



## IDENTIFYING DATA

### Language: Advertising language in Spanish

Subject	Language: Advertising language in Spanish			
Code	P04G190V01103			
Study programme	Grado en Publicidad y Relaciones Públicas			
Descriptors	ECTS Credits 6	Choose Basic education	Year 1st	Quadmester 1st
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Rodríguez Vega, María Regina			
Lecturers	Rodríguez Vega, María Regina			
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General description	(*)Esta materia ten como obxectivo estudar os elementos lingüísticos que entran en xogo no ámbito da publicidade.			

## Training and Learning Results

Code	
A1	That the students show having acquired and understanding knowledges in an area of study that splits of the base of the general secondary education and usually is found in a level that, despite its support in advanced books of text, it includes also any aspects that involve pertinent knowledges of the avant-garde of his field of study.
A4	That the students can transmit information, ideas, problems and solution to an audience specialized as much as no specialized.
B3	Interpretative competence of the environment: ability to analyze and interpret the economic, political, socio-cultural, technological and communicative environment.
C2	Socio-cultural competences: Knowledge of the socio-psychological processes that affect to the development of the communication in general, the specific of the advertising communication and those related to public relations.
C5	Theoretical and practical knowledge of the advertising elements, forms and languages and of the public relations in the local/regional context, both national and international.
D1	Interpretative competences of the communication: ability to recognize ethical implications in professional decisions.

## Expected results from this subject

Expected results from this subject	Training and Learning Results
Interpret the elements, the forms and the processes of the advertising language and applied to the advertising messages.	A1 C5
Recognize the peculiarities of advertising language and study the various elements, forms and specific uses of Spanish applied to advertising and its functionality within the Spanish-speaking community.	B3 C5
Dominate the fundamental knowledges of the communication that serve of bear stop his activity, in function of the requirements fixed how disciplinary knowledges and professional competitions.	C5
Comprise the phenomenon of the language, and of the Spanish tongue in particular, how human capacity that enables the communication. Apply this knowledge to analyze the advertising communication since a linguistic perspective (grammatical, pragmatic and stylistic).	A4

Recognize the peculiarities of the advertising language like this as the lexical peculiarities of the language employed in the media, with the objective to do an use of the suitable vocabulary to the subject, to the half and to the public. Recognize, likewise, the factors extralinguistic that condition the use of the language and the meaning that the linguistic expressions purchase in function of the context.	A4	B3	C5
Identify the literate norm of the Spanish like this as the most frequent deviations of the norm, with the objective to do a conscious use and manager of the language			C2 D1
Analyze and create texts, mainly advertising, with the first objective to learn to criticize models and to handle the resources of the Spanish tongue stop the creation of samples of creative tongue, recognizing the lexical peculiarities of the advertising language.		B3	C5 D1
Express ideas of an independent way, original and tolerant that help to do a responsible advertising.		B3	C5
Interpret and analyze the human environment in the that produces the advertising exchange, taking into account so much the identity as the values of the community, with the purpose to delete linguistic prejudices against the own tongue, appreciate the profits of the diversity of tongues and sensitized with relation it all they.	A4		C5
Develop the creativity that supposes result of the freedom in the dominance of the tongue.	A1	B3	D1

## Contents

Topic	
1. The communication, the language and the languages: Spanish language.	1.1. The communication and the language 1.2. The advertising communication: the functions of the advertising language. 1.3. The verbal communication and the no verbal communication.
2. The fields and registers of the languages: the uses of the Spanish us half.	2.1 Oral and writing Expression in Spanish language. Coherence and cohesion of the textual message. 2.2. The advertising language 2.3. Norm and use of the Spanish language
3. The advertising language: linguistic, pragmatic and rhetorical features of the advertising message	3.1. Phonetic features 3.2. Graphic features 3.3. Morphemic features 3.4. Sintactic features 3.5. Lexical features 3.6. Lexical Innovation 3.7. The rhetorical figures 3.8. The relation image-text
4. The language and the context: analysis of advertising texts in Spanish language.	4.1. The advertising texts: the channel of expression, the objective looked for and to the shipping addresses. 4.2. Analysis of the advertising speech: billed and texts to sell. 4.3. The culture and the ideology in the advertising; the propaganda. 4.4. Composition of advertising texts in Spanish language

## Planning

	Class hours	Hours outside the classroom	Total hours
Problem solving	12	24	36
Mentored work	11	32	43
Autonomous problem solving	0	12	12
Introductory activities	1	0	1
Lecturing	24	24	48
Essay questions exam	2	8	10

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

## Methodologies

	Description
Problem solving	They Will realize practices of Spanish tongue in relation with the field of the advertising.
Mentored work	The students will have to do an oral exhibition, in groups, centered in the analysis of the language of the advertising.
Autonomous problem solving	The students will have to do a series of practices that conect the Spanish tongue and the advertising.
Introductory activities	The professor will explain the dynamics of the course and will ask to the students to realization of an initial activity to value his competition written in Spaniard.
Lecturing	The hours destined to the sessions will center in the explanation of the contained theoretical of the subject.

## Personalized assistance

<b>Methodologies</b>	<b>Description</b>
Problem solving	The students, in the individual activities and grupal handsome in the classroom, will explain with the support of the professor to resolve the activities proposed.
Mentored work	In these hours of tutorials will resolve the doubts of the individual and group proofs and will serve also to prepare and to estructure the tasks that are to be presented in the classroom (the oral exhibitions)
Autonomous problem solving	The students will have of hours of tutorials to gather with the professor so much to analyze and review the practices of evaluation how to prepare and structure the tasks that are to be presented in the classroom (for example, the oral exhibitions).
<b>Tests</b>	<b>Description</b>
Essay questions exam	There will be a series of hours of tutorials previous to the realization of the final proof of the subject.

