

Written, Oral and Audiovisual Expression

Code: 104895
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: Yes
Some groups entirely in Spanish: No

Prerequisites

Students will have to acquire the basic knowledge of certain software, such as text editors, video editors, audio editors (audacity), and network tools such as text messaging, around google (google docs, gmail ...) and hosts such as youtube, vimeo or soundcloud.

Objectives and Contextualisation

1. General learning objectives:

- Acquire skills in the knowledge and use of the expressive systems and resources of written and audiovisual languages in the field of publicity and public relations.
- Deepening the knowledge related to image and sound and linked to the audiovisual language, which allow to analyze and evaluate the effectiveness of advertising audiovisual productions.
- Acquire skills that allow the creation of written and audio-visual messages that are suitable for advertising communication and public relations.

2. Specific learning objectives:

- Acquisition and understanding of knowledge:

Explain what audiovisual language is, taking into account various conceptual approaches.

Understand the expressive systems of image and sound and describe the main technical-expressive features.

Understand the basic characteristics of written language and graphic composition.

- Application of knowledge:

Plan efficient audio-visual assemblies based on the basic aspects of composition and combination of visual and / or sound and / or textual forms.

Plan audiovisual assemblies according to the rhythm of the product and the decoding of the same by the receiver.

Organize the temporary sequencing of an audiovisual piece.

- Analysis and synthesis of knowledge:

Relate the process of audiovisual creation with the perceptive and sociocultural aspects of the recipients.

To attend to the receptive capacities of the receivers in order to facilitate the understanding of the audiovisual setting.

Choose the narrative and expressive treatment that is most appropriate according to the advertising story that must be produced.

Create and plan an audiovisual advertising story.

- Assessment of knowledge:

Evaluate the communicative effectiveness of an audiovisual advertising piece (or pieces) attending to technological and perceptive aspects.

Justify the decision to use expressive or other resources, according to narrative, expressive, perceptive and technological criteria.

To propose new forms of narrative and expressive treatment of an advertising piece that promote communicative effectiveness.

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.
- Demonstrate knowledge of the narrative and expressive characteristics of audiovisual languages.
- 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.
- 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. Develop autonomous learning strategies.
5. Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
6. Differentiate the specificities of written and audiovisual languages.
7. Explain the basic principles of sound and image recording in handling audiovisual recording equipment.
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 basic principles of building the professional microphone voice.
11. 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.
12. Manage time effectively.
13. Recognise the basic principles of audiovisual performance before a microphone and camera.
14. Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
15. Respect the diversity and plurality of ideas, people and situations.
16. Rigorously apply scientific thinking.
17. Use technological instruments for the composition and editing of graphic messages.

Content

Topic 1: Communicative languages

Audiovisual languages: the fixed image, the moving image, the sound. The graphic composition. Written language

The receptor and its perceptive and comprehensive capacity.

Topic 2: Audiovisual language in advertising communication and public relations: the image

Fixed image

Moving image Characteristics.

Narrative units: the plan (typology), the scene, the sequence.

Composition of the image. Field and out of field.

Camera movements.

Accomplishment: Raccord. Axle leap

Assembly Transitions

Topic 3: Audiovisual language in advertising communication and public relations: sound

Sound elements: word, music, sound effects, silence.

Sound plans

Sound editing: transitions and rhythm.

Topic 4: Audiovisual language in advertising communication and public relations: image and sound

Consistency and synchronization.

Narrative: construction of space and time.

Rhythm.

Audiovisual rhetoric

Recording planning. The script

Topic 5: Other communicative languages

The graphic composition.

Written, audiovisual and digital languages.

The multimedia language

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject.

Methodology

The teaching methodology of the theoretical sessions is based on the expository method. These sessions use audiovisual resources as pedagogical support and work on the use of the question as an instrument to promote the synthesis or evaluation of central themes.

With regard to the seminar sessions, they focus on the task of directing students in the processes of analysis of communicative languages in advertising pieces. This task looks for the application of the contents worked in the expositive sessions and the autonomous activities of reading and analysis of written and audiovisual texts. In the sessions of laboratory practices, the aspects related to audiovisual production will be worked out, paying attention specifically to the use of communicative languages.

With the tutorials, as a supervised activity, students are accompanied and supported, individually or in small work teams, for the application of the knowledge acquired in the autonomous and directed activities.

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

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
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Type: Directed

Description and analysis of audiovisual pieces	8	0.32	3, 2, 4, 5, 6, 12
Expositive sessions	15	0.6	5, 6
Production of audiovisual pieces	29.5	1.18	3, 4, 6, 12
Type: Supervised			
Monitoring of advertising audiovisual productions	7.5	0.3	4, 6, 12
Type: Autonomous			
Planning and production of audiovisual pieces	52.5	2.1	3, 4, 6, 12
Readings, viewing and audiovisual analysis	30	1.2	3, 4, 5, 6, 12

Assessment

The competences of this subject will be assessed through various activities. In order to be able to opt for the evaluation of these activities, it must be attended to all sessions or 85% of the same if they are justified faults (justified does not mean that you have noticed that you are traveling, but rather it is An inevitable fault - illness, etc. -).

