



(*)Facultade de Comunicación

(*)Grao en Publicidade e Relacións Públicas

Subjects

Year 1st

Code	Name	Quadmester	Total Cr.
11594-53780-S		1st	6
11594-53781-S		1st	6
11594-53782-S		1st	6
11594-53783-S		1st	6
11594-53784-S		1st	6
11594-53785-S		2nd	6
11594-53786-S		2nd	6
11594-53787-S		2nd	6
11594-53788-S		2nd	6
11594-53789-S		2nd	6

IDENTIFYING DATA				
(*)Economía aplicada a la publicidad y las relaciones públicas				
Subject	(*)Economía aplicada a la publicidad y las relaciones públicas			
Code	11594-53780-S			
Study programme	(*)Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	1st
Teaching language	#EnglishFriendly Spanish			
Department				
Coordinator	Chamorro Rivas, José María			
Lecturers	Chamorro Rivas, José María			
E-mail	chamorro@uvigo.es			
Web	http://https://fcom.uvigo.gal/			
General description	Economics Applied to Advertising and Public Relations is a first-year core subject that introduces students to the foundations of economic reasoning and to its application in the field of commercial and institutional communication. The subject starts from the basic principles of economics and the functioning of markets, the behaviour of consumers and producers and the efficiency of exchange, before moving on to the analysis of the firm, the organisation of industry and the role that advertising plays within it. It also addresses consumer choice theory, the economics of information and of behaviour (with particular attention to the principal-agent relationship and asymmetric information), and the essential macroeconomic notions relating to money, interest rates and prices in the long run. With an approach that combines theoretical grounding with the practical solving of problems and cases, the subject equips students with the conceptual tools needed to interpret the economic environment in which agencies, advertisers and organisations operate, and to analyse economic data and activities closely linked to advertising and public relations. English Friendly Subject: International students may request from the teachers: a) resources and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.			

Training and Learning Results				
Code				
B2	To understand the historical development and role of the media, advertising and corporate communication in contemporary society.			
B6	To understand the fundamentals of marketing and its relationship with communication and advertising strategies within organisations and institutions.			
B10	Understanding consumer behaviour, audiences and target groups in the context of communication and advertising.			
B17	To understand the impact of digitalisation and artificial intelligence on the processes of creating, segmenting and disseminating communication content.			
C9	Search for, select and manage specialist information and documentation on communication and advertising.			
C13	Interpret data and metrics from technical reports and communication analytics.			
C14	Apply analytical and observational skills to socio-cultural and communicative contexts.			
C15	Apply creative and innovative techniques in the design and implementation of communication strategies.			
D6	Integrate academic, professional and technological sources to inform communication strategies and projects.			
D7	Adapting to technological, social and professional changes within the communications landscape.			

Expected results from this subject				
Expected results from this subject		Training and Learning Results		
Analyse and interpret the economic surroundings, politician, partner-cultural and technological	B2 B6			
Know interpret and analyse economic data with critical trial		C9 C13 C14 C15	D7	
Identify the main economic concepts and use them to interpret the reality	B10 B17			
Identify the main economic organisations of Europe and international and know his operation		C13 C14	D6	

Contents	
Topic	
Basic concepts, market forces and welfare	Economics; Scarcity; Alternatives; Opportunity cost; Rationality; Marginal change; Incentive; Market; Demand; Supply; Market equilibrium; Elasticity; Willingness to pay; Consumer surplus.
The firms in competitive markets	Competitive market; Costs; Economic profit
The monopoly and the price discrimination	Imperfect competition; Market power, Differentiation; Quota of market; Monopoly; Barriers of entrance; Price Discrimination
The monopolistic competition and the advertising	Monopolistic competition; advertising Effort; Advertising; Brands
The oligopoly and the game theory	Oligopoly; Concentration ratio; Game theory; Strategy; Nash equilibrium; Colusion; Cartel; Prisoner ilemma; Cooperation; Resale prices; Predatory prices; Tie-in sales (also: tying).
The consumer choice	Value; Utility; Consumption bundle; Budget constraint; Rate of exchange; Preferences; Indifference; Marginal rate of substitution; Optimal bundle; Income and substitution effects.
The asymmetric information	Asymmetric information; Hidden action and hidden characteristic; Moral hazard; Principal-agent; Adverse selection; Signalling; Screening.
The behavioural economics	Bounded rationality; Behavioural economics; Heuristics; "Nudge"; Loss aversion; Expected utility.
Finance	Future value; Budget; Profitability; Effectiveness; Cash flow; Financing; Loans.
Analysis of economic data and of the economic activities related to advertising and public relations.	Practical classes in which the student uses spreadsheets, artificial intelligence (AI) and databases (such as the IGE, the INE, Eurostat, SABI or Infoadex, among others).

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	17	18	35
Problem solving	9	12	21
Case studies	5	8	13
Debate	4	2	6
Presentation	4	6	10
Practices through ICT	6	6	12
Mentored work	0	12	12
Autonomous problem solving	0	14	14
Problem and/or exercise solving	1	4	5
Objective questions exam	2	6	8
Essay questions exam	2	6	8
Essay	0	6	6

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

Methodologies

	Description
Lecturing	Presentation by the lecturer of the contents of the subject under study, theoretical foundations and/or guidelines for an assignment or exercise that the student has to carry out.
Problem solving	Activity in which problems and/or exercises related to the subject are set. The student must develop the appropriate or correct solutions through the practice of routines, the application of formulas or algorithms, the application of procedures for transforming the available information, and the interpretation of the results. It is usually used as a complement to the lecture.
Case studies	Analysis of a real fact, problem or event with the aim of understanding it, interpreting it, solving it, generating hypotheses, comparing data, reflecting, completing knowledge, diagnosing it and training in alternative solution procedures.
Debate	Open discussion among a group of students. It may focus on a topic from the subject's contents, on the analysis of a case, on the outcome of a project, exercise or problem previously developed in a lecture session...
Presentation	Exhibition by part of the students in front of the educational and/or a group of students of a subject on contents of the matter or of the results of a work, exercise, project... Can carry out of individual way or in group.
Practices through ICT	Activities for applying knowledge in a given context and for acquiring basic and procedural skills in relation to the subject through ICT.
Mentored work	The student, individually or in a group, produces a document on the subject's topic or prepares seminars, research, reports, essays, reading summaries, lectures, etc.
Autonomous problem solving	Activity in which problems and/or exercises related to the subject are set. The student must carry out the analysis and resolution of the problems and/or exercises autonomously.

