

| Degree | Type | Year |
|--|------|------|
| 2501935 Advertising and Public Relations | OB | 2 |

Contact

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Teaching groups languages

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

Prerequisites

No prerequisites.

Objectives and Contextualisation

The subject is part of the Communication Research area, along with Market and Consumer Research.

The main objective is to help students to:

- Face up (and evaluate) a scientific research in the field of persuasive communication and advertising (know how to act)
- Develop critical and self-critical ability to analyze communicative practices (know how)
- Learn to make oral presentations (know how to defend own ideas)

Learning Outcomes

- CM18 (Competence) Plan market studies and research in the field of persuasive communication for social transformation and in line with the SDGs.
- CM19 (Competence) Contrast the results of research in advertising and public relations with evidence from professional practice to correct inequalities of all kinds.
- CM20 (Competence) Interpret the results of research to provide innovative solutions to problems in the field of advertising and public relations.
- KM22 (Knowledge) Identify the distinct stages of the scientific method followed by the resolution of a knowledge problem in the field of persuasive communication.
- KM23 (Knowledge) Select the object of study and the relevant documentary sources to establish the state of the art and the theoretical framework in persuasive communication research.
- KM25 (Knowledge) Distinguish the main quantitative and qualitative research techniques for solving research problems in persuasive communication.
- SM17 (Skill) Operate using the most appropriate methodology according to the questions or hypotheses posed in research on persuasive communication.

8. SM19 (Skill) Defend the methodology, results, and conclusions of a communication research project orally and in writing, using effective and inclusive language.

Content

Introduction: scientific activity and persuasive communication

- General characteristics of the scientific method (basic and applied)
- Thematic sections: content analysis (semantic-aesthetic / visual elements, audiovisual, sound, graphic design), audiences (reception and effects), legislation and professional activity.
- Types and main lines of general research: attitudes, behavior and consumption; credibility and empathy; evidence and effectiveness, interactivity and engagement.
- Main sources in communication: academia, institutions and economic sector

Stages of the scientific process

- Subject of study and context (What do we want to know? Why does it important?)
- Developing theoretical framework (What do we know about that? Theories and Background)
- Developing methodological strategies/Fieldwork Planning (How can we get to know it? Information obtained)
- Descriptive analysis of the results (what do we know after doing the fieldwork?)
- Interpretative analysis of the results (conclusions)

Basic concepts in scientific methodology

- How to elaborate theoretical framework, theories (social psychology and corporate social responsibility) and epistemology (concepts)
- Hypothesis and questions
- Effects of variables (Typology: independent, dependent and control)
- Universe / Sample - Corpus / Case Study

Social Research (experiences, interpretation, evaluation)

- Qualitative Methodology: Interviews, focus group, pretest, ethnographic observation and Digital ethnographic.
- Quantitative Methodology: Survey and questionnaires
- Triangulation: Qualitative and Quantitative Research.

Content Analysis (speeches, representations, stereotypes,...)

- Qualitative Methodology: Languages and narratives / Aesthetics and Symbols
- Quantitative Methodology: Big Data.
- Triangulation: Qualitative and Quantitative Research

Research Trends in Catalonia and Spain

- Main lines of research at international context
- The study of new professional practices

Activities and Methodology

| Title | Hours | ECTS | Learning Outcomes |
|---------------------------------|-------|------|--|
| Type: Directed | | | |
| Discussion seminars and debates | 19.5 | 0.78 | CM20, KM22, KM25, SM19, CM20 |
| Laboratory practical | 18 | 0.72 | CM18, CM19, KM22, KM23, KM25, SM17, SM19, CM18 |
| Theory Class | 15 | 0.6 | CM18, CM19, CM20, KM22, KM25, SM17, CM18 |

Type: Supervised

| | | | |
|---|-----|------|------------------------------|
| Custom tracking | 7.5 | 0.3 | CM20, KM22, KM25, SM19, CM20 |
| Type: Autonomous | | | |
| Laboratory practical preparation | 15 | 0.6 | CM18, KM23, SM17, CM18 |
| Reading and synthesis of scientific documents | 66 | 2.64 | CM19, KM22, KM23, KM25, CM19 |

The development of the subject includes three types of activities:

Directed activities

- Theory Class: basic concepts
- Discussion seminars and debates: The objective is to deepen about the basic concepts through individual analysis and group reflection (individual and group work)
- Laboratory Practical: The objective is to deepen about basic concepts through the design of an own research project (group work)

Supervised activities

- Personal interviews to check the evolution of learning and to help students (online)

Autonomous activities

- The students will have to make the readings indicated as obligatory and all the activities planned for a correct development of seminars, laboratory practical and written exam.

