

Course Syllabus- VENUS ON THE SCREEN

Language of Instruction: English

Professor: Mònika Jiménez Morales

Professor's Contact and Office Hours: monika.jimenez@upf.edu (Monday-Fri day 10.00-14.00, by appointment)

Course Contact Hours: 15 hours

Recommended Credit: 2 ECTS credits

Weeks: 1/

Course Prerequisites: None/

Language Requirements: Recommended level in the European Framework B2 (or equivalent: Cambridge Certificate if the teaching language is English, DELE or 3 semesters in the case of Spanish). Some of the ads that we will watch during the course are in Spanish

Course structure: Workshop

Course classification: Introductory

Course Description:

Venus on the screen aims to delve into the processes of influence of advertising discourse and the effects that these messages have on society. Starting from the key concepts of advertising language, the course will review different audiences and the impact of advertising strategies on them. The approach will take especially into account aspects relating to youth, health, body cult and gender. For this, the assessment of elements such as memory, persuasion and attitudes towards advertising and advertising campaigns in audiovisual format will be applied. The theoretical sessions will be combined with practical exercises for analyzing and developing advertising campaigns based on critical thinking around the topics covered in class.

Learning Objectives:

At the end of the course the student will have learned to:

- Understand advertising key concepts
- Identify advertising communication strategies.
- Know the processes of influence of the advertising message and its psychosocial effects.

Course Workload

The course includes readings, discussions and the creation of an advertising campaign based on the key concepts worked on in class.

Methods of Instruction:

The course includes classroom lectures, as well as individual and group tasks

Method of Assessment

Class Participation: 10 %

Individual task: 50 %

Group task: 40 p%

Absence Policy

Attending class is mandatory and will be monitored daily by professors. The impact of absences on the final grade is as follows:

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

The BISS attendance policy does not distinguish between justified or unjustified absences. The student is deemed responsible to manage his/her absences.

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

Classroom Norms:

- No food or drink is permitted.
- There will be a ten-minute break during the class.
- Students must come to class fully prepared.

Course Contents:

Session 1 Course description (Mon. July 3rd)
Syllabus, assessment and readings
Introduction to the advertising communication process

Session 2 Sex in advertising (Tue, July 4th)

From the female sex-objet to the consumer female

Session 3 Narrative structures (Wed, July 5th)

Structures and narrative myths in advertising discourse

Session 4 Archetypes and Stereotypes (Thurs. July 6th)

Advertising and stereotypes

Session 5 Body cult and advertising (Fri. July 7th)

Health or beauty? The body cult as a paradox

The representation of youth in advertising discourse

Required Readings:

Åkestam, N., Rosengren, S., & Dahlen, M. (2017). Advertising “like a girl”: Toward a better understanding of “femvertising” and its effects. *Psychology & Marketing*, 34(8), 795-806.

Baudrillard, J. (2020). The finest consumer object: The body. In *The Body* (pp. 277-282). Routledge.

Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent. *Journal of interactive advertising*, 17(2), 138-149.

Pounders, K. (2018). Are portrayals of female beauty in advertising finally changing?. *Journal of Advertising Research*, 58(2), 133-137

Recommended bibliography:

Students are encouraged to consult the following sources on their own.

de Lenne, O., Vandenbosch, L., Smits, T., & Eggermont, S. (2021). Framing real beauty: A framing approach to the effects of beauty advertisements on body image and advertising effectiveness. *Body Image*, 37, 255-268.

Jiménez-Morales, Mònika ; de Lenne, Orpha ; Montaña, Mireia ; Vandenbosch, Laura; Mas-Manchón, Lluís (Editor). (2020) *Body image in advertising Messages: The influence of television advertising on the construction of children’s body image*. Routledge. New York

Karsay, K., Matthes, J., & Fröhlich, V. (2020). Gender role portrayals in television advertisements: Do channel characteristics matter?. *Communications*, 45(1), 28-52.

McCabe, M., de Waal Malefyt, T., & Fabri, A. (2020). *Women, makeup, and*

authenticity: Negotiating embodiment and discourses of beauty. *Journal of*

Consumer Culture, 20(4), 656-677.

Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product Endorser fit. *International journal of advertising*, 39(2), 258-281. BISS

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