

History of Communication

Code: 103865
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	FB	1	2

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: No
Some groups entirely in Spanish: No

Prerequisites

No specific knowledge is required other than that obtained after completing the Baccalaureate.

Objectives and Contextualisation

Objectives

The course is taken in the first year and belongs to the "Communication" training block. From this subject the students will reach fundamental objectives of the Degree in Advertising and Public Relations, which will allow them to be able to:

- To convey information, ideas, problems and solutions on the activity of Advertising and Public Relations.
- Gather and interpret relevant data from the activity of Advertising and Public Relations in order to be able to make judgments that provide a reflection on relevant issues of a social, scientific or ethical nature.

Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate adequate knowledge of Catalonia's socio-communicative reality in the Spanish, European and global context.
- 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.
- Differentiate the disciplines' main theories, fields, conceptual developments, theoretical frameworks and approaches that lay the foundations for the disciplines' knowledge and its different areas and sub-areas, as well as its value for professional practice by means of specific cases.
- Identify modern communication traditions in Catalonia, Spain and worldwide and their specific forms of expression, as well as their historic development and the theories and concepts that study them.
- 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. Contextualise the different advertising trends and the work of renowned advertisers.
2. Demonstrate a critical and self-critical capacity.
3. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
4. Describe the structure of the media and its dynamics.
5. Develop autonomous learning strategies.
6. Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
7. Differentiate the specificities of written and audiovisual languages.
8. Explain the development of modern advertising traditions in the world.
9. Find substance and relevance in documents on theory, structure and communication in a third language.
10. Identify the fundamentals of theories and the history of communication.
11. Identify the media system and groups that have had, at a given point in time, the power to inform, and be able to describe the legal framework that exerts a certain governance on the media.
12. Identify the structural foundations of the communication system.
13. Interpret and discuss texts regarding the main communication, advertising and public relations theories and present the summary of the analysis in writing and in public.
14. Link social analysis and impacts of new communication technologies.
15. Link the historic development of communication forms and traditions with the media groups that have had, at a given point in time, the power to communicate.
16. Manage time effectively.
17. Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
18. Respect the diversity and plurality of ideas, people and situations.
19. Rigorously apply scientific thinking.

Content

Syllabus

Topic 1

History of Communication. Industrial period.

Topic 2

History of Advertising. 20th Century (1).

Topic 3

History of Advertising. 20th Century (2).

Topic 4

History of Advertising. 20th Century (3).

Topic 5

History of Advertising. 20th Century (4).

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

Methodology

Learning is based on case studies and case studies.

Collaborative work and the capacity for critical analysis and reflection are encouraged.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master class, practicals and seminars	52.5	2.1	11, 10, 12
Type: Supervised			
Tutorials and revision of exercises	7.5	0.3	19, 17, 1, 2, 4, 7, 8, 16, 13, 14, 15, 18
Type: Autonomous			
Individual study, readings, exercises	82.5	3.3	3, 5, 6, 18, 9

Assessment

Assessment

- Practical work supervised and directed: 50% of grade (recoverable).
- Exam: 40% of grade (recoverable).
- Participation in class and justified self-evaluation: 10% of grade

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

The last three weeks of the course will be devoted to make-up activities, which will be available to students who meet the following condition: they must have obtained a mark between 3 and 4.9 in the final average mark. Under no circumstances may the make-up test be used to raise a mark.

The characteristics of this make-up test will be communicated in due course.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
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Examination	40%	2	0.08	19, 17, 1, 3, 2, 4, 6, 7, 8, 16, 11, 10, 12, 13, 14, 15, 18, 9
Participation in class and justified self-evaluation	10%	2	0.08	6, 13, 15, 18
Supervised and directed practical work	50%	3.5	0.14	19, 17, 1, 3, 2, 4, 5, 6, 7, 8, 16, 11, 10, 12, 13, 14, 15, 18, 9

Bibliography

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Bassat, Luis (2008): Confesiones personales de un publicitario, Barcelona, Crítica.

Checa Godoy, Antonio (2007): Historia de la Publicidad, Oleiros (La Coruña), Netbiblo.

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Montero, Mercedes; Rodríguez, Natalia y Verdera, Francisco (2010): Historia de la Publicidad y de las Relaciones Públicas en España (volumen I). De la nada al consumo. Desde los orígenes hasta 1960, Sevilla-Zamora, Comunicación Social.

Montero, Mercedes; Rodríguez, Natalia; Rodríguez Virgili, J. y Del Río, J. (2010): Historia de la Publicidad y de las Relaciones Públicas en España (volumen II) (1960-2000). La edad de oro de la comunicación comercial, Sevilla- Zamora, Comunicación Social.

Perceval, José María (2015): Historia mundial de la comunicación, Madrid, Cátedra.

Prat Gaballí, Pedro (1917): Una nueva técnica. La publicidad científica, Barcelona, Cámara de Comercio y Navegación de Barcelona.

Segarra, Toni (2009): Desde el otro lado del escaparate, Madrid, Espasa Calpe.

Software

The subject does not require any specific software.