

Degree programme	Type	Course
Advertising and Public Relations	FB	1

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

There are none.

Objectives

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

- CM01 (Assess the impact of stereotypes and gender roles, as well as the gender perspective, on professional projects and activities.) Assess the impact of stereotypes and gender roles, as well as the gender perspective, on professional projects and activities.
- CM02 (Work autonomously on the development of projects and actions in the field of persuasive communication.) Work autonomously on the development of projects and actions in the field of persuasive communication.
- CM03 (Work in teams to ensure a professional practice that is sensitive to social problems and challenges.) Work in teams to ensure a professional practice that is sensitive to social problems and challenges.
- KM03 (Differentiate the specificities of written and audiovisual communicative languages in the field of persuasive communication.) Differentiate the specificities of written and audiovisual communicative languages in the field of persuasive communication.
- SM02 (Apply the expressive and narrative resources of oral, written, and audiovisual languages to the creation of original, comprehensible, and attractive persuasive messages.) Apply the expressive and narrative resources of oral, written, and audiovisual languages to the creation of original, comprehensible, and attractive persuasive messages.

Contents

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

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Planning and production of audiovisual pieces	52.5	2.1	CM01, CM02, CM03
Readings, viewing and audiovisual analysis	30	1.2	KM03, SM02
Production of audiovisual pieces	29.5	1.18	CM01, CM02, CM03, KM03, SM02
Monitoring of advertising audiovisual productions	7.5	0.3	CM01, CM02, CM03, KM03, SM02
Description and analysis of audiovisual pieces	8	0.32	CM01, KM03

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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Laboratory practices: production of various audiovisual pieces (Individual and group activities)	50%	3	0.12	CM01, CM03, KM03, SM02
Individual content test	30%	1.5	0.06	CM02, KM03, SM02
Course work (individual evaluation)	20%	3	0.12	CM01, CM02, 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 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 the various teaching materials deemed appropriate by the instructors 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.
- This course/module does not provide for a single-assessment system.
- 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. The performance of any irregularity in an evaluation act (academic fraud, plagiarism or improper use of AI, unless this use is expressly authorized by the teaching guide), which may lead to a significant variation in the grade, assumes that this act will be graded with a 0. In the event that the teaching guide foresees that in order to pass the subject it is an essential requirement to have obtained a minimum grade in this evaluation act or that there are several irregularities in the evaluation acts of the same subject, the final grade of this subject is 0. Apart from this, a disciplinary process may be instructed to the student that incurs any of these irregularities. Any student suspected of submitting assignments that have been generated by AI, written by others or copied; include unattributed AI-generated content, or fall outside the permitted scope, may be asked to provide the preliminary work or other materials that can demonstrate it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work. Teachers may also use AI detection systems or carry out any verification tasks they deem appropriate. If, after review, the instructor detects irregularities, the assignment may be graded zero, and the student may be subject to further disciplinary action.

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, Maria, & 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.

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.

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	second semester	afternoon
(PLAB) Practical laboratories	51	Catalan	second semester	afternoon
(PLAB) Practical laboratories	52	Catalan	second semester	afternoon
(PLAB) Practical laboratories	53	Catalan	second semester	afternoon