- Activity A: Follow-up and delivery of works commissioned for practices (PL) (40%)
- Activity B: Work of course and memory (TC) (20%)
- Activity C: Evaluation tests (PA) (40%)

To pass the subject you will have to have a note of 5, which will be obtained from the weighted calculation of the notes of each activity. To do this weighted calculation, the activities must have a minimum score of 4.5. If one of the sections does not reach 4,5, the average will not be calculated and the subject will not be exceeded. However, students can re-evaluate PA and TC. The PLs will not be able to be re-evaluated since it is about skills and abilities acquired throughout the course that can not be evaluated in a re-evaluation test.

Re-evaluation:

The students who have participated in the continuous evaluation and that do not exceed the PA or the TC, will be able to re-evaluate whenever they have obtained a minimum note of 3.5 points in the activity that they have suspended. PA is re-evaluated with a new PA. The TC will be re-evaluated by repeating the TC.

Plagiarism:

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

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

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Analysis of audiovisual publicity pieces (individual evaluation)	40%	2	0.08	16, 3, 2, 4, 5, 6, 8, 12, 11, 9
Course work and memory	20%	2	0.08	16, 14, 3, 4, 5, 6, 12
Laboratory practices: production of diverse audiovisual fish (avaluació en grup)	40%	3.5	0.14	14, 1, 3, 4, 5, 6, 7, 12, 10, 13, 15, 17

Bibliography

Basic:

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<http://www.iaa.upf.es/formats/formats1/a01et.htm>.

Blanch, Margarita; Lázaro, Patricia (2010): Aula de locución. Madrid. Ed. Cátedra.

Fernández Díez, Federico; Martínez Abadía, José (1999): Manual básico de lenguaje y narrativa audiovisual. Barcelona. Ed. Paidós.

Gutiérrez García, María; Perona Paéz, Juan José (2002): Teoría y técnica del lenguaje radiofónico. Barcelona. Ed. Bosch.

Martínez Abadía, José (2000): Introducción a la tecnología audiovisual: televisión, vídeo y radio. Barcelona. Paidós.

Millerson, Gerald (1985): Técnicas de realización y producción en televisión. Madrid. IORTV.

Morales, Fernando (2013): Montaje audiovisual: teoría, técnica y métodos de control. Barcelona. UOC.

Salaverria, Ramón. (2001): Aproximación al concepto de multimedia desde los planos comunicativo e instrumental (http://www.ucm.es/info/period/Period_I/EMP/Numer_07/7-5-Inve/7-5-13.htm)

Solarino, Carlos (1993): Cómo hacer televisión. Madrid. Ed. Cátedra.

Tena, Daniel (2005): Diseño gráfico y Comunicación. Madrid. Ed. Pearson, Prentice Hall.

Complementary:

Balsebre, Armand. (1994): El lenguaje radiofónico. Ed. Cátedra, Madrid.

Barea, Pedro. (1992), Redacción y guiones. Servicio Universidad del País Vasco, Bilbao.

Beltrán Moner, Rafael. (1984): La ambientación musical. Ed. IORTV, Madrid.

Chion, Michel (1993): La Audiovisión. Introducción a un análisis conjunto de la imagen y el sonido. Barcelona: Paidós.

Huertas Bailén, Amparo; Perona Paéz, Juan José (1999): Redacción y locución en medios audiovisuales: la radio. Barcelona. Ed. Bosch.

Niqui, Cinto (2007): Fonaments i usos de tecnologia audiovisual digital. Barcelona. Ed. UOC

Ribes, Xavier. (2002): Edición y presentación multimedia. Fundamentos de la digitalización y del tratamiento de imágenes y sonido, Bellaterra : Servei de Publicacions de la UAB.

Rodero, Emma. (2011), Creación de programas de radio, Editorial Síntesis.

Rodríguez, Ángel (1998): La dimensión sonora del lenguaje audiovisual. Barcelona. Ed. Paidós.

Software

Support tools:

Computers with software to make:

- Audio and video editing: ZaraStudio, ZaraRàdio, DaVinci Resolve, Movie-Maker (PC), I-Movie i SoundTrack (Mac), Audacity (PC i Mac).

- Audio and video editing: Movie-Maker (PC), I-Movie i SoundTrack (Mac), Audacity (PC i Mac).

- Photo skills (Picassa, eina de Google), composició gràfica, edició de textos.

Virtual Plataform: Google (amb les eines: gmail, llocs web, docs).

Hostings: audio - soundcloud (<http://www.soundcloud.com>)

Vídeo - youtube (<http://www.youtube.com>).

Use of Ganesha server