

Degree	Type	Year
4313256 Audiovisual Communication and Advertising Contents	OT	0

Contact

Name: Celina Navarro Bosch

Email: celina.navarro@uab.cat

Teachers

Emilio Prado Pico

Adrian Padilla Molina

Òscar Coromina Rodríguez

Teaching groups languages

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

Prerequisites

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Objectives and Contextualisation

This module delves into the techniques of audience studies, product testing, web analytics, and content analysis of digital platforms, providing students with essential tools to understand, analyze, and interpret the data collected in these areas.

Competences

- Apply validated models of content analysis, policy evaluation, audience response surveys and analysis of audiovisual and advertising sector industries.
- Choose, design and apply methodological strategies for scientific research in audiovisual communication and product development.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Continue the learning process, to a large extent autonomously.

- Critically analyse the theories and analysis models of audiovisual and advertising communication.
- Demonstrate an attitude awake, innovative and analytical in relation to the research questions
- Develop the ability to assess sex and gender inequalities in order to design solutions.
- Lead interdisciplinary teams in varying environments.
- Seek out information in the scientific and technological context and learn practical ICT skills.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Take decisions and accept responsibility for their consequences.

Learning Outcomes

1. Apply knowledge of audiences in the design and management of audiovisual and advertising products.
2. Apply the analysis models for audience surveys, web analytics and testing of audiovisual and advertising products.
3. Communicate and justify conclusions clearly and unambiguously to both specialised and non-specialised audiences.
4. Conceive and plan future strategies on the basis of the systems and techniques presented.
5. Continue the learning process, to a large extent autonomously
6. Critically analyse the measuring systems and techniques presented.
7. Demonstrate an attitude awake, innovative and analytical in relation to the research questions
8. Identify and compare testing techniques for audiovisual and advertising products.
9. Identify web analytics systems.
10. Know how to compile, systematise, conserve and disseminate information on women, works written by women, documents referring to equality policies and laws and those generated by research in gender studies, assessing the gender biases that may be included in existing search engines and descriptors.
11. Know how to identify the role of information and communication technologies in the transmission of gender stereotypes and apply measures to avoid their reproduction.
12. Lead interdisciplinary teams in varying environments.
13. Recognise the different systems for measuring the audience of audiovisual and advertising products.
14. Seek out information in the scientific and technological context and learn practical ICT skills.
15. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
16. Take decisions and accept responsibility for their consequences.

Content

The module goes through different methods and systems to analyze and study the audience of audiovisual content in different media and platforms, test and evaluate audiovisual and advertising content, follow and analyze user traffic on a website and also computational methods to analyze content from different platforms.

1. Audience Studies 3 ECTS
2. Audiovisual and advertising content testing 3 ECTS
3. Web Analytics 3 ECTS
4. Content analysis on platforms 3 ECTS

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
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Type: Directed

Hands On Projects	10	0.4	3, 5, 7, 12, 14, 15, 16
Lectures	65	2.6	1, 2, 4, 6, 8, 9
Type: Supervised			
Tutorships and project monitoring	75	3	7, 12, 14, 15, 16
Type: Autonomous			
Text readings, preparing of presentations, development of the module's paper	150	6	1, 2, 4, 5, 6, 7, 8, 9, 12, 14, 16

This module (12 ECTS credits) represents a total of 300 hours of work for the students distributed in the following way: 75 hours of directed work, 75 hours of supervised work and 150 hours of autonomous work. The teaching methodologies include master classes, seminars, readings of bibliographical material, personal study, tutorships, fulfilment and oral presentation of papers.

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
Assistance and participation	10	0	0	3, 4, 6, 7
Module's paper	70	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16
Oral presentation of the Module's paper	20	0	0	3, 7, 12, 16

The evaluation system takes into account the fulfilment of a Module's project (70%), the oral presentation of this project (20%) and the assistance and active participation of the students in the classes (10%).

The project and the oral presentations will be assessed by the professors of the module.

This subject does not provide for the single assessment system.

Bibliography

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Software

Digital analytics (Google Analytics, DMI-TCAT, Youtube Darta Tools o similares)

Data Visualisation (Tableau o similar)

Language list

Name	Group	Language	Semester	Turn
(TEm) Theory (master)	10	Spanish	annual	morning-mixed