

Technology and Persuasive Communication

Code: 104894
ECTS Credits: 6

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

Contact

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Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

Teachers

Patricia Socorro Aline Romero Fernandez

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.

Approving the subject requires:

- . take a minimum grade of 5 out of 10 in the theoretical exam.
- . take a minimum grade of 5 out of 10 as a result of the average of practical activities and no more an absence from all practical sessions.

Not taking a theoretical exam determines not being evaluated.

Recovery

Students will have the right to recover from the subject if they have been evaluated from the set of activities whose weight is equivalent to a minimum of 2/3 of the total assignment grade.

Note for re-evaluation of the theory: between 2.5 and 4.99 out of 10.

Work placements are compulsory attendance.

Practices will be developed in three groups and any of the groups that have been suspended, or all of them, may be re-evaluated if necessary.

Plagiarism

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 may undergo some modification depending on the restrictions on attendance imposed by health authorities.

In this subject there is no single evaluation.

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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Software

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

- AUDACITY
- DA VINCI RESOLVE