Personalized assistance	
Methodologies	Description
Mentored work	The student will carry out the activity under the supervision of the lecturer, who will promptly attend to any question the student may have.
Presentation	The student will carry out the activity under the supervision of the lecturer, who will promptly attend to any question the student may have.
Practices through ICT	The student will carry out the activity under the supervision of the lecturer, who will promptly attend to any question the student may have.

Assessment				
	Description	Qualification	Training and Learning Results	
Problem and/or exercise solving	Test in which the student must solve a series of problems and/or exercises within a time/under conditions established by the lecturer.	25	B2 B10 B17	C9 C13 C14
Objective questions exam	Tests that assess knowledge and include closed questions with different answer options (true/false, multiple choice, matching of items...). Students select one answer from a limited number of possibilities.	35	B2 B10 B17	C9 C13 C14
Essay questions exam	Tests that include open questions on a topic. Students must develop, relate, organise and present their knowledge of the subject in a reasoned answer.	35	B2 B10 B17	C9 C13 C14
Essay	It is a text produced on a topic and must be written following established rules.	5	B2 B10 B17	C9 C13 C14

Other comments on the Evaluation

The student may opt for continuous assessment or take a global assessment of the subject.

In the global assessment, students will be assessed on both theory and practicals, even if they have not attended the classes.

The deadline for students to withdraw from continuous assessment is one month from the start of classes.

The timetable for tutorials will be published on Moovi, and a tutorial may be requested through the Moovi chat room.

Continuous assessment system: The assessment system consists of 4 practical tests and 2 mid-term exams. The four practical tests (30%) combine the solving of problems and/or exercises (25%) together with an assignment (5%). Each mid-term exam (35%) combines objective questions and essay-type questions, so that across the subject as a whole each of these two types is weighted at 35%.

Requirements for passing continuous assessment:

- Obtain a minimum average mark of 4 out of 10 in the average mark of the practical tests.
- Obtain a minimum average mark of 4 out of 10 in the average mark of the mid-term exams.

Note: anyone who does not reach these minimum marks in any of the components must sit the second-sitting exam.

Sources of information

Basic Bibliography

Krugman; Wells; Graddy, **Essentials of Economics**,
 Krugman; Wells; Graddy, **Fundamentos de Economía**,
 N. G. Mankiw, M. P. Taylor, **Principles of Economics**,
 Mankiw, N. Gregory, **Principios de economía**,

Complementary Bibliography

Michelle Baddeley, **Economía del Comportamiento**,

Recommendations

IDENTIFYING DATA				
(*)Diseño gráfico I				
Subject	(*)Diseño gráfico I			
Code	11594-53781-S			
Study programme	(*)Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	1st	1st
Teaching language	#EnglishFriendly Spanish			
Department				
Coordinator	Molares Cardoso, Julinda			
Lecturers	Molares Cardoso, Julinda			
E-mail	jmolares@uvigo.es			
Web	http://https://fcom.uvigo.gal/			
General description	This is a subject deeply linked to advertising graphic design and its relationship with printing, whether in media, graphic arts, posters, or any manifestation that requires these techniques. Typography, color, print media, graphic arts, company publications, and an introduction to graphic design form the backbone of the subject. English Friendly subject: International students may request from the teachers: a) resources and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.			

Training and Learning Results	
Code	
B3	To understand theories of image, perception and visual communication as applied to advertising and public relations.
C2	Apply techniques for writing, storytelling and producing advertising and corporate content.
C3	Use technological and digital tools to create and disseminate communication content.
C5	Design basic visual communication and advertising materials and campaigns.
C10	Apply ethical, inclusive and sustainable principles when developing products and communication strategies.
C11	Develop creative proposals tailored to communication and advertising objectives.
C12	Create digital and multimedia content tailored to different environments and platforms.
D1	Design and develop integrated communication and advertising strategies tailored to different organisational and social contexts.
D3	Coordinate and manage teamwork processes in communication and advertising projects.
D8	To incorporate ethical, sustainability, equality and social responsibility criteria into professional development.
D11	To integrate digital technologies, automation and artificial intelligence into the strategic design of communication and advertising projects.

Expected results from this subject		
Expected results from this subject	Training and Learning Results	
Identify the advertising field form and his relation with the graphic design.	B3	D1 D8 D11
Bill the strategies for the creation and production of specific advertising messages for the half printed matter.	C2 C3 C5 C11 C12	D1
Recognise the ideological supports of the graphic design: Schools and tendencies.	C5 C11 C12	D1 D3
Describe the technical procedures for the creation and production of specific advertising messages for the half printed matter.	C10	D8

Contents	
Topic	
Subject 1. Graphic corporate identity. The manual.	General principles of the graphic corporate identity. The components of the graphic corporate identity. Work on the name of the mark. Elementary structures: The language of the forms. Logo and symbol. Studies of assessment and of applications. Presentation to the customer. Modalities of presentation. Corporate manual simple chart. Corporate manual complex chart.

Subject 2. Typographic Concepts and Advertising Layout Design	Typographic Concepts and Tips Typefaces: Font Types Legibility: Words and Headlines Advertising Layout Structure: Composition Block and Grid Concepts The Slogan and the Body Text Graphic Elements: Illustration and Photography Identification Elements
Subject 3. Foundations of the graphic design	History of the graphic design Considerations on the advertising graphic design. You aim on the perception. Basic components of the visual process. Sensory appearances of the colour. Dynamics, feeling and meaning of the colours. Aesthetics and style in the graphic composition. Basic appearances of the graphic arts.
Subject 4. Publishing design	Foundations of design of pages. Posters and books The publications of company. Types of publications of company. Corporate catalogue. Catalogue of product.

Planning			
	Class hours	Hours outside the classroom	Total hours
Presentation	4	16	20
Lecturing	20	20	40
Laboratory practical	22	10	32
Objective questions exam	1	4	5
Essay	1	0	1
Laboratory practice	2	0	2

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

Methodologies	
	Description
Presentation	The presentations of the individual works will have to be of character form, given the orientation of the matter. Besides, the quality of the presentation will have a similar importance to his contents. The presentations have his formal qualification, independently of the contents.
Lecturing	The theoretical part of the matter, will explain in sessions of masterclass, although with the participation of the students.
Laboratory practical	Activities application of knowledge to specific situations and basic skills acquisition and related procedural matter under study. They are developed in specific spaces with specialized equipment (Laboratories, computer rooms, etc ...)