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.

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

Continuous Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|--|-----------|-------|------|--|
| Exam | 30% | 3 | 0.12 | CM18, KM22, KM23, KM25, SM17 |
| Oral presentation of the practice | 10% | 0.5 | 0.02 | SM19 |
| Practice (research project design) | 20% | 2.5 | 0.1 | CM18, CM19, CM20, KM22, KM23, KM25, SM17 |
| Seminars (preparation and participation) | 40% | 3 | 0.12 | CM19, CM20, KM22, KM25, SM19 |

CONTINUOUS ASSESSMENT*

The subject will be evaluated from different procedures (the final grade will be the sum of all the scores):

- Written exam (30% in the final grade). Individual - It can be repeated.
- Practice: Research project design/group work (20% in the final grade) and oral presentation of the practice (10% in the final grade)
- Seminars (40% in the final grade). Individuals and group work - It can be repeated

Recovery

The last two weeks will be dedicated to recovery activities, which can accommodate students who have made a minimum of 2/3 of all evaluable activities and who have obtained a minimum score between 3.5 and 4.9. After a mandatory face-to-face individual interview and depending on the grade obtained, it will be decided which exercises can be repeated (exam and/or seminars). In these cases student can get a maximum of 5 and the note can not go down. Students who have obtained a grade in 8 can choose to upload a grade from an specific test. In this case, the final grade may go down.

SINGLE ASSESSMENT*

- Written exam (50% in the final grade). Individual - It can be repeated
- Seminar 1 (25% in the final grade). Individual - It can be repeated
- Seminar 2 (25% in the final grade). Individual - It can be repeated

Recovery

The last two weeks will be dedicated to recovery activities, which can accommodate students who have made three activities and who have obtained a minimum score between 3.5 and 4.9. After a mandatory face-to-face individual interview and depending on the grade obtained, it will be decided which exercises can be repeated (exam and/or seminars). In these cases student can get a maximum of 5 and the note can not go down. Students who have obtained a grade in 8 can choose to upload a grade from an oral test. In this case, the final grade may go down.

*In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0

Bibliography

- Cuesta, Ubaldo (2000). Psicología social de la comunicación. Madrid: Catedra
- García Santamaría, José Vicente; Rodríguez Pallarés, Miriam (2023). Marketing cinematográfico y de series. Barcelona: Editorial UOC
- Hellín Ortuño, Pedro Antonio; Contreras, Fernando, R.; Pérez, Clotilde; San Nicolás Romera, Cesar (2023). Cultura Global Publicitaria. Una epistemología visual sobre estética y consumo en la era digital. Salamanca: Comunicación Social.
- Medina, Alfons i Busquet, Jordi (2019). La recerca en comunicació. Barcelona: Editorial UOC
- Morales i Gras, Jordi (2022). Hackear la ciencia social. Una invitación a la investigación social en entornos digitales. Barcelona: Editorial UOC
- Moreno Molina, Manuel (2023). Followers: crea tu comunidad de seguidores en Internet. Barcelona: Editorial Deusto
- Pellicer Jorda, Maria Teresa (2023). Ética publicitaria y responsabilitat social corporativa. Madrid: Pirámide.

Enllaços d'interès:

Autocontrol [<https://www.autocontrol.es/>]

Col·legi del Màrqueting i la Comunicació de Catalunya [<https://www.marquetingicomunicacio.cat/>]

Portal de la Comunicació (InCom-UAB): [<https://incom.uab.cat/portalcom/?lang=es>]

Observatori de la Comunicació a Catalunya (InCom-UAB): [

Software

No comment

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 |
| (SEM) Seminars | 51 | Catalan | second semester | afternoon |
| (SEM) Seminars | 52 | Catalan | second semester | afternoon |
| (SEM) Seminars | 53 | Catalan | second semester | afternoon |
| (TE) Theory | 5 | Catalan | second semester | afternoon |