

## DEGREE: **DEGREE IN ADVERTISING AND PUBLIC RELATIONS**

### 1. GENERAL DETAILS OF THE SUBJECT

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Name: **ADVERTISING, CULTURE AND CONTENT DEVELOPMENT**

Level: Third Term: Second Semester

Type: ☐ Basic

☐ Compulsory

☒ Elective subject

Credits (LRU / ECTS): 6

Theoretical credits: 3

Practical credits: 3

Year: 2010

Lecturer: María Teresa Gordillo Rodríguez / Gil Díaz, Concepción

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### 2. DESCRIPTION

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Social and cultural evolution has a great impact on advertising not only as a profession, but also as both a cultural product and generator. Specifically, the advertising message has undergone dramatical transformations due to the continuous influence of cultural tendencies. The saturation of information, the emergence of social networks and the hybridization of communicative tools have meant, among others, that the consumer finds it increasingly difficult to differentiate information from advertising.

This course develops the relationships between advertising and culture, studying how both are reciprocally interrelated—that is, the process by which advertising shapes and is shaped by culture. This subject will study the new formats that have appeared (considering advertising but also product placement or branded content, as well as comic and cinema, among others) in order to develop critical thinking about them and its correct implementation from a strategic perspective.

It is, therefore, a purely strategic subject that has as a central axis of study the brand and its content, studied from the cultural point of view as the main basis for the contribution of brand values.

### 3. SITUATION

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#### PREVIOUS KNOWLEDGE AND SKILLS:

Basic knowledge on advertising and basic cultural background.

#### RECOMMENDATIONS:

None.

#### ADAPTATION FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME KIND OF DISABILITY)

None.

### 4. COMPETENCIES

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#### GENERAL

G01. Ability to adapt to technological, business or organizational changes in institutional, business and social communication.

G04. Decision-making: ability to choose right in situations of uncertainty, assuming responsibilities.

G05. Capacity for the ideation, planning, execution and evaluation of communication campaigns.

G06. Organization and method: ability for the organization and timing of tasks, performing them in an orderly manner, adopting with logical priority decisions in the different processes of a communication campaign.

G07. Solidarity consciousness: solidarity with the different people and peoples of the planet, as well as knowledge of the great cultural currents in relation to individual and collective values and respect for human rights.

G09. Promote and guarantee respect for human rights and the principles of universal accessibility, equality, non-discrimination and democratic values and a culture of peace. It must be assigned at least to the module of work and work end-of-degree and in any case to the subjects that contemplate contents of gender equality and / or human rights, if they are present in the curriculum.

## SPECIFIC

E19. Knowledge and study of the psychosocial, cognitive and emotional processes of communication. Knowledge and theoretical analysis of different communicative phenomena, with special attention to their relations with business communication.

E27. Ability and ability to practice as experts in the strategic management of a company's communication. Know how to manage and improve the internal and external communication of large, medium and small companies, as well as business, institutional, political or non-profit organizations in order to achieve greater efficiency in their objectives and results.

E48. Know how to relate to the media for better performance.

E49. Capacity and ability to obtain funding through communication strategies

## 5. OBJECTIVES

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1. Study of communication as a discipline that deals with the study of the effects produced by the cultural context.
2. Make students see the relevance of culture in advertising messages.
3. Study the importance of culture in advertising and in brands.
4. Delve into the relationships between branding and culture.
5. Analyze the reflection of cultural elements in audiovisual discourses, specifically, in advertising.
6. Explain the different advertising tools susceptible of transmitting cultural discourses.

## 6. METHODOLOGY AND TEACHING TECHNIQUES

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### METHODOLOGY

The learning methodology is based on the pedagogical principles of active and collaborative learning. Class sessions will alternate lectures with practical sessions and the exhibition of the student's work from case studies, information research, presentations, etc.

The contents of this area are essentially theoretical and practical. The proposed activities consist of:

- Attendance sessions: as a theoretical framework, the teacher aims to introduce the concepts and basic ideas needed for an optimal comprehension of the contents. The methodological approach in this case is based on the lecture by the teacher (with the use of audiovisual media as supporting). Practical exercises of different nature are to be proposed; study of practical cases, analysis of press or strategic proposals to proposed problems; depending on the topic.
- Attendance sessions directed and supervised by the teacher in order to encourage proactivity, reflection and analysis by students.
- Group work, directed and supervised by the teacher, that aims to encourage teamwork, interaction between students and, as a second objective, aims to bring students to professional practice.

### TEACHING TECHNIQUES

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|---|---|---|
| <input checked="" type="checkbox"/> Master class and discussion | <input type="checkbox"/> Tutorial session | <input checked="" type="checkbox"/> Practical lessons |
| <input type="checkbox"/> Visits and trips                       | <input type="checkbox"/> Reading test     | <input type="checkbox"/> Others: _____                |

## 7. LIST OF TOPICS

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### I. ADVERTISING AS A CULTURAL ELEMENT

#### UNIT 1. The concept of culture

- 1.1. Definition of culture
- 1.2. Cultural dimensions as defined by Hofstede.