Personalized assistance

Methodologies	Description
Laboratory practical	During the practical sessions the aim is to resolve possible doubts that have the student

Assessment					
	Description	Qualification	Training and Learning Results		
Laboratory practical	Work in classroom of computing with software of vectorial design	20	C3		
			C5		
			C11		
			C12		
Objective questions exam	Exam on the theoretical contents taught in the subject.	40	B3	C2	D1
				C3	D3
	The exam is a multiple-choice test with 50 questions. Each correct answer is worth 1 point, and each incorrect answer subtracts 0.5 points.				D8
					D11
	This test is worth 40% of the total grade, and it is necessary to obtain a minimum score of 50% to pass this part.				

Essay	Work related with the preparation of a publishing product and a poster	40	B3	C2	D1
				C3	D3
	This proof has a value of 20% on the total of the note being necessary to obtain a minimum qualification of 50% of the same to approve this part.			C5	D8
				C10	D11
				C11	
				C12	

Other comments on the Evaluation

CONTINUOUS EVALUATION

Theoretical part

To pass the theoretical part, students must pass an individual written exam (on the official date published by the institution) on the contents taught in the classroom and included in the program. The exam will be graded on a maximum of 10 points and represents 40% of the subject evaluation.

A minimum grade of 50% (5 points) is required to pass this part.

Practical part

To pass the practical part, students must submit each of the 3 printed assignments on the dates indicated at the beginning of the course. Practical assignments not submitted on the specified day without justified cause (reasons specified in the evaluation, grading, and teaching quality regulations approved by the faculty on April 18th, 2023) will be considered failed, and the student must submit them in the second chance exam.

Each practical assignment will be graded on a maximum of 10 points and represents 20% of the subject evaluation. A minimum grade of 50% (5 points) is required for each of the assignments to pass this part. Once the provisional grades of each practical assignment are published, 24 hours are allowed for revision, and after that, the grade is considered final.

Attendance to practical sessions is mandatory. Students who have 2 unjustified absences will not be evaluated and will be considered failed in this part and must attend the second chance exam.

Requirements to pass the subject

- Pass all practical assignments
- Pass the theoretical exam
- Attend classes

The final grade is the result of the theoretical and practical parts. The subject cannot be passed with any part failed.

SECOND CHANCE

Theoretical part

To pass the theoretical part, students must pass an individual written exam (on the official date published by the institution) on the contents taught in the classroom and included in the program. The exam will be graded on a maximum of 10 points and represents 40% of the subject evaluation.

A minimum grade of 50% (5 points) is required to pass this part.

Practical part

On the official exam day, the student must submit in printed format any assignments that they have failed. Each practical assignment will be graded on a maximum of 10 points and represents 20% of the subject evaluation.

A minimum grade of 50% (5 points) is required for each of the assignments to pass this part.

The final grade is the result of the theoretical and practical parts. The subject cannot be passed with any part failed.

OVERALL EVALUATION

Students must inform the teacher of their resignation from the continuous evaluation system within the deadline established by the institution for this purpose, attaching the duly completed and signed document (by both the student and the teacher). Outside the deadline provided by the institution, students cannot opt for this evaluation system.

The global evaluation test will be carried out on the date and time scheduled by the institution in the official exam calendar. The student must pass each and every one of the planned evaluation tests detailed below, obtaining a minimum score of 5

points in each of them. Otherwise, they will not be evaluated, and the subject will be failed.

Given the length of the tests, students who choose the global evaluation must have 4 hours to complete them starting from the official start time of the subject's exam according to the official calendar.

Description of the tests:

Test 1. Theoretical exam. The theoretical exam planned for the subject will be carried out for both global and continuous evaluation. The exam will be evaluated with the same guidelines for all students. The exam is worth 40% of the total grade, and it is necessary to obtain a minimum score of 5 points to pass this part. A lower qualification will not be used as an average with the other tests.

Test 2. Practical assignments. The student must submit the three assignments proposed by the teacher. The set of assignments (3) is worth 30% of the total grade. A minimum score of 5 points must be obtained in each of the assignments to pass this part. A lower qualification will not be used as an average with the other tests. The assignments will be submitted on the date and time of the exam. The details of the contents of the assignments, methodologies, and evaluation criteria will be provided to the global evaluation students once the deadline for express resignation from continuous evaluation is over.

Test 3. Practical activity. After completing the exam, continuous evaluation students must accompany the teacher to the usual practice room where they must carry out practical activities similar to those carried out by continuous evaluation students, using the same resources and equipment used by them. The test will last a maximum of two hours from the start of the activity. The details of the tests as well as the evaluation criteria will be sent to the students no later than one month after the effective resignation from continuous evaluation. The selection of practical activities, as a whole, is worth 30% of the total grade, and it is necessary to obtain a minimum score of 5 points to pass this part. A lower qualification will not be used as an average with the other tests.

Summary of tests and percentage of valuation:

Test 1. Exam. Valuation of 40% of the total grade.

Test 2. Practical assignments. Valuation of 30% of the total grade.

Test 3. Practical activities. Valuation of 30% of the total grade.

Students must obtain a minimum score of 5 points in all tests.

Sources of information

Basic Bibliography

Lupton, E. y Cole, J., **Diseño gráfico. Nuevos fundamentos**, Ed. Gustavo Gili, 2016

Complementary Bibliography

Costa, J., **Imagen Corporativa en el Siglo XXI**, Ed. La Crujía, 2001

Chaves, N., **El oficio de diseñar**, Ed. Gustavo Gili, 2001

Dabner, D., **Diseño gráfico : fundamentos y prácticas**, Blume, 2015

González Solas, J., **Identidad Visual Corporativa**, Ed. Síntesis, 2002

Heller, E., **Psicología del color: Cómo actúan los colores sobre los sentimientos y la razón**, Ed. Gustavo Gili, 2004

