

Technology and Persuasive Communication

Code: 104894
ECTS Credits: 6

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

Contact

Name: Vicenç Tamborero Viadiu
Email: vicenc.tamborero@uab.cat

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 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.

- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- 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 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 develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- 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
- Use advanced technologies for optimum professional development.

Learning Outcomes

1. Communicate using language that is not sexist or discriminatory.
2. Explain the basic principles of sound and image recording in handling audiovisual recording equipment.
3. Find substance and relevance in documents on theory, structure and communication in a third language.
4. Identify situations in which a change or improvement is needed.
5. Identify the basic principles of building the professional microphone voice.
6. Propose projects and actions that incorporate the gender perspective.
7. Recognise the basic principles of audiovisual performance before a microphone and camera.
8. Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
9. Rigorously apply scientific thinking.
10. 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.
11. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
12. Use advanced technologies for optimum professional development.
13. Use technological instruments for the composition and editing of graphic messages.
14. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.

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.

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			
Laboratory Practices	37.5	1.5	9, 8, 2, 3, 13
theoretical classes	15	0.6	9, 8, 2, 3, 13
Type: Supervised			
Tutorials	7.5	0.3	9, 8, 2, 3, 13
Type: Autonomous			
Readings, practice preparation, test preparation, etc.	82.5	3.3	9, 8, 2, 3, 13

Assessment

The subject consists of the following assessment activities:

- Theoretical test 30% on the final grade.
- Practical exercise, 60% 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.
 - The practices will be developed in three groups and you will be able to reassess which of the groups that are suspended or all of them, if that is the case.

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.

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
Active participation	10%	1.5	0.06	9, 8, 2, 3, 13
Laboratory Practices	60%	4	0.16	9, 8, 2, 5, 7, 3, 13
Theoretical exam	30%	2	0.08	9, 8, 1, 2, 4, 6, 11, 10, 3, 13, 12, 14

Bibliography

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- Turow, Joseph (2011): The Daily You. How the new advertising industry is defining your identity and your worth. New Haven: Yale University Press.
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Software

The software that will be used in this subject will be:

- AUDACITY
- DA VINCI RESOLVE