#### UNIT 2. Advertising as culture.

- 2.1. Relationships between advertising and cultural context
- 2.2. Advertising and high culture
- 2.3. Advertising and mass culture
- 2.4. Brand management: the concepts of brand and branding
- 2.5. Cultural branding

### II. BRAND DISCOURSE AND CONTENT GENERATION

#### UNIT 3. Cultural genres

- 3.1. The concept of genre
- 3.2. Cultural genres and advertising
- 3.3. Sci-Fi
- 3.4. Horror
- 3.5. Western
- 3.6. History
- 3.7. Drama
- 3.8. Comedy
- 3.9. Crime
- 3.10. Musical

#### UNIT 4. Communication tools for content generation

- 4.1. Branded content, advertainment, advergaming and other related concepts
- 4.2. Branded content formats

## 8. REFERENCES

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### SPECIFIC

- FERNÁNDEZ GÓMEZ, J. D., et al. (2013): "Branding cultural y branded content. Cuando la marcas crean entretenimiento" en LEÓN, B. (coord.): *Entretenimiento televisivo basado en hechos reales*. Salamanca, Comunicación Social Ediciones, pp. 174-187.
- GUBERN, R. (2014): *Historia del cine*. Anagrama.
- GUBERN, R. (2002): *Máscaras de la ficción*. Anagrama.
- HOFSTEDE, Geert H (2001): *Culture's consequences : comparing values, behaviors, institutions, and organizations across nations*. Thousand Oaks, Sage.
- HUDSON, S & HUDSON, D. (2006): "Branded entertainment: a new advertising technique or product placement in disguise?", *Journal of Marketing Management*, 22:5-6, pp. 489-504.
- JENKIINS, H. (2010): *Piratas de textos. Fans, cultura participativa y televisión*. Paidós.
- MARTÍNEZ SÁENZ, J (2004): "Branded content or advertainment o advertainment. ¿Un nuevo escenario para la publicidad audiovisual?". MÍNGUEZ ARRANZ, N.; VILLA GARCÍA, N (eds). *La comunicación. Nuevos discursos y perspectivas*. Madrid, Edipo, pp. 57-62
- PINEDA CACHERO, Antonio y RAMOS SERRANO, Marina (2009). "El advertainment como técnica de integración de la marca: un estudio de The Call y Mission Zero, de PirelliFilm. DE SALAS NESTARES, María Isabel: *Actas del I Congreso Internacional Brand Trends*. Valencia.

- SÁNCHEZ NORIEGA, J. L. (2012): *Historia del cine. Teoría y géneros cinematográficos, fotografía y televisión*. Alianza.
- RAMOS SERRANO, Marina (2006). "Cuando la Marca Ofrece Entretenimiento: Aproximación al Concepto de Advertainment". *Questiones Publicitarias: Revista de Métodos, Análisis y Estrategias de la Comunicación Publicitaria*. Vol. 1. Núm. 11. 2006, pp. 33-49.
- RAMOS SERRANO, Marina y PINEDA CACHERO, Antonio (2009): "El Advertainment y las Transformaciones de los Formatos en el Ámbito Publicitario: el Caso de los Fashion Films". *Trípodos*, pp. 729-737.
- RON, R., ÁLVAREZ, A. y NÚÑEZ, P. (2014): *Bajo la influencia del branded content. Efectos de los contenidos de marca en niños y jóvenes*. ESIC.

## GENERAL

- ALSINA, Miguel (1999): *La comunicación intercultural*. Barcelona, Anthropos
- ECO, U. (2006): *Apocalípticos e integrados*. Lumen.
- EGUIZÁBAL, Raúl (2007). *Teoría de la publicidad*. Madrid, Cátedra.
- FERNÁNDEZ GÓMEZ, JORGE DAVID (2013): *Principios de estrategia publicitaria y gestión de marcas. Nuevas tendencias de brand management*. Madrid. McGraw-Hill.
- FRANZEN, Giep y MORIARTY, Sandra (2009). *The Science and Art of Branding*. New York, M. E. Sharpe.
- JANDT, Fred E (2007): *An introduction to intercultural communication: identities in a global community*. Thousand Oaks, Sage.
- MARTEL, F. (2011): *Cultural mainstream: Cómo nacen los fenómenos de masas*. Taurus.
- OLLÉ, Ramon y RIU, David (2009): *El nuevo brand management: cómo plantar marcas para hacer crecer negocios*. Barcelona, Gestión 2000.
- REY, J. (Ed.), PINEDA, A. y RAMOS, M. (Eds.) (2008): *Publicidad y sociedad. Un viaje de ida y vuelta*. Comunicación social.