Kairos, C., **The Branding Method**, Edición del autor, 2022

Martín Montesinos, J.L., **Manual de tipografía**, Ed. Campgráfico, 2001

Swan. A., **Bases del diseño gráfico**, Ed. Gustavo Gili, 2002

Recommendations

Subjects that continue the syllabus

Advertising, graphic arts and typeface/P04G190V01906

International advertising/P04G190V01907

Subjects that it is recommended to have taken before

Structures and activity of the advertising agency/P04G190V01403

Advertising theory and practice/P04G190V01105

Communication: Corporate image/P04G190V01303

IDENTIFYING DATA				
(*)Teoría e historia de la comunicación				
Subject	(*)Teoría e historia de la comunicación			
Code	11594-53782-S			
Study programme	(*)Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	1st
Teaching language	Spanish			
Department				
Coordinator	Doval Avendaño, María Montserrat			
Lecturers	Doval Avendaño, María Montserrat			
E-mail	montse.doval@uvigo.es			
Web				
General description	The communication theory sets the intellectual foundations from which the information theory should be considered. We will analyze the factors that intervene in the communication phenomenon, especially in public communication. It introduces in the study of the social phenomenon of collective communication. It shows the socio-political context in which the information professions are exercised. We will study the role of the media in society and in the current political system, taking into account creators of content, content and audiences. It deals with the importance of communication processes today, the mediating work done by the media to make citizens aware of reality, the influence of the communication system on penetrating the social system. The history of communication studies communication understood as a result of the action of the media in a specific space and time, with a diachronic approach. The social transcendence of communication is highlighted. In this part of the subject, we'll focus on the processes and communicative facts that constitute a fundamental factor in the articulation of social groups throughout history.			

Training and Learning Results

Code				
B1	To understand the theoretical foundations of communication, advertising and public relations in their social, cultural and business contexts.			
B2	To understand the historical development and role of the media, advertising and corporate communication in contemporary society.			
B17	To understand the impact of digitalisation and artificial intelligence on the processes of creating, segmenting and disseminating communication content.			
C1	Develop messages and communication content tailored to different media, platforms and audiences.			
C5	Design basic visual communication and advertising materials and campaigns.			
C14	Apply analytical and observational skills to socio-cultural and communicative contexts.			
C15	Apply creative and innovative techniques in the design and implementation of communication strategies.			
D7	Adapting to technological, social and professional changes within the communications landscape.			

Expected results from this subject

Expected results from this subject	Training and Learning Results			
1. Definition and theoretical and practical understanding of the communication and of the collective communication like realities and like field of study	B1 B17	C14		
2. Description of the essential characteristics of the communication, his elements and his results, from the humanistic point of view and technician.	B1 B17	C14 C15		
4. Describe and diagnose the fundamental questions of the communication in the contemporary society	B1 B2 B17	C14	D7	
3. Examination and recognition of the existent relation between the evolution of the society in the contemporary world and the field of the communication.	B1 B17	C1 C5 C14		
5. *Reflexionar On the processes and phenomena generated by the media	B1 B2 B17	C14	D7	
6. Analyse and interpret the economic surroundings, politician, partner-cultural, technological and communicative.	B1 B2 B17	C14	D7	
7. Analyse the elements of the communication and generate the knowledges in this discipline.	B1	C15	D7	
8. Analysis, synthesis and critical trial on the communicative actions. Situate the communication and the actions in her involved in the field of the personal freedom and of the creativity.	B1 B17	C14	D7	

9. Interpret the contents of the primary and secondary sources giving the own opinion.	B1 B2 B17	C14 C15	D7
10. Develop the capacity to collaborate effectively in projects of work in team, assume responsibilities shared and communicate publicly of clear way, structured and suitable to the context.	B1	C15	D7

Contents

Topic	
I. Thinking about Communication	1. Communication theory and Information theory
II. Defining Communication	1. Essential characteristics of communication 2. Relational perspective and symbolic perspective 3. Symbols in communication
III. Elements of Communication	1. Basic models for the study of Communication 2. Comparison of models and common elements 3. The communicative ecosystem
IV. The communicative actions	1. Perception as a necessary action for communication 2. Interpretation and expression
V. History of communication I	1. The School of Chicago 2. Mass Communication Research 3. Walter Lippmann
VI. History of communication II	1. Two-step flow 2. Diffusion of innovations 3. Agenda-setting 4. Spiral of silence
VII. History of communication III	1. Media and communication. 2. Media ecology
VIII. History of communication IV	The new communicative context

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	20	0	20
Mentored work	15	25	40
Case studies	10	20	30
Objective questions exam	2	15	17
Essay questions exam	3	40	43

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

Methodologies

	Description
Lecturing	The professor will explain the contents of each subject. Previously, the students will have to analyse the bibliography of each subject and expose their doubts.
Mentored work	A semester-long project is carried out to advance students' media literacy.
Case studies	Analysis of real cases of communication effects.

Personalized assistance

Methodologies	Description
Case studies	The students can ask the professor whenever they wish about their doubts and questions during the face-to-face hours and in tutoring.
Lecturing	The students can ask the professor whenever they wish about their doubts and questions during the face-to-face hours and in tutoring.
Mentored work	The students can ask the professor whenever they wish about their doubts and questions during the face-to-face hours and in tutoring.
Tests	Description
Objective questions exam	The students can ask the professor whenever they wish about their doubts and questions during the face-to-face hours and in tutoring.
Essay questions exam	The students can ask the professor whenever they wish about their doubts and questions during the face-to-face hours and in tutoring.

Assessment

	Description	Qualification	Training and Learning Results		
Mentored work	A semester-long project is carried out to advance students' media literacy.	20	B1 B2 B17	C14	D7
Case studies	Analysis of real cases of communication effects.	10	B1 B2 B17	C14 C15	D7
Objective questions exam	Exam with test and short questions	30	B1 B2 B17		D7
Essay questions exam	Examination of the knowledge acquired in the subject	40	B1 B2 B17	C14	D7

Other comments on the Evaluation

It is necessary to pass both the theoretical and the practical part of the course.

In the July examination period, the failing grade part (theory and / or practice) will be examined.

No partial grade will be saved for future academic years.

The students must inform the teacher of their **express resignation from the continuous evaluation system within the period established by the center**, covered and signed the document authorized for this purpose.

[LINK TO MORE INFORMATION ABOUT THE PROCESS.](#)

GLOBAL EVALUATION OF THE COURSE

The global evaluation test is carried out on the date and at the time provided by the center in the official exam calendar. The student must pass each and every one of the assessment tests listed below, obtaining a minimum score of 3,5 points in the theoretical part (exams) and 1,5 in the practical part. A lower rating means that it will not be averaged with the other part.

Brief description of the tests

- Test 1. Essay questions exam. The examination for the global evaluation is 40% worth of the final grade and will be in the date of official announcement.
- Test 2. Objective questions exam. 30% of the grade and will be in the date of official announcement..
- Test 3. Practical work. The details of the contents of the works will be announced on the Moovi platform one month in advance, so students must go to that platform to find out about the requirements.

