

Degree programme	Type	Course
Sociocultural Gender Studies	OP	3

Contact lecturer

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Prerequisites

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

Group languages

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

Objectives

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

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

Contents

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?

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Advertising campaign	20	0.8	CM18, KM25, SM23, SM24, SM26
Oral presentation of the campaign proposal	20	0.8	CM18, KM25, KM28, SM24, SM26
Adds analyze	20	0.8	CM18, KM28

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	Weight	Hours	ECTS	Learning outcomes
Ad analysis	30%	20	0.8	KM25, KM28, SM26
Oral presentation of the campaign proposal	20%	20	0.8	CM18, KM25, KM28, SM23, SM24, SM26
Ads campaign	50%	50	2	CM18, 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-prespective 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

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Software

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

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