

Gender and Discourses on Advertising

Code: 106984
ECTS Credits: 6

2025/2026

Degree	Type	Year
Sociocultural Gender Studies	OP	3
Sociocultural Gender Studies	OP	4

Contact

Name: Neus Molina Alfonso
Email: neus.molina@uab.cat

Teaching groups languages

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

Prerequisites

There is no previous conditions to follow this subject. Interest in communication is desirable.

Objectives and Contextualisation

This subject analyse advertising as a global and international phenomenon and focuses in creation, transmission and reproduction of gender stereotypes. Advertising is a huge symbolic mechanism of great social impact. The aftermath of advertising affects the way in which people interprets the world and in daily life of citizens.

Learning Outcomes

1. CM18 (Competence) Propose ways of producing non-heteropatriarchal discourses for news and fiction in the media.
2. KM25 (Knowledge) Detect elements that represent gender differences and inequalities rooted in hetero-patriarchal cultures by analysing our audiovisual and literary imaginary.
3. KM28 (Knowledge) Detect discriminatory stereotypes based on gender or sexual orientation in all types of literature, communication and advertising.
4. SM23 (Skill) Critically analyse spoken interactions and written texts from a gender perspective.
5. SM24 (Skill) Integrate aspects that promote gender equality in advertising campaigns.
6. SM26 (Skill) Recognize the exclusions of sex and gender in media and advertising discourse.

Content

SUBJECT CONTENT:

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.

PROGRAM:

- 1.- Social structures and cultural trends.
2. - Communication, advertising and postmodernity. Consumption and Simulation
3. Advertising as a socializing agent. Diversity, identity, assimilation.
- 4.- Steps to develop a campaign: ethnography, management, implementation and impact
- 5.- Femvertising. Empowerment or capitalist action?

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Adds analyze	20	0.8	CM18, KM28, CM18
Advertising campaign	20	0.8	CM18, KM25, SM23, SM24, SM26, CM18
Type: Supervised			
Oral presentation of the campaign proposal	20	0.8	CM18, KM25, KM28, SM24, SM26, CM18

The method is as follow:

- a) Theoretical exposition of fundamental concepts of the subject
- b) Individual or group written essays about different aspects developed in class
- c) Oral presentation in class of the written essays done individually or in group. (In case of Health Authorities restrictions, oral exposition could be presented on line or added in Virtual Campus).

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.

Use of AI:

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks, such as bibliographic or information searches, text correction, or translations.

Students must clearly identify which parts were generated using this technology, specify the tools used, and include a critical reflection on how these tools have influenced the process and the final outcome of the activity. A lack of transparency in the use of AI in this graded activity will be considered a breach of academic integrity and may result in partial or total penalties to the grade of the activity, or more serious sanctions in severe cases.

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
Ad analysis	30%	20	0.8	KM25, KM28, SM26
Ads campaign	50%	50	2	CM18, SM23, SM24, SM26
Oral presentation of the campaign proposal	20%	20	0.8	CM18, KM25, KM28, SM23, SM24, SM26

Continuous Assessment based as follow:

The evaluation is based on the following aspects:

- a) Writing analytical texts on media products related to the points developed in the programme. 20%
- b) Oral exposition of the practical exercises 20%
- b) Final group project: developing a gender-perspective advertising campaign. 50%
- c) Participation in the debates and activities proposed in class 10%

PLAGIARISM

In the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for this activity, regardless of any disciplinary process that may take place. In the event of several event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

REVALUATION:

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading.

To have access to revaluation, the previous grades should be 3,5.

SECOND ENROLMENT:

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist off an written exam and a analysis of one ad. related to the subject content..The grading of the subject will correspond to the grade of the synthesis exam/assignment.

UNIQUE EVALUATION

- 1.- An individual reflective work of readings and the contents of the subject (40% of the overall assignee note)
- 2.- Oral presentation and discussion with reflections on mandatory readings (20% of the note)
- 3.- Test Test (40% of global note)

UNASSESSABLE

In order to be able to obtain the total grade of the subject, the three evaluation activities must have been carried out and delivered (for example: if the individual activity is not carried out/delivered, the qualification of the group work cannot be obtained). The grade of "non-assessable" will be received if all three evaluation activities of the subject have not been participated