Summary of the tests and percentage of overall evaluation of the set of tasks.

1. Exams. 70% of the total note.
2. Practical work. 30% of the total note.

Sources of information

Basic Bibliography

Doval Avendaño, M^a Montserrat, **Historia de los efectos de los medios: Texto de estudio para la asignatura Teoría e Historia de la comunicación**, 2019

Martín Algarra, Manuel, **Teoría de la Comunicación: una propuesta**, Tecnos, 2003

Scannell, Paddy, **Media and communication**, SAGE, 2020

Wimmer, R.G.; Dominick, J.R., **La Investigación científica de los medios de comunicación : una introducción a sus métodos**, Bosch, 1996

Complementary Bibliography

Arendt, Hannah, **Verdad y mentira en la política**, Página Indómita, 2017

Berganza, M.R.; Ruiz San Román, J. A.; García Galera, C. [et. al.], **Investigar en comunicación : guía práctica de métodos y técnicas de investigación social en comunicación**, McGraw Hill, 2005

Bourdieu, Pierre, **Sobre la televisión**, Anagrama, 1997

Doval Avendaño, Montserrat, **Comunicación efímera: de la cultura de la huella a la cultura del impacto**, 2018

Katz, Elihu y Lazarsfeld, Paul F., **La Influencia personal : el individuo en el proceso de comunicación de masas**, Hispano Europea, 1979

Lippmann, W., **La Opinión Pública**, Cuadernos de Langre, 2003

McCombs, M., **Estableciendo la agenda : el impacto de los medios en la opinión pública y en el conocimiento**, Paidós, 2006

McLuhan, M., **Comprender los medios de comunicación : las extensiones del ser humano**, Paidós, 1996

Peters, John D., **Hablar al aire. Una historia de la idea de comunicación**, Fondo de Cultura Económica, 2014

Postman, Neil, **Tecnópolis : la rendición de la cultura a la tecnología**, Galaxia Gutenberg, 1994

Postman, Neil, **Divertirse hasta morir : el discurso público en la era del**, Ideas (Ediciones de la Tempestad), 2001

Rodrigo Alsina, Miquel, **Teorías de la Comunicación: ámbitos, métodos y perspectivas**, Castellón: Biblioteca de la Universidad Jaume I, 2001

Recommendations

Subjects that continue the syllabus

Communication: History of advertising and publicity/P04G190V01204

Advertising theory and practice/P04G190V01105

Subjects that are recommended to be taken simultaneously

Communication: Written Communication/P04G190V01201

IDENTIFYING DATA				
Fundamentos de la publicidad				
Subject	Fundamentos de la publicidad			
Code	11594-53783-S			
Study programme	Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1	1c
Teaching language	Castelán Galego			
Department	Comunicación audiovisual e publicidade			
Coordinator	López de Aguieta Clemente, Carmen			
Lecturers	López de Aguieta Clemente, Carmen Máiz Bar, Carmen			
E-mail	caguieta@uvigo.es			
Web				
General description	Esta materia aborda contidos relacionados cos fundamentos mesmos da Publicidade. Desde unha perspectiva histórica comeza cunha breve introdución á historia da Publicidade para achegar ao alumno a outros contidos teóricos básicos da publicidade e a súa actividade como son a definición e concepto de publicidade e diferenzas con disciplinas afíns, as teorías e modelos publicitarios, as funcións e características da publicidade, tipos de publicidade e o propio proceso publicitario a súa estrutura e actores.			

Resultados de Formación e Aprendizaxe	
Code	
B1	Coñecer os fundamentos teóricos da comunicación, a publicidade e as relacións públicas nas súas dimensións social, cultural e empresarial.
B2	Comprender a evolución histórica e o papel dos medios, a publicidade e a comunicación corporativa na sociedade contemporánea.
B3	Comprender as teorías sobre imaxe, percepción e comunicación visual aplicadas á publicidade e as relacións públicas.
B7	Coñecer os principios de avaliación e medición da eficacia das accións e estratexias comunicativas.
B8	Identificar modelos e metodoloxías de análises aplicadas á resolución de problemas comunicativos.
B11	Coñecer os fundamentos da planificación estratéxica de campañas de publicidade e relacións públicas.
C1	Elaborar mensaxes e contidos comunicativos adaptados a diferentes medios, soportes e públicos.
C3	Utilizar ferramentas tecnolóxicas e dixitais para a creación e difusión de contidos comunicativos.
C13	Interpretar datos e métricas procedentes de informes técnicos e de analítica aplicada á comunicación.

Resultados previstos na materia		
Expected results from this subject	Training and Learning Results	
Examinar a teoría e práctica da publicidade e dos seus procesos e estruturas organizativas.	B1 B2 B3 B11	
Identificar e entender os principais ámbitos e conceptos que interveñen e afectan o proceso publicitario	B7 B8 B11	C3 C13
Analizar a estrutura organizativa da axencia de publicidade e os elementos que interveñen na comunicación publicitaria	B1 B7 B11	C13
Aplicar a investigación publicitaria como base para o coñecemento da contorna que define e identifica ao anunciante, así como a estratexia precisa.	B1 B3 B7 B8	C1 C13
Aplicar os coñecementos aos obxectivos *organizacionais dos anunciantes	B7 B8	C1 C3 C13
Enunciar os procesos encamiñados á creación, realización e produción de mensaxes publicitarias.	B7 B8 B11	C1 C3 C13
Marcar a estrutura dos medios publicitarios convencionais, non convencionais e interactivos.	B1 B2 B3 B7 B8	C13

Contidos	
Topic	
Introdución á historia da Publicidade	- Período *preindustrial - Orixe e desenvolvo publicidade - Expansión da publicidade - Era do consumo - Intelixencia artificial na publicidade
Publicidade e disciplinas afíns	- Definicións de Publicidade. - Diferenzas con disciplinas afíns - Teorías e modelos publicitarios
Características, funcións e tipoloxías publicitarias	- *Principales características da publicidade - Funciones da publicidade - Tipos de publicidade
O proceso publicitario	- Actores e medios - O *briefing e as etapas. - Estruturas da publicidade - Pasos do proceso creativo - Técnicas aplicadas en creatividade - A produción publicitaria
Estratexias publicitarias	- Toma de decisións: - A contorna - O sector e o mercado - A marca e a competencia - Definición de obxectivos, estratexias e tácticas
A *IA na publicidade	-

Planificación			
	Class hours	Hours outside the classroom	Total hours
Presentación	15	1	16
Lección maxistral	25	25	50
Seminario	10	3	13
Traballo tutelado	5	0	5
Resolución de problemas e/ou exercicios	25	41	66
*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.			

