

Degree	Type	Year
2501935 Advertising and Public Relations	FB	1

## Contact

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## Teachers

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## Teaching groups languages

You can view this information at the [end](#) of this document.

## 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.

## Learning Outcomes

1. CM03 (Competence) Work in teams to ensure a professional practice that is sensitive to social problems and challenges.
2. KM04 (Knowledge) Link social analysis and the impact of new communication technologies on the creation of persuasive messages.
3. SM03 (Skill) Use the technological tools for composing and editing textual, graphic, and audiovisual messages.

## 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.

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory Practices	37.5	1.5	CM03, KM04, SM03, CM03
theoretical classes	15	0.6	KM04, KM04
Type: Supervised			
Tutorials	7.5	0.3	KM04, KM04
Type: Autonomous			
Readings, practice preparation, test preparation, etc.	82.5	3.3	KM04, KM04

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.

## Assessment

### Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Active participation	10%	1.5	0.06	KM04
Laboratory Practices	60%	4	0.16	CM03, KM04, SM03
Theoretical exam	30%	2	0.08	KM04

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.

## Bibliography

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- McStay, Andrew (2010): Digital Advertising, Basingstoke: Palgrave Macmillan.
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- Peirano, Marta (2015) El Pequeño Libro Rojo del Activista en la Red. Barcelona: Rocaeditorial.
- Sax, David (2016) The Revenge of Analog. Real Things and Why They Matter. New York: Public Affairs.
- Turow, Joseph (2011): The Daily You. How the new advertising industry is defining your identity and your worth. New Haven: Yale University Press.
- Wu, Tim (2020) Comerciantes de atención. La lucha épica por entrar en nuestra cabeza. Madrid: Capitán Swing
- Zabaleta Urkiola, Iñaki (2003). Tecnología de la información Audiovisual Sistemas y servicios de la radio y televisión digital y analógica por cable, satélite y terrestre. Barcelona: Bosch Comunicación

## Software

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

- AUDACITY
- DA VINCI RESOLVE

## Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	Catalan	second semester	afternoon
(PLAB) Practical laboratories	52	Catalan	second semester	afternoon
(PLAB) Practical laboratories	53	Catalan	second semester	afternoon

