

Course Syllabus- VENUS ON THE SCREEN: PSYCHOSOCIAL EFFECTS OF ADVERTISING DISCOURSE

Language of Instruction: English and Spanish

Professor: Mònika Jiménez Morales and Mittzy Arciniega Cáceres (Some session could be in charge of a teacher still to be defined)

Credit: 2 ECTS credits

Course Prerequisites: None

Course Description:

The main objective of the course is to go deeply in to the processes of influence of the advertising messages and the effects that advertising discourse has on the society. In that way, the proposal is based on the analysis and understanding of the impact that advertising has on certain specific audiences. For this, it will be applied the assessment of elements such as recall, persuasion and attitudes towards advertising and advertising campaigns in audiovisual format.

Starting from the children's target, the course review different target audiences and strategies to which the advertising discourse drew on. The theoretical sessions will be combined with practical ones dedicated to analyze and to develop advertising campaigns based on reflection and criticism around the topics discussed in class.

Method of Assessment

The performance of the objectives proposed to the program of the subject will be valued through research work consisting on the analysis of an advertising campaign in its different formats and in the study of its psychosocial effects using the tools studied during the course. Through this research, students will have to demonstrate their analytical capacity and go deeply into the knowledge they have acquired, as well as their investigative competence in the subject. Much of the work will be done in class, as part of the practical sessions and will be presented during the last session.

Methodology

This subject combines theoretical sessions with practices (workshops) around the analysis of the effects of advertising discourse. The contents of the subject are put into practice through a qualitative research that allows students to understand the incidence of advertising discourse in certain groups. A possible study excursion is considered as part of the field work.

Absence Policy

Attending class is mandatory and will be monitored daily by professors. The BISS attendance policy does not distinguish between justified or unjustified absences. The student is deemed responsible to manage his/her absences.

Absences	Penalization
Up to one (1) absence	2 points subtracted from final grade (on a 10 point scale).
Two (2) absences	The student receives an INCOMPLETE for the course

Emergency situations (hospitalization, family emergency, etc.) will be analyzed on a case by case basis by the Academic Director of the UPF Summer School.

Classroom Norms:

- No food or drink is permitted.
- Students must come to class fully prepared.

Course Contents:

1. General introduction: Advertising and psychosocial effects of advertising communication.
2. New consumers, new consumer trends and new communication.
3. Specific audiences and psychosocial effects of advertising communication: Children, adolescents and young people.
4. Specific audiences and psychosocial effects of advertising communication: From woman as an object to woman as a consumer. The mother as a prescriber.
5. Specific audiences and psychosocial effects of advertising communication: Dadadvertising and new family models.
6. Specific audiences and psychosocial effects of advertising communication: Health as a product.
7. Sex as the axis of advertising discourse.
8. Advertising and gender stereotypes.
9. Body worship and canons of ideal beauty: MediaCorp Case.
10. Specific disorders associated with advertising communication.

Recommended bibliography:

Alonso González, Carmen María (2004), El canto de las sirenas. Comunicación y persuasión en la publicidad radiofónica. Salamanca. Publicaciones de la Universidad Pontificia de Salamanca.

Beerli A. , Martín J.D. (1999). Técnicas de medición de la eficacia publicitaria. Madrid. Ariel Economía

Carrillo M.V.(2002). Publicidad y anorexia. Influencia de la publicidad y otros factores en los trastornos de la conducta alimentaria. Madrid. Ediciones Ciencias sociales. Colección Comunicación.

Goldman, Robert (1992). Reading Ads Socially. Routledge. New York.

Ferrer Rosselló, Clemente (1998). Persuasión oculta. Madrid. Edimarco

Ferrés, Joan (1996) *Televisión Subliminal. Socialización mediante comunicaciones inadvertidas*. Barcelona. Paidós

León Jose Luís (1996). *Los efectos de la publicidad*. Madrid. Ariel

Kapferer Jean-Noël (1985). *L'enfant et la publicité*. Paris. Dunot communications.

Lomas Carlos (1996). *El espectáculo del deseo. Usos y formas de la persuasión publicitaria*. Madrid. Octaedro.

Martín Serrano, Manuel et al. (1995) *Las mujeres y la publicidad. Nosotras y vosotros según nos ve la televisión*. Madrid. Ministerio de Asuntos Sociales. Instituto de la Mujer.

Pericot Jordi (2002). *Mostrar para decir. La imagen en contexto*. Barcelona. Publicaciones de la Universidad Autónoma de Barcelona.

Reichert Tom; Lambiase Jacqueline (2003), *Sex in advertising*. New Jersey. Lawrence Earlbaum Associates.

Toro, Josep (1996). *El cuerpo como delito*. Barcelona.

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