Metodoloxía docente	
	Description
Presentación	Exposición na aula dun tema, traballo, exercicio, ou proxecto proposto relacionado cos contidos da materia ou dos resultados. levarán a cabo de maneira individual ou en pequenos grupos segundo o criterio do profesor.
Lección maxistral	Exposición na aula por parte do profesor de todos os contidos teóricos da materia obxecto de estudo, conceptos, definicións, referentes, bases teóricas, procesos na comunicación publicitarias, *etc, Así mesmo impartiranse directrices para a realización dun traballo relacionado cos contidos teóricos da materia a desenvolver polo estudante.
Seminario	Os seminarios teñen un carácter *introductorio por tanto neles abordásenos contidos de carácter *introductorio relacionados co ámbito publicitario, coa finalidade de completar os coñecementos do *alumando.
Traballo tutelado	O/A estudante, de maneira individual ou en grupo, elabora un documento sobre a temática da materia ou prepara seminarios, investigacións, memorias, ensaios, resumos de lecturas, conferencias, etc

Atención personalizada	
Methodologies	Description
Presentación	O alumno poderá solicitar sempre que o necesite unha tutoría que será acordada co docente. As tutorías non son en ningún caso clases particulares son para aclarar dúbidas do explicado na aula. a atención personalizada en ningún caso terá como finalidade a recuperación ou explicación persoal dos contidos dunha clase á que o alumno non asistiu.

Avaliación		Qualification	Training and Learning Results	
	Description		B1	C1
Lección maxistral	Contémplase un exame tipo test, sobre todo o contido explicado en clase polo docente ao final do curso.	40	B2	C3

Seminario	Abórdanse contidos de carácter *introductorio relacionados co ámbito publicitario	10	B1 B2	C1
Resolución de problemas e/ou exercicios	Realizaranse diversos traballos prácticos algúns de forma individual e outros en grupo relacionados cos contidos da materia.	50		C13

Other comments on the Evaluation

O alumnado poderá elixir ser avaliado mediante o sistema de avaliación continua e alternativamente optar pola avaliación global. A avaliación por defecto é a avaliación continua

AVALIACIÓN CONTINUA

A materia contempla dous bloques uno teórico e outro práctico. Por tanto, é necesario ter aprobadas ambas as partes (teórica e práctica) para superar a materia e facer media entre ambas tal e como figura no apartado de planificación desta guía

Parte teórica

o docente explicará contidos relacionados coa publicidade e os seus fundamentos. a parte teórica superácese mediante a realización dunha proba tipo TEST, no día establecido no calendario oficial do centro, e que fará media na nota final cun peso do 40%.

Parte práctica

A parte práctica supón un peso do 50% e supérase mediante a realización e entrega de todos os traballos propostos polo profesor, é imprescindible entregar en tempo e forma todos os traballos prácticos. Realizaranse diferentes exercicios prácticos (individuais e en grupo) a cualificación realizarase non só polo contido do exercicio senón tamén pola exposición e presentación (contido e continente). A asistencia a clases prácticas é OBRIGATORIA para poder seguir o ritmo e a execución do explicado na aula, así como garantir a participación de todos os alumnos na resolución dos traballos, dado o carácter *grupala dalgúns deles, polo que o docente poderá controlar a asistencia ás clases.

Na cualificación final da avaliación continua tamén se terá en conta, a asistencia a clase así como a actitude, comportamento e participación nas sesións. A non asistencia á clase non dá dereito a recibir unha explicación personalizada das sesións nas *tutorías, xa que as *tutorías son para a resolución de dúbidas ou preguntas concretas, non son unha opción para recuperar a explicación por non asistir.

AVALIACIÓN GLOBAL

O alumnado que opte pola avaliación global deberá informar ao docente da súa renuncia expresa ao sistema de avaliación continua no prazo establecido polo centro, achegando cuberto e asinado o documento habilitado para tal fin. A elección de avaliación global supón a renuncia ao dereito de seguir avaliándose mediante as actividades de avaliación continua. A modalidade de avaliación global resolverase cun exame ORAL (40%), e entregásenlle todos os traballos prácticos realizados de forma individual.

O alumno que opte por esta modalidade, deberá comunicalo ao comezo do curso dentro do período establecido polo centro, e non poderá cambiar posteriormente á modalidade continua.

En **2ª CONVOCATORIA** os criterios de avaliación serán os mesmos que os explicados para a 1ª convocatoria.

Bibliografía. Fontes de información

Basic Bibliography

Gómez Nieto, Begoña, **Manual de la comunicación publicitaria**, 841670161X, EXIC, 2017

Complementary Bibliography

Sánchez Guzmán, José Ramón, **Teoría de la publicidad**, TECNOS, 1993

Pérez Ruiz, M. A, **Fundamentos de las estructuras de la publicidad.**, Síntesis, 1996

Gutiérrez González, P. P., **La gestión de ventas en publicidad.**, Primera, Complutense, 2002

Rusell, J. T. y Lane, W. R., **Kleppner Publicidad**, Pearson Education, 2001

Ricarte Bescós, J. Mª, **Creatividad y comunicación persuasiva**, Universitat Autònoma de Barcelona, Universitat Jau, 1998

Barker, A., **30 minutos para hacer brainstorming y generar ideas geniales**, Granica, 1999

Oejo Montano, E., **Dirección de arte. La cara oculta de la imagen publicitaria.**, Eresma & Celeste Ediciones, 1998

González Solas, J., **Identidad visual corporativa. La imagen de nuestro tiempo.**, Síntesis, 2002

Oejo Montano, E., **Dirección de arte. La cara oculta de la imagen publicitaria.**, Eresma & Celeste Ediciones, 1998

