
DEGREE: DEGREE IN ADVERTISING & PUBLIC RELATIONS

1. BASIC COURSE INFORMATION

Name: **COMMERCIAL COMMUNICATION AND MASS CULTURE**

Course: **YEAR 3** Semester: **2**

Type: Basic formation Compulsory Optative
Credits (LRU / ECTS): 6 Curriculum incorporation in: 2010

2. DESCRIPTION

This course is based on mostly practical tasks. It is aimed at making the student analyse and think of the relations between media and commercial communication, and mass culture in a creative and critical way, as well as the way in which the advertising contents show and shape the social values. This is all about considering the role played by advertising, public relations and advertising in media communication, the diverse media formats and how all of them are part of and shape the culture worldwide.

It is tackled with topics such as: mass culture and cultural industries; relations between advertising, public relations, massive media and mass culture; advertising in massive media and mass culture; the advertising manifestations and the formats in mass culture; and the fan phenomenon in mass culture.

4. AIMS

1. To delimit and explain the concept of mass culture.
2. To explain and analyse the relations between advertising-commercial manifestations and mass culture.
3. To explain and analyse the relations between advertising and mass culture.

5. SKILLS

Generic/transversal skills

- G01. Capacity to become familiar with technological, business changes or labour organization charts of institutional, company or social communication.
- G04. Decision making: the capacity to make the right choice when choosing in uncertain situations, accepting responsibilities.
- G05. Capacity to come up with, organise, develop and assess the communication campaigns.

- G06. Order and methods: ability to organise and tasks shifting, carrying them out orderly, making important decisions reasonably in the various processes relative to communication campaigns.
- G07. Caring consciousness: caring respect for different people and populations of the world, as well as the knowledge of the greatest cultural trends according to individual and collective values and with reference to human rights.
- G08. Promotion of entrepreneurial spirit.
- G09. To promote and guarantee the respect for Human Rights and principles of universal accessibility, equality, no discrimination and democratic values and those of peace culture. Which needs to be attached, at least, to the practical module and to the final thesis, and in all cases, those courses which are based on gender equality and/or Human Rights contents, if they are part of the study plan.

Specific skills

- E19. Knowledge and study of psychosocial, cognitive and emotional processes of communication. Knowledge and theoretical analysis of diverse communication phenomena, paying special attention to their relations with business communication.
- E42. Capacity to manage the organisation publics and their characteristics.
- E48. To know how to establish relations with communication media for a better efficiency.

6. METHODOLOGY AND TEACHING TECHNIQUES

Face-to-face training activities

1. Theoretical, practical or theoretical-practical face-to-face lessons. Activity value: 50 up to 100%.
2. Face-to-face discussion lessons or other intervening lessons. Activity value: 0 up to 50%.
3. Lessons carried out by experts on the topics addressed in this course. Activity value: 0 up to 10%.

Non-attendance training activities:

4. Tasks or individual or collective practical tasks. Activity value: 0 up to 100%.
5. Other non-attendance activities. Activity value: 0 up to 50%.

7. COURSE CONTENT: TOPICS

UNIT 1: Mass Culture and Cultural Industries.

UNIT 2: Advertising, Public Relations, Mass Media and Mass Culture.

UNIT 3: Advertising in Massive Media and Mass Culture.

UNIT 4: Manifestations and Advertising Formats in Mass Culture.

UNIT 5: The Fan Phenomenon and Mass Culture.

8. ASSESSMENT

Final marks which recognise the acquisition of the minimal skills to pass this course will be given generally or partially.

1. Test which consists of a theoretical exam and a practical one. Both of them as a whole will mean a 0-100% of the final mark. The possibility of replacing this test with an oral test will

only be possible when there is a reason which hampers taking it in the written form, still keeping the same percentage.

2. Individual or collective theoretical and/or practical assessments, whose compulsory or optional nature relies on the professor's guideline. Students may get from 0 up to 100% of the global mark.
3. Attendance and/or interventions in class and/or tutorials will be taken into account according to the professor's guideline. (0-20%)
4. Interventions in activities through telematics: blogs, forums, online platforms, webs, social media, etc. (0-20%)
5. The professor may apply other grading systems depending on their guideline. In that case, those must be reflected on the teaching syllabus, clearly specified with their own percentage on the final mark.