

Degree	Type	Year
2501935 Advertising and Public Relations	FB	1

Contact

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Teachers

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Teaching groups languages

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Prerequisites

There's no.

Objectives and Contextualisation

1. General learning objectives:

- Acquire skills in the knowledge and use of the expressive systems and resources of written and audiovisual languages in the field of advertising and public relations.
- To deepen the knowledge related to image and sound, which allow analyzing and evaluating the effectiveness of advertising audiovisual productions.
- Acquire skills that allow the creation of written and audiovisual messages suitable for advertising and public relations communication.

2. Specific learning objectives:

- Acquisition and understanding of knowledge:

- Explain what audiovisual language is, taking into account various conceptual approaches.
- Know the expressive systems of image and sound and describe the main expressive characteristics.
- Know the basic characteristics of oral and written expressions.

- Application of knowledge:

- Plan efficient audiovisual productions according to the basic aspects of composition and combination of visual and/or sound and/or textual forms.
- Plan audiovisual productions according to the rhythm of the product and the decoding of it by the receiver.
- Organize the temporal sequentialization of an audiovisual piece.

- Analysis and synthesis of knowledge:

- Relate the process of audiovisual creation with the perceptive and sociocultural aspects of the recipients.
- Attend to the perceptual capacities of the receivers in order to facilitate the understanding of audiovisual editing.
- Choose the most appropriate narrative and expressive treatment according to the advertising story to be produced.
- Create and plan an audiovisual advertising story.

- Assessment of knowledge:

- Evaluate the communicative effectiveness of an audiovisual advertising piece (or pieces) according to expressive and perceptive aspects.
- Justify the decision to use expressive or other resources, according to narrative, expressive and perceptive criteria.
- Propose new forms of narrative and expressive treatment of an advertising piece that favor communicative effectiveness.

Learning Outcomes

1. CM01 (Competence) Assess the impact of stereotypes and gender roles, as well as the gender perspective, on professional projects and activities.
2. CM02 (Competence) Work autonomously on the development of projects and actions in the field of persuasive communication.
3. CM03 (Competence) Work in teams to ensure a professional practice that is sensitive to social problems and challenges.
4. KM03 (Knowledge) Differentiate the specificities of written and audiovisual communicative languages in the field of persuasive communication.
5. SM02 (Skill) Apply the expressive and narrative resources of oral, written, and audiovisual languages to the creation of original, comprehensible, and attractive persuasive messages.

Content

Topic 1: The creation of contents. The audiovisual: expressive resources specific to audiovisual language.

Topic 2: The image

Topic 3: Sound. Oral expression.

Topic 4: Written expression.

The detailed calendar with the content of the different sessions will be exposed on the day of presentation of the subject. It will also be uploaded to the Virtual Campus where students can find the detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper follow-up of the subject.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Description and analysis of audiovisual pieces	8	0.32	CM01, KM03
Expositive sessions	15	0.6	CM01, KM03, SM02
Production of audiovisual pieces	29.5	1.18	CM01, CM02, CM03, KM03, SM02
Type: Supervised			
Monitoring of advertising audiovisual productions	7.5	0.3	CM02, CM03, SM02
Type: Autonomous			
Planning and production of audiovisual pieces	52.5	2.1	CM02, CM03, SM02
Readings, viewing and audiovisual analysis	30	1.2	CM01, KM03

The directed activities will be carried out in the classroom of class and in the audiovisual laboratories. Various methodologies will be combined so that students actively participate in the acquisition of knowledge and, especially, of communicative skills essential for the mastery of written, oral and audiovisual expressions in the creation of content specific to advertising and public relations. Inverted class, project-based learning and thought-based learning will be some of the methodologies used.

In this subject, autonomous activities will be fundamental. Students are expected to study and analyse the expressive potentialities of audiovisual and oral and written expressions, as well as to plan the production of audiovisual content.

As a complement and aid to autonomous activities, especially in the production of content, supervised activities are planned, which allow active monitoring of this production.

The proposed teaching methodology and assessment may undergo some modification depending on the restrictions to face-to-face class attendance imposed by the health authorities.

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
Course work (individual evaluation)	20%	3	0.12	CM01, CM02, KM03, SM02

Individual content test	30%	1.5	0.06	CM01, KM03, SM02
Laboratory practices: production of various audiovisual pieces (group evaluation)	50%	3	0.12	CM02, CM03, SM02

The competences of this subject will be evaluated through various activities. In order to be eligible for the evaluation of these activities, all practical sessions or 85% of them must be attended if they are justified errors (justified does not mean having warned that you are going on a trip, but it is an inevitable lack - illness, etc.

- Individual test of contents. This is a written test. Its value is 30% of the final grade of the subject.
- Laboratory practices. The students will work individually and also in groups in the realization of various audiovisual pieces. The value of these practices is 50% of the final grade of the subject.
- Course work. It will be an individual activity. Its characteristics will be reported at the beginning of the course. The value of the work is 20%.