Recomendacións

Subjects that continue the syllabus

Fundamentos de las relaciones públicas/11594-53788-S

Imagen y tecnología de los medios publicitarios/11594-53784-S

Empresa: Organización, gestión y emprendimiento/11594-53785-S

Creación de contenidos I. Redacción/11594-53789-S

Teoría e historia de la comunicación/11594-53782-S

Diseño gráfico I/11594-53781-S

Subjects that are recommended to be taken simultaneously

Creación de contenidos I. Redacción/11594-53789-S

Teoría e historia de la comunicación/11594-53782-S

Economía aplicada a la publicidad y las relaciones públicas/11594-53780-S

IDENTIFYING DATA				
(*)Imagen y tecnología de los medios publicitarios				
Subject	(*)Imagen y tecnología de los medios publicitarios			
Code	11594-53784-S			
Study programme	(*)Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	1st
Teaching language	Spanish Galician English			
Department				
Coordinator	Pérez Seoane, Jesús			
Lecturers	Frade Fraga, Sergio Pérez Seoane, Jesús			
E-mail	jpseoane@uvigo.gal			
Web	http://			
General description	In our society, the image has become a fundamental vehicle of communication. Its ability to condense meaning, evoke emotions, and construct narratives instantly makes it a powerful tool for influencing public perception, desire, and behavior. The power of the image stands out in fields such as advertising and audiovisual media. In advertising, it helps build messages, aims to capture attention within seconds, and provoke a response from consumers. In audiovisual media, the image acquires a temporal and sequential dimension that allows for the development of complex narratives. The construction of the still image and the transition to the moving image are key topics. The constitutive, morphological, dynamic, and scalar elements of the image are aspects that will be addressed in this introductory course on the general characteristics of audiovisual language. Therefore, we will discuss concepts such as composition, the functioning of the eye, framing, camera movement, lighting, and editing. But we will also explore aspects of the audiovisual culture we live in, such as the ability of images to create visual representations and portray stereotypes, reinforce or question social norms, and shape cultural imaginaries. In a context saturated with visual stimuli, understanding how images are produced, circulated, and consumed is essential for developing a critical and conscious perspective. This is even more relevant in a digital environment, where innovative formats such as short videos, augmented reality, or AI-generated images are increasingly prevalent. This evolution presents new ethical, aesthetic, and communicative challenges that demand ongoing theoretical reflection.			

Training and Learning Results	
Code	
B3	To understand theories of image, perception and visual communication as applied to advertising and public relations.
B4	Identify the structures, genres and formats of advertising, audiovisual and corporate discourse.
B15	Recognise the specific languages, formats and expressive resources of print, audiovisual and digital advertising.
C2	Apply techniques for writing, storytelling and producing advertising and corporate content.
C3	Use technological and digital tools to create and disseminate communication content.
C7	Manage collaborative working practices in professional and academic settings.
C8	Apply oral and written communication strategies in a variety of professional contexts.
C9	Search for, select and manage specialist information and documentation on communication and advertising.
D2	Plan communication campaigns and initiatives geared towards institutional, corporate and commercial objectives.
D7	Adapting to technological, social and professional changes within the communications landscape.
D8	To incorporate ethical, sustainability, equality and social responsibility criteria into professional development.
D11	To integrate digital technologies, automation and artificial intelligence into the strategic design of communication and advertising projects.

Expected results from this subject	
Expected results from this subject	Training and Learning Results

Review of the main concepts and visual representations, their possible meanings and communicative uses.	B3 B4 B15		D11
Competence analyzing and interpreting visual images, advertising visual images above all.	B4 B15	C2 C3 C8 C9	D7 D8 D11
Explore the possibilities of imagens in advertising and audiovisual communication.	B4 B15	C3	D7 D11
Become familiar with the digital construction images techniques as well as it use in advertising.		C2 C3 C7 C8 C9	D2 D8 D11
Explore the relationship among images, media and advertising.		C3 C7 C8	D7 D8 D11

Contents

Topic	
1. The Concept of Image	1.1. What is an image? 1.2. The image throughout history 1.3. The communicative value of images 1.4. The relationship between image and reality
2. Visual Perception and Knowledge	2.1. Main theoretical approaches 2.2. The perceptual process: from the world to the eye, from the eye to the gaze, and from the gaze to cognition
3. The Digital Image	3.1. What is still considered an image? The contemporary image 3.2. Aesthetic novelties and new modes of image production: the pixel, the glitch, the error, lo-fi, autobiography, and self-representation... 3.3. Possibilities and integration of AI-generated images 3.4. Analog image = truth, digital image = lie?
4. The Isolated Image: Visual Elements	4.1. Differences between isolated images and sequential images 4.2. Basic techniques of visual communication: temporal and spatial dimensions of the image 4.3. Image construction. Morphological elements of the image: point, line, plane, color, mode, shape, and texture 4.4. Image construction. Scalar elements of the image: representation space and represented space, image size, scale, proportion, format, framing, and dimension 4.5. Can an isolated image "move" or "last"?
5. The Dynamic Image: Composition	5.1. Windows to the world: framing, frame, field 5.2. Dynamic elements of the image: sequential image, narrative image, dynamic image, direction, tension, rhythm, visual expression techniques, contrast, harmony, and ellipsis 5.3. Fundamentals of composition: the rule of thirds, the horizon rule, the golden ratio

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	24	0	24
Practices through ICT	10	36	46
Mentored work	22	24	46
Essay questions exam	2	30	32
Essay	2	0	2

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

Methodologies

	Description
Lecturing	In these in-person sessions, the instructor will present the students with the basic theoretical aspects of the subject, which they will be expected to develop further based on the guidance, suggestions, and bibliography provided. These sessions will be complemented by discussions, concepts, and analysis from the practical activities. All of these elements will be taken into account in the assignments and the written exam with open-ended questions.

Practices through ICT	Activities focused on applying knowledge in a specific context and acquiring basic and procedural skills related to the subject through the use of Information and Communication Technologies (ICT).
Mentored work	An assignment explained in class and completed by the students, in which they apply the basic concepts of the subject.

Personalized assistance

Methodologies	Description
Lecturing	Students will have access to personalized tutoring sessions to resolve any doubts related to the concepts explained in the theoretical classes. The schedules and locations for tutoring will be available on the MOOVI platform.
Practices through ICT	Students will have access to personalized tutoring sessions to resolve any doubts related to the practical activities. The schedules and locations for tutoring will be available on the MOOVI platform.
Mentored work	Students will have access to personalized tutoring sessions to resolve any doubts related to the supervised assignments. The schedules and locations for tutoring will be available on the MOOVI platform.

