

Degree	Type	Year
Audiovisual Communication and Advertising Contents	OT	0

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Teaching groups languages

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

Prerequisites

None in particular.

Objectives and Contextualisation

The aim of this module is to deepen in the study, analysis and production of interactive contents in the different media and formats, as well as its transmedia decline and the implementation of the social media communication strategies. Therefore, this module is intended to address the interactivity as a distinctive characteristic of the multimedia products in order to know how to adapt them to each communicational reality, alongside to achieve a critical view of the social media networks and their applications.

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.
- Critically analyse the theories and analysis models of audiovisual and advertising communication.
- Develop the ability to assess sex and gender inequalities in order to design solutions.
- Identify and understand the main phenomena that affect industries, policies, audiovisual and advertising content and their reception.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
- Seek out information in the scientific and technological context and learn practical ICT skills.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Analyse the impact of communication social networks the audiovisual and advertising sector
2. Analyse the impact of the dynamics that intervene in interactive communication and social networks.
3. Apply validated models to evaluate interactive communication and social networks in the audiovisual and advertising sector.
4. Choose, design and apply methodological strategies for scientific research in the field of interactive communication and social networks.
5. Communicate and justify conclusions clearly and unambiguously to both specialised and non-specialised audiences.
6. Critically analyse the theories and models of audiovisual communication that are applied to the analysis of interactive communication and social networks in the audiovisual sector.
7. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
8. Know how to identify the role of information and communication technologies in the transmission of gender stereotypes and apply measures to avoid their reproduction.
9. Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
10. Recognise the role of the media, audiovisual productions and advertising in the construction of gender relations and sexual and gender identity.
11. Seek out information in the scientific and technological context and learn practical ICT skills.
12. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

Artificial Intelligence and the Psychology of Human-Machine Interaction: Opportunities and Challenges

Design of interactive audiovisual works and human-machine communication

Communication strategies on social media

Digital infographics

Interactive advertising

Activities and Methodology



Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Autonomous	82	3.28	6, 1, 2, 3, 11, 9
Directed	40	1.6	9, 5, 7, 12
Supervised	40	1.6	6, 1, 2

The classes, including the master classes, shall be in the format of seminars, encouraging the students' participation, inside and outside the classroom.

The detailed schedule with the content of the different sessions will be presented on the day of the course introduction and will be available on the course's Virtual Campus, where students will be able to find the various teaching materials and all the information necessary to properly follow the course.

In the event of a change in the teaching method due to force majeure, as determined by the competent authorities, the teaching staff will inform students of any changes that will be made to the course schedule and teaching methodologies.

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

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 in class	20%	72	2.88	6, 2, 5, 10, 8, 12
Critical reading	40%	30	1.2	6, 1, 2, 10, 8, 4
Reflective essays	40%	36	1.44	6, 1, 2, 3, 11, 9, 5, 7, 10, 8, 4, 12

20% attendance and participation in class

40% critical reading of scientific texts related to the course content

40% preparation of reflective assignments related to the course content

Single assessment

This course does not offer a single assessment option.

Resits

Due to their nature, critical reading activities cannot be retaken.

If the "reflective assignments" part is not passed, the responsible professor will assign the necessary corrections or a new assignment in order to pass.

Plagiarism

If a student commits any irregularity that could significantly affect the grade of an assessment activity, that activity will be graded with a 0, regardless of any disciplinary process that may be initiated. If multiple irregularities occur in the assessment activities, the final grade for the module will be 0.

Use of artificial intelligence

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, or when explicitly authorized by the professor. Students must clearly identify the parts generated using this technology, specify the tools used, and include a critical reflection on how these tools influenced the process and final outcome of the activity. Lack of transparency in 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 on the grade for the activity, or more severe sanctions in serious cases.

Bibliography

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Software

Presentation (Powerpoint o similar)

Text edition (Word o similar)

Spreadsheet (Excel o similar)

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
(TEm) Theory (master)	10	Spanish	annual	morning-mixed