

**History of Communication**

Code: 103865  
ECTS Credits: 6

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

**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 adequate knowledge of Catalonia's socio-communicative reality in the Spanish, European and global context.
- Differentiate the discipline's main theories, fields, conceptual developments, theoretical frameworks and approaches that lay the foundations for the discipline's 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.
- Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
- Rigorously apply scientific thinking.
- 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 collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Use a third language as a working language and means of professional expression in the media

## Learning Outcomes

1. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
2. Communicate using language that is not sexist or discriminatory.
3. Consider how gender stereotypes and roles impinge on the exercise of the profession.
4. Contextualise the different advertising trends and the work of renowned advertisers.
5. Critically analyse the principles, values and procedures that govern the exercise of the profession.
6. Describe the structure of the media and its dynamics.
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. Propose projects and actions that incorporate the gender perspective.
17. Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
18. Rigorously apply scientific thinking.
19. 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.
20. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
21. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
22. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
23. Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.

## 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	18, 17, 4, 6, 7, 8, 13, 14, 15
Type: Autonomous			
Individual study, readings, exercises	82.5	3.3	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.

#### Plagiarism

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

### Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Examination	40%	2	0.08	5, 18, 17, 4, 6, 7, 8, 11, 10, 12, 13, 23, 21, 20, 14, 15, 9
Participation in class and justified self-evaluation	10%	2	0.08	5, 1, 18, 2, 4, 6, 8, 11, 10, 12, 13, 16, 23, 22, 21, 20, 15, 9, 3
Supervised and directed practical work	50%	3.5	0.14	5, 1, 18, 17, 2, 4, 6, 7, 8, 11, 10, 12, 13, 16, 23, 21, 19, 20, 14, 15, 9, 3

### Bibliography

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Balsebre, Armand (2002): Historia de la Radio en España. Volumen II (1939-1985), Madrid, Cátedra.

Balsebre, Armand (2011): Víctor Sagi. Historia de la Publicidad, Barcelona, Ediciones Invisibles.

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

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

Eguizabal, Raúl (1998): Historia de la Publicidad, Madrid, Eresma & Celeste Ediciones.

Lorente, Joaquín (1986): Casi todo lo que sé de publicidad, Barcelona, Folio, 1986.

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.