Bibliography

- Andrés del Campo, Susana de (2006). Hacia un planteamiento semiótico del estereotipo publicitario de género [en línea]. Signa: Revista de la Asociación Española de Semiótica, 15:256. Disponible en <<http://www.cervantesvirtual.com/hemeroteca/signa/>>.
- Balaguer, María Luisa (2008). Género y regulación de la publicidad en el ordenamiento jurídico. La imagen de la mujer. [En línea]. Revista Latina de Comunicación Social, 63. Disponible en:<http://www.ull.es/publicaciones/latina/08/31_48_Malaga/Maria_Luisa_Balaguer.html>
- Bernáldez, Asunción: (2015) "Los estudios de género en la publicidad" , en *Mujeres en Medio(s), Propuestas para analizar la comunicación masiva con perspectiva de género*. Editorial Fundamentos, Madrid.
- Berger, John:(2016) *Modos de ver*. Barcelona, Gustavo Gili, (Primera edición 1972).
- Dominguez, Yolanda, (2021) *Maldito estereotipo*, Ediciones B.
- Espín López, Julia Victoria et al. (2011). "Las imágenes de las mujeres en la publicidad: estereotipos y sesgos". [En línea]. Redes.com, 3: 77-90. Disponible en: <<http://www.compoliticas.org/redes/pdf/redes3/6.pdf>>
- Gallego Ayala, Juana: (2013) "De reinas a cortesanas. ¿Puede haber una publicidad no sexista? En *De reinas a ciudadanas. Medios de comunicación, ¿motor o rémora para la igualdad?* Aresta.
- García Nieto, María Teresa; Lema, Carlos (2008). *Guía de intervención ante la publicidad sexista*. Madrid: Instituto de la Mujer.
- Garrido Lora, Manuel (2007). "Estereotipos de género en publicidad: La creatividad en la encrucijada sociológica". [En línea]. Creatividad y sociedad, 11. Disponible en <<http://www.creatividadysociedad.com/>>.
- Gil, Eva María (2016) *La mirada androcéntrica en la publicidad radiofónica*, Diputación de Córdoba.
- Herrero Sánchez, Natalia. (1996) "La imagen de la mujer en la publicidad" Disponible en: <http://www.consumo-inc.es/Publicac/EC/1996/EC36/EC36_03.pdf>
- Núñez, Trinidad (2019) *El papel de las mujeres en la publicidad*. Santillana
- Marmori, Giancarlo:(1977) *Iconografía femenina y publicidad*, Barcelona, Gustavo Gili, Punto y Línea.
- Peña Marín y Farretti, Carlo, (1980) *La mujer en la publicidad*, Madrid, Instituto de la Mujer
- Perez Gauli, Juan Carlos: (2000) *El cuerpo en venta. Relación entre arte y publicidad*.Editorial Cátedra, Madrid.
- Rey, Juan: (1994) *El hombre fingido*, Madrid, Fundamentos.
- Rey, Juan. "La imagen del hombre en publicidad: géneros híbridos y nuevos consumidores". Actes de Congènere: la representació de gènere a la publicitat del segle XXI
- Rodríguez, C., Matud, P., Espinosa, I. (2008). «Género y publicidad en la prensa diaria». *Questiones Publicitarias*, vol. I, n.º 13, págs. 1-9
- Royo Vela, Marcelo; et al. (2005). "Roles de género y sexismo en la publicidad de las revistas españolas: un análisis de las tres últimas décadas del siglo XX". [En línea]. Comunicación y sociedad. 18 (1): 113-152. Disponible en: <<http://dspace.unav.es/dspace/bitstream/10171/8225/1/20090630090401.pdf>>.

Sánchez Gutiérrez, Bianca, (2020) "La mujer en la publicidad comercial. De la violencia mediática al Femvertising", en *Aquelarre. La emancipación de las mujeres en la cultura de masas*. Capítulo 8 pp.187-210.

VV. AA.: *Toscani al muro, 10 años de imágenes para United Colors Of Benetton*, Salamanca, Universidad de Salamanca, 1995

Santiso Sanz, Raquel (2001). "Las mujeres en la publicidad análisis, legislación y aportaciones para un cambio". [En línea]. *Acciones e investigaciones sociales*, 13: 43-60. Disponible en: <<http://dialnet.unirioja.es/servlet/articulo?codigo=170282>>

Sánchez Aranda, José J.; et al. (2002). *El espejo mágico: la nueva imagen de la mujer en la publicidad actual*. [Pamplona]: Instituto Navarro de la Mujer.

Wolf, Naomi (1991). *El mito de la belleza*. Barcelona: Emecé.

Software

No extra software or informatic tools are needed in this Subject, just Internet: Youtube, Social Media, Power Point, etc.

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
(PAUL) Classroom practices	1	Catalan	first semester	morning-mixed
(TE) Theory	1	Catalan	first semester	morning-mixed