

Technology and Persuasive Communication

Code: 104894
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	FB	1	2

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Teachers

Oriol Figuera Godoy
Gianluca Battista

Prerequisites

To take this course, a good reading comprehension of English is required, as well as the level of reading comprehension, writing and expression in Spanish and Catalan appropriate to a first university degree course.

Objectives and Contextualisation

The subject is located within the subject matter Communication, taught in the first and second year of the degree. So, the training objectives of this subject are materialized in the set that forms with the rest of subjects of the subject matter, all of them of 6 ECTS credits and basic training: History of communication, Structure of communication, Written and audiovisual communication languages and Communication theories.

As defined in the syllabus, the objective of this subject is the study of associated technologies to the development of the information and knowledge society, especially considering its impact in innovation and in the creation of socio-cultural environments. It is about reflecting on the role of technologies in society and the advertising industry, as well as its impact on citizen communication. In summary, the fundamental objective is to give the basic keys to the interpretation of technologies and their role in the society

Specifically, the objectives of the subject are the following:

Understand the technical processes that intervene in the communication channeled by several platforms for audiovisual content.

Learn which are the main technological instruments that intervene in these processes and those Innovations that are taking place in this field, to see how this can influence your work

communicator, in the messages and in its reception.

Critically reflect on the technological discourse and the application in the information technology and communication to publicity work communication in general.

Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate adequate knowledge of Catalonia's socio-communicative reality in the Spanish, European and global context.
- Demonstrate knowledge of the structure and functions of the technological context that plays a role in the advertising communication process.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
- Differentiate the disciplines main theories, fields, conceptual developments, theoretical frameworks and approaches that lay the foundations for the disciplines knowledge and its different areas and sub-areas, as well as its value for professional practice by means of specific cases.
- Manage time effectively.
- Respect the diversity and plurality of ideas, people and situations.

Learning Outcomes

1. Contextualise the different advertising trends and the work of renowned advertisers.
2. Demonstrate a critical and self-critical capacity.
3. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
4. Describe the structure of the media and its dynamics.
5. Develop autonomous learning strategies.
6. Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
7. Differentiate the specificities of written and audiovisual languages.
8. Explain the basic principles of sound and image recording in handling audiovisual recording equipment.
9. Identify the media system and groups that have had, at a given point in time, the power to inform, and be able to describe the legal framework that exerts a certain governance on the media.
10. Interpret and discuss texts regarding the main communication, advertising and public relations theories and present the summary of the analysis in writing and in public.
11. Link social analysis and impacts of new communication technologies.
12. Link the historic development of communication forms and traditions with the media groups that have had, at a given point in time, the power to communicate.
13. Manage time effectively.
14. Respect the diversity and plurality of ideas, people and situations.
15. Use technological instruments for the composition and editing of graphic messages.

Content

The subject revolves around some great subjects, with a solid theoretical basis, but which are usually included constant updating, following the development of the discourse on technology and, especially, the Information and communication technologies (ICT). That's why monitoring certain sources more or less specialized information has a significant weight. The great axes around which the content are:

1. Conceptual introduction to ICT.
2. The technological discourse: determinists and constructivists; technophilic and technophobic.
3. Life cycle of technologies.
4. Dissemination of innovation: what is innovative and what is not; what is considered a success and what is

considered one failure

5. The logic of the standardization of technical systems.
6. The technological discourse of the Information Society.
7. Transmission systems: distribution, communication and advertising platforms.
8. The importance of the radioelectric spectrum.

Methodology

The acquisition of knowledge and competences by the students will be done through various procedures methodologies that include master classes in the classroom, exercises for debate and reflection proposed by the teacher, readings and seminars, as well as the textual and audiovisual support materials available through Moodle.

In particular, seven seminars will be held on specific topics of the agenda in small groups, for which it will be necessary search for information in advance, prepare some presentation and / or read a text.

In addition, participatory master classes will be held in the classroom and a work in groups of five or six people, who relate the theory with specific cases of the technological reality of the media and the advertising industry.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars	15	0.6	1, 6, 8, 10, 11, 12, 15
theoretical classes	34.5	1.38	3, 2, 5, 6, 13, 10, 11, 12, 14
Type: Supervised			
Tutorials	10.5	0.42	1, 3, 10, 11, 12
Type: Autonomous			
Reading, analysis and synthesis of texts, preparation and completion of works	82.5	3.3	1, 3, 2, 5, 6, 13, 10, 11, 12, 14

Assessment

The subject consists of the following evaluation activities:

- Theoretical exam, 40% on the final grade
- Seminars, 25% on the final grade
- Course work, 35% on the final grade

In order to pass the subject, a minimum grade of 5 must be taken in each of the three activities.

Re-evaluation

The students who meet the following conditions will be able to take re-evaluation:

-that have obtained a minimum grade of 3 in the theory exam,

-they have obtained a minimum grade of 3.5 in a course work with the following exceptions: they will not be re-evaluated

a plagiarized work in part or in its entirety (it's 0 directly) or those that do not comply with them formal requirements specified previously (which lack spelling, do not meet the minimum how much citation, etc.).

The seminars are NOT re-evaluable in any way.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course work	35%	3	0.12	1, 3, 2, 4, 5, 6, 8, 13, 9, 10, 11, 12, 14, 15
Seminars	25%	2.5	0.1	1, 3, 2, 4, 5, 6, 7, 8, 13, 9, 10, 11, 12, 14, 15
Theoretical exam	40%	2	0.08	1, 3, 2, 4, 5, 6, 7, 8, 13, 9, 10, 11, 12, 14, 15

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