### **Assessment**

	Description	Qualification	Training and Learning Results			
Mentored work	The students will have to do, in group, an oral exhibition that will center in the analysis of the language of the advertising.	40	A1 A4	B3	C2 C5	D1
Autonomous problem solving	The students will have to deliver a series of practical exercices, guided by the professor in which they will have to: a) analyze the advertising language; b) demonstrate their textual competence.	30	A1 A4	B3	C2	
Essay questions exam	There xill be a final proof of development, in the that the students will have to show that they have purchased the contents of the course and that have a good linguistic competition in Spaniard.	30	A1 A4	B3	C5	D1

### **Other comments on the Evaluation**

A continuous evaluation will be done through the follow-up of the students in the classroom work, through the oral presentation of the work and the performance of tests. Oral competence, written competence and the learning and acquisition of skills and knowledge related to advertising language will be evaluated.

To pass the subject, students will have to do all the work stipulated by the teacher (class work, tutored work, oral presentations) and the final test. The delivery of practices or exercises proposed will have to be done on the date established by the teacher. Outside this period they will not be admitted. In the case of not completing all the proposed tasks, the student will not be able to benefit from the continuous evaluation and will have to take the final exam on the date established by the center.

The final grade will be the sum of all the grades obtained in the different tests.

Students will be able to check the official dates of the exams on the faculty website, at the link: [csc.uvigo.es/publicidad-relaciones-publicas/exames-publicidade-e-relacions-publicas](http://csc.uvigo.es/publicidad-relaciones-publicas/exames-publicidade-e-relacions-publicas)

NOTICE: The copy or plagiarism of works, that is, copying in the substantial works of others, giving them as their own, will suppose the loss of the right to continuous evaluation

### **2nd chance**

Students who do not meet the requirements for continuous assessment may take a single exam in July, on the officially stipulated date. This exam will have a theoretical part and a practical part (written and oral).

### **Sources of information**

#### **Basic Bibliography**

Agencia EFE, **Fundéu BBVA**, <https://www.fundeu.es/>, 2020

Briz, Antonio, **Saber hablar**, Aguilar, 2008

Escandell Vidal, M<sup>a</sup> Victoria, **La comunicación**, Gredos, 2005

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Pérez-Salazar Resano, Carmela (ed.), **Del discurso de los medios de comunicación a la lingüística del discurso**, Frank&Timme, 2014

Pineda, Antonio, **Análisis del mensaje publicitario**, Advook, 2018

Robles Ávila, Sara & M<sup>a</sup> Victoria Romero, **Publicidad y lengua española. Un estudio por sectores**, Comunicación Social ediciones y publicaciones., 2010

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Sánchez Lobato, Jesús, **Saber escribir**, Aguilar, 2006

Santiago Guervós, Javier de, **Principios de comunicación persuasiva**, Arco Libros, 2012

### **Complementary Bibliography**

Benavides Delgado, Juan, **Lenguaje publicitario**, Síntesis, 2014

Cassany, Daniel, **La cocina de la escritura**, 16, Anagrama, 2009

Durante, Ana, **Guía práctica del neoespañol. Enigmas y curiosidades del nuevo idioma**, Debate, 2015

Escandell Vidal, M<sup>a</sup> Victoria et al. (eds.), **Prágmatica**, Akal, 2021

Grijelmo, Alex, **Palabras de doble filo**, Espasa, 2015

Gutiérrez Ordóñez, Salvador, **Comentario pragmático de textos publicitarios**, Arco Libros, 1997

Hernández Toribio, M<sup>a</sup> Isabel, **"El lenguaje de la publicidad: algunas estrategias al servicio de la persuasión emocional"**, Laberinto, 2008

Del Hoyo, Javier, **Eponimón. El sorprendente origen de las palabras con nombre propio**, Ariel, 2016

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Nacach, Pablo, **Las palabras sin las cosas: el poder de la publicidad**, Lengua de trapo, 2004

Pérez, Ricardo, **La publicidad tiene la palabra**, Millenniars, 2016

Poch Olivé, Dolores & Alcoba Rueda, Santiago, **Los marcadores gramaticales y fónicos de cortesía en el lenguaje publicitario**, Universidad de León, 2006

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Robles Ávila, Sara & Leonardo Gómez Torrego, **Transgresiones idiomáticas en el lenguaje de la publicidad**, Cátedra, 2014

Rodríguez Centeno, J. C. y Fernández Gómez, J. D., **Teoría y estructura de la publicidad. Fundamentos de la comunicación publicitaria**, Síntesis, 2017

Spang, Kurt, **Fundamentos de retórica literaria y publicitaria**, 3<sup>a</sup>, Ediciones Universidad de Navarra, 1991

Vellón Lahoz, Javier, **Estrategias lingüísticas de los textos publicitarios**, UOC, 2007

Valozic, Luiza, **El anglicismo léxico en la publicidad**, Servicio de publicaciones de la Universidad de Ali, 2016

VVAA, **Pensar la publicidad: revista internacional de investigaciones publicitarias**, Universidad de Valladolid / Universidad Complutens, 2021

Zerva, Adamantía & Angelica Alexopoulou, **El mensaje publicitario desde la perspectiva pragmática e intercultural**, Universidad de Sevilla, 2015

### **Recommendations**

#### **Subjects that are recommended to be taken simultaneously**

Communication: Written Communication/P04G190V01201