

Gender and Advertising Discourse

Code: 105799
ECTS Credits: 6

Degree	Type	Year	Semester
2500000 Sociocultural Gender Studies	OT	3	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.

Prerequisites

There is no previous conditions to follow this subject. Interest in communication is desirable.

Objectives and Contextualisation

This subject analyse advertising as a global and international phenomenon and focuses in creation, transmission and reproduction of gender stereotypes. Advertising is a huge symbolic mechanism of great social impact. The aftermath of advertising affects the way in which people interprets the world and in daily life of citizens.

Competences

- Analyse the main discursive phenomena related to the construction and expression of gender identities, taking into account the linguistic, social and pragmatic variation.
- Express correctly and in a non-sexist or homophobic manner both orally and in writing.
- Formulate, argue and discuss your own and others' ideas in a respectful, critical and reasoned way.
- Propose integrative speeches and communicative practices from the standpoint of gender equity in audiovisual media and in educational environments.
- 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 communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

Learning Outcomes

1. Analyze oral interactions and written discourse with a gender perspective.
2. Detect discriminatory stereotypes based on gender or sexual orientation in all types of communication products.
3. Identify the manifestations of the sex / gender system through the representation of female and male identities in the media and advertising.
4. Integrate elements that promote gender equality in advertising campaigns.
5. Prepare an organized and correct speech, orally and in writing, in the corresponding language.
6. 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.
7. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
8. Use non-sexist resources and alternatives in work spaces, education and coexistence.
9. Use the specific technical vocabulary and own interpretation of the required disciplines.

Content

SUBJECT CONTENT:

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.

PROGRAM:

- 1.- Social structures and cultural trends.
2. - Communication, advertising and postmodernity. Consumption and Simulation
3. Advertising as a socializing agent. Diversity, identity, assimilation.
- 4.- Steps to develop a campaign: ethnography, management, implementation and impact
- 4.- Violence and Advertising.
- 5.- Femvertising. Empowerment or capitalist action?
6. - Deontological Codes and Observatories.

Methodology

The method is as follow:

- a) Theoretical exposition of fundamental concepts of the subject
- b) Individual or group written essays about different aspects developed in class
- c) Oral presentation in class of the written essays done individually or in group. (In case of Health Authorities restrictions, oral exposition could be presented on line or added in Virtual Campus).

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			
Theoretical exposition of fundamental concepts of the Subject	45	1.8	
Type: Supervised			
Oral presentation of Written Essays about different aspects of the Subject	30	1.2	
Type: Autonomous			
Written Essays about different topics included in the Programme	75	3	

Assessment

Continuous Assessment based as follow:

The evaluation is based on the following aspects:

- a) Writing analytical texts on media products related to the points developed in the programme. 20%
- b) Oral exposition of the practical exercises 20%
- b) Final group project: developing a gender-prespective advertising campaign. 50%
- c) Participation in the debates and activities proposed in class 10%

PLAGIARISM

In the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for this activity, regardless of any disciplinary process that may take place. In the event of several event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

REVALUATION:

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading.

To have access to revaluation, the previous grades should be 3,5.

SECOND ENROLMENT:

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist off an written exam and a analysis of one ad. related to the subject content..The grading of the subject will correspond to the grade of the synthesis exam/assignment.

UNIQUE EVALUATION

- 1.- An individual reflective work of readings and the contents of the subject (40% of the overall assignee note)
- 2.- Oral presentation and discussion with reflections on mandatory readings (20% of the note)
- 3.- Test Test (40% of global note)

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Group final work: campaign development	50	0	0	3, 4, 7, 6, 9, 8
Oral presentation of practical exercises about media products	20	0	0	1, 2, 5, 3, 8
Writing analytic texts on media products related to the points developed in the program	20	0	0	2, 5, 3, 7, 6

Bibliography

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Software

No extra software or informatic tools are needed in this Subject, just Internet: Youtube, Social Media, Power Point, etc.