To pass the subject it will be necessary to have a grade of 5, which will be obtained from the weighted calculation of the marks of each evaluation activity. To be able to make this weighted calculation, the activities must have a minimum grade of 4.5. If any of the sections does not reach 4.5, the weighted average will not be calculated and the subject will not be passed.

Reassessment:

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

The reassessable activities are the individual test of contents and the course work and to be eligible for the reassessment, the student must have obtained a minimum grade of 3.5 points in the activity that has failed. The re-evaluation will consist of the repetition of the suspended activity. In the event that the activity to be reassessed is the course work, the maximum grade that can be obtained will be 5.

In case of second enrolment, students may take a single synthesis test that will consist of a theoretical-practical test. The qualification of the subject will correspond to the qualification of the synthesis test.

Plagiarism

Any student who makes any irregularity (copy, plagiarism, identity theft,...) that may lead to a significant variation in the grade of an evaluation act, this evaluation act will be graded with 0. In the event of several irregularities, the final grade of the subject will be 0.

The proposed teaching methodology and assessment may undergo some modification depending on the restrictions to face-to-face class attendance imposed by the health authorities.

This subject does not include single assessment.

Bibliography

Basic:

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Berenguer, Xavier. (1997): "Escribir programas interactivos", en Formats1
<http://www.iaa.upf.es/formats/formats1/a01et.htm>.

Blanch, Margarita; Lázaro, Patricia (2010): Aula de locución. Madrid. Ed. Cátedra.

Fernández Díez, Federico; Martínez Abadía, José (1999): Manual básico de lenguaje y narrativa audiovisual. Barcelona. Ed. Paidós.

Gutiérrez García, María; Perona Paéz, Juan José (2002): Teoría y técnica del lenguaje radiofónico. Barcelona. Ed. Bosch.

Martínez Abadía, José (2000): Introducción a la tecnología audiovisual: televisión, vídeo y radio. Barcelona. Paidós.

Millerson, Gerald (1985): Técnicas de realización y producción en televisión. Madrid. IORTV.

Morales, Fernando (2013): Montaje audiovisual: teoría, técnica y métodos de control. Barcelona. UOC.

Salaverria, Ramón. (2001): Aproximación al concepto de multimedia desde los planos comunicativo e instrumental (http://www.ucm.es/info/periol/Period_I/EMP/Numer_07/7-5-Inve/7-5-13.htm)

Solarino, Carlos (1993): Cómo hacer televisión. Madrid. Ed. Cátedra.

Tascón, Mario; Cabrera Méndez, Marga (2012): Escribir en internet: guía para los nuevos medios y las redes sociales. Galaxia Gutenberg.

Tena, Daniel (2005): Diseño gráfico y Comunicación. Madrid. Ed. Pearson, Prentice Hall.

Complementary:

Balsebre, Armand. (1994): El lenguaje radiofónico. Ed. Cátedra, Madrid.

Barea, Pedro. (1992), Redacción y guiones. Servicio Universidad del País Vasco, Bilbao.

Beltrán Moner, Rafael. (1984): La ambientación musical. Ed. IORTV, Madrid.

Chion, Michel (1993): La Audiovisión. Introducción a un análisis conjunto de la imagen y el sonido. Barcelona: Paidós.

Huertas Bailén, Amparo; Perona Paéz, Juan José (1999): Redacción y locución en medios audiovisuales: la radio. Barcelona. Ed. Bosch.

Niqui, Cinto (2007): Fonaments i usos de tecnologia audiovisual digital. Barcelona. Ed. UOC

Ribes, Xavier. (2002): Edición y presentación multimedia. Fundamentos de la digitalización y del tratamiento de imágenes y sonido, Bellaterra : Servei de Publicacions de la UAB.

Rodero, Emma. (2011), Creación de programas de radio, Editorial Síntesis.

Rodríguez, Ángel (1998): La dimensión sonora del lenguaje audiovisual. Barcelona. Ed. Paidós.

Software

Support tools:

Computers with software to make:

- Audio and video editing: ZaraStudio, ZaraRàdio, DaVinci Resolve, Movie-Maker (PC), iMovie i SoundTrack (Mac), Audacity (PC i Mac).
- Audio and video editing: Movie-Maker (PC), iMovie i SoundTrack (Mac), Audacity (PC i Mac).
- Photo skills (Picassa, eina de Google), composició gràfica, edició de textos.

Virtual Platform: Google (amb les eines: gmail, llocs web, docs).

Hostings: audio - soundcloud (<http://www.soundcloud.com>)

Vídeo - youtube (<http://www.youtube.com>).

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	Catalan	second semester	afternoon
(PLAB) Practical laboratories	52	Undefined	second semester	afternoon
(PLAB) Practical laboratories	53	Catalan	second semester	afternoon
(TE) Theory	5	Catalan	second semester	afternoon