

Written, Oral and Audiovisual Expression

Code: 104895
ECTS Credits: 6

2025/2026

Degree	Type	Year
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

There are none.

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

1. Content creation and the expressive resources specific to audiovisual language.
2. Written expression.
3. Sound expression.
4. Visual expression.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Description and analysis of audiovisual pieces	8	0.32	
Expositive sessions	15	0.6	
Production of audiovisual pieces	29.5	1.18	

Type: Supervised

Monitoring of advertising audiovisual productions	7.5	0.3
Type: Autonomous		
Planning and production of audiovisual pieces	52.5	2.1
Readings, viewing and audiovisual analysis	30	1.2

The competencies of this course will be assessed through a variety of activities. In order to be eligible for assessment, students must have attended all practical sessions or at least 85% of them in the case of justified absences.

- Individual content test: This is a written exam. It accounts for 30% of the final grade for the course.
- Laboratory practices: Students will work individually and also in groups to produce several audiovisual pieces. These practices account for 50% of the final grade for the course.
- Coursework: This will be an individual assignment. Details about its structure and requirements will be provided at the beginning of the course. The coursework accounts for 20% of the final grade.

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	CM02, KM03, SM02
Laboratory practices: production of various audiovisual pieces (group evaluation)	50%	3	0.12	CM01, CM03, KM03, SM02

- To pass the course, students must obtain a grade of 5, which will be calculated based on the weighted average of the grades of each evaluative activity. This course does not provide for a single-assessment system.
- A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.
- Criteria for being considered not assessable: Students who have not completed at least 33% of the scheduled assessment activities in the course will be considered "not assessable," and this will be reflected in the final grade.
- Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade.

- The reassessable activities are the individual content test and the coursework. Reassessment will consist of repeating the failed activity. If the reassessed activity is the coursework, the maximum grade that can be obtained will be 5.
- In the case of a second enrolment, students may take a single synthesis exam, which will consist of a theoretical-practical test. The final grade for the course will correspond to the grade obtained in this synthesis exam. The proposed teaching methods and assessment criteria may be subject to changes depending on any restrictions on in-person instruction imposed by health authorities.
- Plagiarism: Any student who commits an academic irregularity (copying, plagiarism, identity fraud, etc.) that may result in a significant change to the grade of an assessment activity will receive a grade of 0 for that activity. In the case of multiple irregularities, the final grade for the course will be 0.
- In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

Bibliography

Alonso Padilla, Jorge (2024). *Temas básicos de realización audiovisual*. Ruth Casa.

Balsebre, Armand (1994). *El lenguaje radiofónico*. Cátedra.

Barea, Pedro (1992). *Redacción y guiones*. Servicio Editorial de la Universidad del País Vasco.

Barroso, Jaime. (2008). *Realización audiovisual*. Síntesis.

Bestard Luciano, María (2012). *Realización audiovisual*. UOC.

Blanch, Margarita, & Lázaro, Patricia (2010). *Aula de locución*. Cátedra.

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

Francés i Domènech, Miquel, & Orozco Gómez, Guillermo (Eds.). (2019). *Documentación y producción transmedia de contenidos audiovisuales*. Síntesis.

Gutiérrez García, María, & Perona Páez, Juan José (2002). *Teoría y técnica del lenguaje radiofónico*. Bosch.

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

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

Muela Molina, Clara (2019). *Procesos de comunicación en publicidad, relaciones públicas y audiovisual*. Síntesis.

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

Tena, Daniel (2005). *Diseño gráfico y comunicación*. Pearson Prentice Hall.

Software

- Audio and video editing software such as ZaraStudio, ZaraRadio, DaVinci Resolve, Movie Maker, iMovie, SoundTrack, and Audacity will be used.
- Audio files, images, and audiovisual materials will be submitted via Microsoft Teams, while written texts and assignments will be delivered through the virtual classroom.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

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
(TE) Theory	5	Catalan	second semester	afternoon