

Teaching guide

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	SOCIAL ENVIRONMENT		
Type:	Basic Training	ECTS credits:	6
Year:	1	Code:	3341
Teaching period:	First semester		
Area:	Anthropology		
Module:	Foundations for a General Theory of Advertising		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

Estudiamos qué es la sociedad, qué grupos sociales destacan, la integran o se excluyen para comprender a los destinatarios de nuestros mensajes publicitarios, sus valores, prioridades, rechazos y preferencias, de tal modo que podamos conectar nuestra creatividad con los públicos a quienes dirigimos nuestra comunicación y desarrollar contenidos adaptados y dirigidos.

Nos preguntamos en primer lugar qué es la sociedad, qué márgenes de libertad proporciona, escuchando a diferentes sociólogos que a lo largo de la historia han investigado esta construcción humana, su estructura, instituciones, movimientos, cambios, efectos, tendencias ... Y en ese proceso integrar la comunicación publicitaria

para que su aportación contenga un valor añadido que contribuya a una sociedad mejor, dado que la publicidad tiene la misión de conectar organizaciones y públicos, debemos hacerlo con plena consciencia de que cada mensaje tiene influencia en la consolidación de conductas, arquetipos, estereotipos, o aporta nuevos y constructivos enfoques.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To acquire critical, analytical, synthetic, reflective, theoretical and practical thought to be able to understand reality and convey this understanding in the media.

To debate conflicting ideas, thereby generating meeting forums for individuals or social groups from different walks of life.

To discover and critically value the social impact of the various communication processes and forms.

To gain a specific understanding of each of the subjects that make up the advertising syllabus.

Specific skills

To analyse the social impact of new technologies and modern communication, and of the mediation afforded by the communicative and social systems.

To be familiar with and study the psychosocial, cognitive and emotional processes of communication, different schools of psychology and sociological systems.

To develop curiosity, insight and creativity and to be aware of the various cultural and artistic manifestations on the rise, as well as the new channels of expression emerging in society.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours