

Degree programme	Type	Course
Advertising and Public Relations	FB	2

Contact lecturer

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Teaching staff

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Group languages

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

Prerequisites

No specific knowledge is required.

Objectives

This course belongs to the Communication subject area of the Bachelor's Degree in Advertising and Public Relations and is classified as a core (fundamental) course. There is a progressive logic among three of the five basic-training courses in the Communication subject area, based on long teaching experience and structured as follows:

1. History of Communication. It introduces students to the historical evolution of communication, from the earliest communicative phenomena to present-day communicative experiences.
2. Structure of Communication. It presents the communicative ecosystem and its structural dynamics and logics.
3. Communication Theories. It presents and specifies the theories, schools, authors and analytical perspectives of communication.

The general learning objectives are for students to identify the main theories in the field of communication, as well as the conceptual frameworks and theoretical approaches that underpin its knowledge and its role in culture. A further desirable objective is to foster critical reflection on the role of the media in society.

Learning outcomes

- KM01 (Identify the foundations of the theories, history, and structure of the communicative system in the field of Advertising and Public Relations.) Identify the foundations of the theories, history, and structure

of the communicative system in the field of Advertising and Public Relations.

- KM02 (Recognise the social, economic, cultural, and environmental implications of academic-professional activities in the field of persuasive communication.) Recognise the social, economic, cultural, and environmental implications of academic-professional activities in the field of persuasive communication.
- SM01 (Determine what is substantial and relevant in documents on communication theory, structure and history for professional projects and actions.) Determine what is substantial and relevant in documents on communication theory, structure and history for professional projects and actions.
- SM04 (Use Catalan and Spanish appropriately in the transmission of information and ideas, and in the development and defence of arguments related to the history and theories of social communication.) Use Catalan and Spanish appropriately in the transmission of information and ideas, and in the development and defence of arguments related to the history and theories of social communication.

Contents

SYLLABUS

- Topic 1. Introductory criteria and ideas. Theory as contemplation, critique and reflection; the human being as a symbolic and theoretical animal; philosophical foundations of the theories; social and mass communication; from the mass society to the network society; modernity and postmodernity.
- Topic 2. The sources of theoretical thought on social communication. Hard sciences and human sciences; the theory of the two cultures; the dominant and the alternative paradigms of the social sciences.
- Topic 3. Positivism and functionalism. Mass Communication Research; functions and effects of the media; the hypodermic needle theory; propaganda and totalitarianisms; uses and gratifications.
- Topic 4. From the Marxist tradition to the critical perspective. The Marxist conception of mass communication; Gramsci and hegemony; the Frankfurt School and the culture industry; the public sphere and public opinion (Habermas).
- Topic 5. The linguistic, rhetorical and semiotic perspective. Formalism and structuralism; semiology and semiotics; the linguistic turn; the rehabilitation of rhetoric; hermeneutics and narratology.
- Topic 6. Anthropology, culturalism and cultural studies. Philosophical and cultural anthropology; symbolic interactionism; the Palo Alto School; mediology; culturalist approaches and cultural studies; social psychology and the psychoanalysis of culture.
- Topic 7. Sociology of knowledge and communication. Social and symbolic construction of reality; symbolic universes and social imaginaries; sociology of the media and mediations; thematisation and production routines; reception studies.
- Topic 8. Media society, cyber-environment and 'totalism'. The global totalist society; postmodernity and the crisis of Enlightenment reason; consequences of global digitalisation; technological mediation of experience; humanism and transhumanism.

The content and schedule of the course will be presented on the first day of the course, and the work plan for each session will be available on the course's Virtual Campus before each one. Students will find on the Virtual Campus the various teaching materials deemed appropriate by the teaching staff, as well as all the information necessary for the proper monitoring of the course.

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

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Seminars and test	15	0.6	KM01, KM02, SM01, SM04
Personal study and oriented readings	51	2.04	KM01, KM02
Lectures	34	1.36	KM01, KM02

Tutoring	8	0.32	SM04
Self-organized work	18	0.72	SM01, SM04

Two thirds of the in-person teaching will take place with the whole group and one third in seminars with small groups. The whole-group sessions will consist of lectures, which may include interactive activities and practical exercises, delivered by the teaching staff, who will explain the basic contents of the thematic blocks and answer questions about the compulsory readings and self-learning work.

The seminars will involve practical activities to deepen understanding of the course subject matter. Specifically, the seminar will be based on the analysis of advertising campaigns, the follow-up of the proposed readings and the viewing of audiovisual materials on the subject. Drawing on these materials, the theories examined will be shared and discussed with the active participation of students, in order to update the syllabus and identify key elements and reference points in the evolution of communication theories.

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.

Note: 15 minutes of one class will be reserved, within the calendar established by the centre/degree programme, for students to complete the surveys evaluating the teaching staff's performance and the course.

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	Weight	Hours	ECTS	Learning outcomes
Seminar	30%	14	0.56	SM01, SM04
Final course test	50%	6	0.24	KM01, KM02, SM01, SM04
Theory follow-up test	20%	4	0.16	KM01, KM02, SM01, SM04

Continuous assessment

The continuous assessment system for this course is based on the following percentages:

A) 20% - Theory follow-up test. Written test on the contents of the classes and readings covered up to the time it is taken. It is a follow-up test and is not an eliminatory test.