## 9. ASSESSMENT CRITERIA

\* **Important:** These criteria could be eventually modified attending the nature of the group or exceptional circumstances.

The evaluation system will be continuous. Learning will be assessed during the teaching/learning process and not only at the end of the term. The evaluation process is understood as an opportunity to expand the student's learning, so it will be structured in such a way that the students will take "learning" advantage out of the evaluation. Final evaluation will consider:

- The results of observational conduct in class, such as: regular active attendance, positive attitude with classmates, teacher and general materials.
- Class attendance, at least 75% of total hours.
- Accomplishment of practical exercises that will be determined throughout the program.
- Realization of a test, in order to assess the theoretical contents.
- A final project

### OPTION A: Class attendance >75%

Activities in class	40%
Final practice (in groups)	40%
Test	20%

**OPTION B: Class attendance <75%**

Final exam	50%
Final practice (individual) + Activities	50%

In either case, in option A or in option B, the grade obtained in each of the sections will be considered until the extraordinary call for the December (third call) of the course in question; therefore, in case the student fails one of the two sections, it would take ALL the theoretical and practical contents of the subject for successive calls.

In other words, in the SECOND and THIRD calls, the grades of the scheduled tools that have been passed in previous calls, but in no case a test partial passed will be saved

**Notes**

- This is an eminently practical course. It is easier for the student to obtain a higher grade through option A since through this method the student is able to better assimilate the necessary knowledge and acquire the specific strategic tools that conform the underpinnings of the subject.
- At the moment a student who is being evaluated for modality A exceeds 25% of attendance absences, he/she will be evaluated by modality B, and all the grades obtained in evaluation tools that are programmed for modality A and which are not in mode B will cease to be valid.
- It is necessary to pass each of the two parts (theory and practices) to be able to make the average grade and to pass the subject
- Extraordinary situations or circumstances may be contemplated.
- The evaluation system for foreign students will be adapted to the needs and requirements that are necessary depending on the duration of their stay and the date of departure to their home universities.
- Some components of the evaluation system could be modified if it becomes necessary to make adjustments of objectives and/or contents for some reason, depending on the group characteristics, or due to force majeure reasons

**10. TEACHING ACTIVITIES**

ECTS	
Lessons (6 * 10)	60
Students' work (6 * 15)	90
TOTAL (6 * 25)	150

	Theoretical sessions		Practical sessions		Activity			Exams		Units
	Lessons	Students' work	Lessons	Students' work	Nº	Length	Students' work	Exams	Students' work	
Week 1 <sup>a</sup>	3	3	1	1						1-2
Week 2 <sup>a</sup>	3	3	1	1						2
Week 3 <sup>a</sup>	3	3	1	1	1	1	1			2
Week 4 <sup>a</sup>	3	3	1	1	2	1	1			3
Week 5 <sup>a</sup>	3	3	0	1	2	1	1			3
Week 6 <sup>a</sup>	2	2	0	2	2	1	1			3
Week 7 <sup>a</sup>	2	2	0	2	2	1	1			3
Week 8 <sup>a</sup>	2	2	0	2	2	1	1			3
Week 9 <sup>a</sup>	2	2	0	2	2	1	1			3
Week 10 <sup>a</sup>	2	2	0	2	2	1	1			3
Week 11 <sup>a</sup>	2	2	0	2	2	1	1			3
Week 12 <sup>a</sup>	2	2	0	2	2	1	1			3

Week 13 <sup>a</sup>	2	2	2	2	3	1	2			4
Week 14 <sup>a</sup>	2	2	2	2	3	1	2			4
Week 15 <sup>a</sup>	2	2	0	2	3	1	2			4
Week 16 <sup>a</sup>					4	1	4,5			4
Week 17 <sup>a</sup>					4	1	4,5			4
Week 18 <sup>a</sup>								2	5	
Week 19 <sup>a</sup>										
Week 20 <sup>a</sup>										
<b>Total</b>	(A) <b>35</b>	(B) <b>35</b>	(C) <b>8</b>	(D) <b>25</b>		(E) <b>15</b>	(F) <b>25</b>	(G) <b>2</b>	(H) <b>5</b>	<b>TOTAL</b> <b>150</b>

Activities	
Nº	Description
1	Activities in class: units 1-2
2	Activities in class: unit 3
3	Activities in class: unit 4
4	Final Practice

Organization	
43	Theoretical and practical lessons (A)+(C)
15	Activities developed in class (E)
2	Exams and tests (G)
<b>60</b>	<b>Attendance</b>
60	Study (theory and practice) (B)+(D)
25	Preparation of the activities (F)
5	Study for exams (H)
<b>90</b>	<b>Students' work</b>
<b>150</b>	<b>TOTAL (STUDENTS' WORK)</b>

