and reproduction of gender stereotypes. Advertising is a huge symbolic mechanism of great social impact. The aftermath of advertising affects the way in which people interprets the world and in daily life of citizens.

Competences

- Analyse the main discursive phenomena related to the construction and expression of gender identities, taking into account the linguistic, social and pragmatic variation.
- Express correctly and in a non-sexist or homophobic manner both orally and in writing.
- Formulate, argue and discuss your own and others' ideas in a respectful, critical and reasoned way.
- Propose integrative speeches and communicative practices from the standpoint of gender equity in audiovisual media and in educational environments.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

Learning Outcomes

1. Analyze oral interactions and written discourse with a gender perspective.
2. Detect discriminatory stereotypes based on gender or sexual orientation in all types of communication products.
3. Identify the manifestations of the sex / gender system through the representation of female and male identities in the media and advertising.
4. Integrate elements that promote gender equality in advertising campaigns.
5. Prepare an organized and correct speech, orally and in writing, in the corresponding language.
6. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
7. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
8. Use non-sexist resources and alternatives in work spaces, education and coexistence.
9. Use the specific technical vocabulary and own interpretation of the required disciplines.

Content

This is the expected programme, which will be adapted according to the temporal needs and circumstances.

1. Introduction to Advertising as an international and global industry
2. Birth and evolution of Advertising: Incipient Gender Roles. Social changes and advertising
3. Advertising as Social Agent: Informal Education, Social Impact, Ubiquity. Traditional and Non Traditional Advertising. External Advertising.
4. Advertising Field Structure: Professionals and the Advertising Field Structure. Creatives vs. Accountants
5. Archetypes, Myths and Gender Stereotypes. The advertising use of these concepts.
6. The advertising values: commercials as esthetic, ethics and ideological proposals
7. The use of Art in Advertising: Recurring motives: Painting, Sculpture, Music and others. Art and advertising creativity.
8. Advertising by Sectors: Printed and Broadcasted Advertising (TV, Radio, internet, cinema, etc)
9. Fundamental Values of Advertising Discourse. The Happiness and others Promises.
10. Recurring Gender Stereotypes in Advertising: Beauty, Youth, Power, Eroticism, Thinness, etc.
11. Gender Based Violence in Advertising. Physical and Symbolic Violences.
12. Sensibilization Advertising Campaigns Against Gender Based Violences.
13. Childhood and Advertising
14. Creative and Alternative uses of Advertising. *Femvertising*. Legal Situation. Advertising Laws. Illegal Advertising.
15. Deontological Codes and Recommendations to avoid Sexism in Advertising. Advertising Observatories and their functions.

Methodology

The method is as follows:

- a) Theoretical exposition of fundamental concepts of the subject
- b) Individual or group written essays about different aspects developed in class
- c) Oral presentation in class of the written essays done individually or in group. (In case of Health Authorities restrictions, oral exposition could be presented on line or added in Virtual Campus).

Activities

Title	Hours	ECTS	Learning Outcomes
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Type: Directed

Theoretical exposition of fundamental concepts of the Subject	45	1.8	2, 5, 4, 7, 6, 8
Type: Supervised			
Oral presentation of Written Essays about different aspects of the Subject	30	1.2	1, 2, 5, 3, 4, 7, 9
Type: Autonomous			
Written Essays about different topics included in the Programme	75	3	1, 5, 3, 4, 7, 9

Assessment

Continuous Assessment based as follow:

a) Analytics Written Essays about different media products related to the topics developed in the Programme. (2 and 4 Essays are estimated to be done. Represent 40% of total punctuation).

b) Argumentative Written Essays about different topics included in the Programme. (2 and 4 Essays are estimated to be done. Represent 40% of total punctuation).

b) Oral presentation in class if it is possible. In case different Health Authorities determinations, the oral presentation could be done on line (20% of total punctuation).

WARNING 2:

In the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for this activity, regardless of any disciplinary process that may take place. In the event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

WARNING 2:

In the event that tests or exams cannot be taken onsite, they will be adapted to an online format made available through the UAB's virtual tools (original weighting will be maintained). Homework, activities and class participation will be carried out through forums, wikis and/or discussion on Teams, etc. Lecturers will ensure that students are able to access these virtual tools, or will offer them feasible alternatives.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Analytical Written Essays about different media products related to the topics developed in the programma	40	0	0	1, 2, 5, 3, 4, 7, 8
Argumentative Written Essays about different topics included in the Programme	40	0	0	2, 5, 4, 7
Oral presentation of written essays about different aspects of the Subject	20	0	0	2, 5, 4, 7, 6, 9, 8

Bibliography

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