B) 30% - Seminar test(s). Assessment of the work carried out in the seminar, based on the analysis of advertising campaigns, the follow-up of the proposed readings and the viewing of audiovisual reports on the subject.

C) 50% - Final course test. Written test on the whole content of the course (classes, seminars and compulsory readings). It must be passed (5 or higher) to pass the course (essential requirement).

$A (20\%) + B (30\%) + C (50\%) = 100\%$ of the final course grade

To pass the course, students must have passed the final course test (activity C) with a minimum grade of 5. If activity C is failed, it will not be averaged with the other grades and the final course grade will be that of this test.

Reassessment of continuous assessment

Students will be entitled to reassessment of the course if they have been assessed on a set of activities accounting for at least two-thirds of the total course grade.

Only the final course test (activity C) is reassessable. Students who sat it and obtained a grade below 5 will be entitled to reassessment, by means of a written knowledge test of the same nature. The theory follow-up test (activity A) and the seminar test(s) (activity B), which together do not exceed 50% of the final grade, are not reassessable; the grade obtained will form part of the weighted average of the final grade.

Single assessment

In accordance with the UAB Academic Regulations, students may request single assessment for this course. Requesting single assessment entails waiving continuous assessment. To opt for it, a reasoned application must be submitted to the centre within the deadlines set annually.

Single assessment entails taking all the tests on the same day, consecutively, within the course's teaching timetable, on the set date. The single assessment system for this course is based on the following percentages:

A) 20% - Presentation of a reading or audiovisual from the course syllabus.

B) 30% - Test analysing an advertising campaign.

C) 50% - Written course test. It must be passed (5 or higher) to pass the course (essential requirement).

$A (20\%) + B (30\%) + C (50\%) = 100\%$ of the final course grade.

To pass the course, students must have passed the written course test (activity C) with a minimum grade of 5.

Reassessment of single assessment

Students will be entitled to reassessment of the course if they have been assessed on a set of activities accounting for at least two-thirds of the total course grade.

Only the written course test (activity C) is reassessable, provided the student obtained a grade below 5, by means of a written knowledge test of the same nature. The presentation of a reading or audiovisual (activity A) and the advertising-campaign analysis test (activity B), which together do not exceed 50% of the final grade, are not reassessable; the grade obtained will form part of the weighted average of the final grade.

Assessment of students in their second or subsequent enrolment (synthesis test)

In accordance with Article 267.2 of the UAB Academic Regulations, students in their second or subsequent enrolment may opt for a synthesis test. This is a different option from single assessment: the synthesis test consists of a single written exam that assesses the whole content of the course and whose grade constitutes 100% of the final grade. It will be held on the same date as the final course test of the continuous assessment model. Students who opt for this option must notify the teaching staff by email, within the period defined at the start of the course, and will not be assessed through the other activities. Students who sat it and failed will be entitled to reassessment by means of a test of the same nature.

Not assessable

According to point 9 of Article 266 of the UAB Academic Regulations, when it is considered that the student has not been able to provide sufficient assessment evidence, the course will be graded as 'not assessable'. In this course, a 'not assessable' grade will be assigned when the student has not carried out the full set of the three assessment activities (A, B and C).

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 translation) and in the preparation of seminar activities (analysis of advertising campaigns and commentary on the readings and audiovisual reports). Students must clearly identify which parts have been generated with this technology, specify the tools used and include a critical reflection on how these have influenced the process and the final outcome of the activity. 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 on the activity grade, or more serious sanctions in severe cases.

Plagiarism and irregularities

If a student commits any irregularity that may lead to a significant variation in the grade of an assessment act, this assessment act will be graded with 0, irrespective of any disciplinary process that may be initiated. If several irregularities occur in the assessment acts of the same course, the final grade for that course will be 0.

The commission of any irregularity in an assessment act (academic fraud, plagiarism or improper use of AI, unless such use is expressly authorised in the course guide), which may lead to a significant variation in the grade, means that this act will be graded with a 0. If the course guide establishes that passing the course requires a minimum grade in this assessment act, or if several irregularities occur in the assessment acts of the same course, the final grade for that course is 0. In addition, a disciplinary process may be initiated against any student who commits any of these irregularities.

Any student suspected of submitting work generated by AI, produced by other people or copied; that includes AI-generated content without referencing, or that falls outside the permitted cases, may be asked for the preliminary work or other materials that can demonstrate that it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work. The teaching staff may also use AI-detection systems or carry out any verification tasks they deem appropriate. If, after review, irregularities are detected, the work may be graded with a zero and the student may be subject to further disciplinary measures.

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Software

This subject does not require knowledge of specific computer programmes other than those for writing university papers and for telematic communication.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	5	Catalan	first semester	afternoon
(SEM) Seminars	51	Catalan	first semester	afternoon
(SEM) Seminars	52	Spanish	first semester	afternoon
(SEM) Seminars	53	Spanish	first semester	afternoon