

Degree programme	Type	Course
Audiovisual Communication and Advertising Contents	OB	1

Contact lecturer

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Group languages

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

Prerequisites

None.

Objectives

The goal is to provide a solid and up-to-date foundation on general trends in key aspects for understanding how the communication sector works: industry alliances and strategies, content, and consumption.

- It offers students tools to fully define and justify any object of study, as well as up-to-date information on the main sources of information and documentation.

- It serves as an introduction to the two specializations defined in the master's program, where the aspects covered here are explored in depth.

Learning outcomes

- CA02 (Design communication proposals autonomously, applying an ethical perspective that addresses gender inequalities and takes sustainability into account.) Design communication proposals autonomously, applying an ethical perspective that addresses gender inequalities and takes sustainability into account.
- CA03 (Select the appropriate sources of information for the design and justification of a research project related to the content industry.) Select the appropriate sources of information for the design and

- justification of a research project related to the content industry.
- KA03 (Master the theoretical and conceptual foundations that help to understand the configuration and functioning of the contemporary communication system as an industrial sector.) Master the theoretical and conceptual foundations that help to understand the configuration and functioning of the contemporary communication system as an industrial sector.
- KA04 (Master knowledge about the latest trends in audiovisual and advertising creations (themes and formats) and modes of consumption and reception of content (audiences).) Master knowledge about the latest trends in audiovisual and advertising creations (themes and formats) and modes of consumption and reception of content (audiences).
- KA05 (Identify the way in which social and ethical commitment can be incorporated into the development of communication proposals.) Identify the way in which social and ethical commitment can be incorporated into the development of communication proposals.
- KA06 (Identify the main sources of information to know and evaluate the current status of the communication sector.) Identify the main sources of information to know and evaluate the current status of the communication sector.
- SA03 (Develop innovative communication and research proposals in accordance with the configuration and functioning of the contemporary communication system.) Develop innovative communication and research proposals in accordance with the configuration and functioning of the contemporary communication system.
- SA04 (Include social and ethical responsibility as an essential axis in the development of communication proposals.) Include social and ethical responsibility as an essential axis in the development of communication proposals.

Contents

Alliances and strategies of the industrial sector in the field of communication

- From technological convergence to platformization and the attention economy
- The crisis of the mediacentric perspective or the new role of traditional media: local, national, supranational, and global
- The emergence of new communicative agents: content creation, professionalization, and monetization
- Industries, platforms, and geopolitics

Trends in the creation and distribution of audiovisual and advertising content

- The emergence of AI
- Trends on emerging content (audiovisual and advertising)
- Trends regarding video formats (TikTok-ization)
- Trends in audio productions (podcasts)
- Critical reflection on available content in digital environments from a gender perspective
- Case studies

The study of audiences and their consumption

- Public opinion in the digital context
- Algorithms as cultural managers: biases and polarization
- The emerging debate axes in the study of audiences: engagement, activism, and vulnerabilities
- Critical reflection on trends in consumption

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Theoretical classes	50	2	KA03, KA04, KA05
Seminars	30	1.2	KA03, KA04, KA05
Students study + Papers fulfilment	114	4.56	CA02, CA03, KA05, KA06, SA03, SA04
Case Studies	20	0.8	KA05, KA06

Theoretical classes can include case studies and holding seminars and, in some cases, these require activities outside the classroom.

The detailed calendar with the content of the different sessions will be presented on the day the course is introduced and will also be available on the course's Virtual Campus, where students will find the various teaching materials and all the information needed to follow the course properly.

In the event of a change in teaching mode for reasons of force majeure as determined by the competent authorities, the teaching staff will inform students of any changes to the course schedule and teaching methods.

The course content will be sensitive to aspects related to the gender perspective and to 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	Weight	Hours	ECTS	Learning outcomes
Fulfilment of the research pre-project	40%	0	0	CA02, CA03, KA05, SA04
Participation in the seminars	20%	2	0.08	KA03, KA04, KA05, KA06
Case Studies	20%	5	0.2	KA05
Oral presentation of the pre-project	20%	4	0.16	KA03, KA05, SA03

The evaluation system corresponds 40% to the completion of a final module project, 20% to the oral defense of this project, 20% to attendance and participation in seminars, and 20% to active participation in the development of case studies.

This course/module does not provide for a single-assessment system.

REASSESSMENT

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, with the completion of the research project being mandatory.

If they do not complete at least 2/3 of the activities, the final grade will be "Not evaluable"

In case recovery is needed, the research pre-project can be redone. The rest of the tasks, being conditioned by class development and are mostly participation-base, cannot be recovered.

AI

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for bibliographic or information searches, text correction, or translations. Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical reflection on how AI has influenced the process and final outcome 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.

PLAGIARISM

In the event that the student commits any irregularity that could lead to a significant change in the grade of an assessment act, this assessment act will be graded with 0, regardless of any disciplinary process that may be initiated. If multiple irregularities occur in the assessment acts of the same subject, the final grade for this subject will be 0.

Bibliography

Bibliography

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- Finn, Ed. (2018). La búsqueda del algoritmo. Imaginación en la era de la informática. Alpha Decay
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- Soteras, Clara (2025). *Manual de instrucciones SEO para medios* (Informe Tendenci@s+ I/2025). Tendenci@s+. ISBN 979-13-990637-0-7

Software

Word, Excel

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
(TEm) Theory (master)	10	Spanish	first semester	morning-mixed