Assessment

Description		Qualification		Training and Learning Results
Practices through ICT	Throughout the course, the student will carry out several autonomous practical activities related to digital image processing.	10		D2
Mentored work	The student will complete two individual assignments during the course. These will be explained in class, supervised by the instructor, and presented by the student during a scheduled session. Each assignment will account for 20% of the final grade. No grade will be awarded if the student does not attend class on the scheduled presentation day.	40		D2
Essay questions exam	Theoretical knowledge will be assessed through a written exam with open-ended questions. To pass the course, the student must obtain a grade equal to or higher than 4 in this exam.	40	C2	D2
	The instructor will upload reference materials to the MOOVI platform to support basic study of the subject. However, the exam questions will not be limited to these documents and will cover all concepts explained during the theoretical sessions.			
Essay	Attendance and participation in theoretical classes will also be taken into account.	10	C2	D2

Other comments on the Evaluation

The student may choose between two types of assessment: continuous assessment and global assessment.

1 - Continuous Assessment:

The previously mentioned percentages and components (exam, systematic observation, ICT practices, and supervised assignments) will be applied. The final grade will be the average of the four components, according to the relative percentages explained in the Assessment section. However, **in order to pass the course, the student must obtain at least a 5 in the written exam with open-ended questions.** If the grade is lower, it cannot be compensated with the other components, although their grades will be retained for the July session. In that case, **the final grade for the first session will be the exam grade.**

In the second session (July), the student will have to improve their grade through the exam and/or by repeating the supervised assignments. **Repeating the exam is mandatory if the grade was below 5.** Repeating the assignments is up to the student. Systematic Observation and ICT practices will not be reassessed.

A minimum grade of 5 will also be required to average with the other components. If this is not achieved, the final grade will be that of the exam.

All details regarding the exam structure, assignment and practice instructions, submission calendar, grading criteria, and grades will be published on the MOOVI platform. It is the student's responsibility to stay informed through this platform, as no other means of communication will be used.

2 - Global Assessment:

According to the **Regulations on assessment, grading, and the quality of teaching and the student learning process**, students who do not choose the continuous assessment method have the right to a global assessment test on the dates set by the Faculty. This will be a single test and will allow the student to be graded on a scale from 0 to 10, just like in

continuous assessment. This option must be expressly requested by the student, following the deadlines and procedures established by the Faculty Dean's Office, and will automatically cancel all grades obtained through continuous assessment. This procedure can be consulted on the MOOVI platform. Requests submitted after the deadline will not be accepted, and once the right is granted, it cannot be withdrawn.

The tests will take place on the date and time officially set by the Faculty. As a general rule, the duration of this test will be two hours. For the global assessment, each student will have an additional 3 hours (5 hours total from the start of the test) to complete it.

There will be a theoretical part (50% of the grade) and a practical part (50% of the grade). The theoretical part will be similar to that of the continuous assessment, so the same criteria described in the "Written Exam with Open-Ended Questions" section of the Assessment guide will apply.

The practical part will consist of creating one or more images according to the objectives stated in the test instructions, similar to those required for the supervised assignments in the course.

To pass the course, the student must obtain at least a 5 in the written exam with open-ended questions. If the grade is lower, it cannot be compensated with the other components, although their grades will be retained for the July session. In that case, **the final grade for the first session will be the exam grade.**

In the second session (July), the method will be identical to that of the first session. Recovering the practical part will be optional for the student, but **repeating the exam will be mandatory if the grade was below 5.** If this is not achieved, **the final grade will be that of the exam.**

All details regarding the exam structure, study materials, assignment instructions, grading criteria, and grades will be published on the MOOVI platform. It is the student's responsibility to stay informed through this platform, as **no other means of communication will be used.**

Any aspect not covered in this guide will be resolved based on the aforementioned **Regulations on assessment, grading, and the quality of teaching and the student learning process:**

<https://secretaria.uvigo.gal/uv/web/normativa/public/show/565>

Sources of information

Basic Bibliography

Aumont, J., **La imagen**, Paidós, 1992
Berger, J., **Modos de ver**, Gustavo Gili, 2000
Bergston, B., **Tengo Algo En El Ojo. Técnicas Esenciales De Comunicación Visual**, Hoaki Books, 2016
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Complementary Bibliography

Arden, P., **Pienses lo que pienses, piensa lo contrario**, Maeva, 2008
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Bordwell, D. y Thompson, K., **El arte cinematográfico. Una introducción**, Paidós, 1995
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Casetti, F. y di Chio, F., **Cómo analizar un film**, Paidós, 2003
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Lupton, E., **Graphic design thinking: beyond brainstorming**, Princetown-Architectural Press, 2014
Quintana, A., **Después del cine. Imagen y realidad en el cine digital**, Acantilado, 2011
Tena, D., **Diseño Gráfico y Comunicación**, Pearson-Prentice Hall, 2004
Tena, D., **Diseñar para comunicar**, Editorial Bosch, 2011
White, Alex W., **The elements of graphic design**, Allwort press, 2009
Zunzunegui, S., **Pensar la imagen**, Cátedra, 2007

Recommendations

Subjects that continue the syllabus

Advertising photography theory and practice/P04G190V01305
Advertising production in audiovisual media/P04G190V01504
Advertising, graphic arts and typeface/P04G190V01906
Advertising Creativity/P04G190V01304
Print advertising production/P04G190V01505
Alternative Communication: Virtual Media and new advertising media/P04G190V01903

Strategic Advertising/P04G190V01402
Preparation of advertising message/P04G190V01401
Film and advertising/P04G190V01902
Communication: Corporate image/P04G190V01303
Multimedia and web advertising production/P04G190V01801
Image and public relations campaigns/P04G190V01901

Subjects that are recommended to be taken simultaneously

Advertising theory and practice/P04G190V01105

Other comments

This is an introductory discipline. Paying attention is recommended in order to take advantage of visual concepts in the following years.

IDENTIFYING DATA				
(*)Empresa: Organización, gestión y emprendimiento				
Subject	(*)Empresa: Organización, gestión y emprendimiento			
Code	11594-53785-S			
Study programme	(*)Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	García-Pintos Escuder, Adela			
Lecturers	García-Pintos Escuder, Adela			
E-mail	adelagpe@uvigo.es			
Web				
General description	This course aims to provide students with a practical and participatory understanding of the components and functioning of the company as a socio-economic reality. The content is aligned with other subjects within the curriculum and equips students with the knowledge, skills, and attitudes necessary for effective professional performance, whether within established organizations or through the development of their own entrepreneurial initiatives.			
	English Friendly subject: International students may request from the teachers: a) resources and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.			

Training and Learning Results	
Code	
B2	To understand the historical development and role of the media, advertising and corporate communication in contemporary society.
B6	To understand the fundamentals of marketing and its relationship with communication and advertising strategies within organisations and institutions.
B10	Understanding consumer behaviour, audiences and target groups in the context of communication and advertising.
B16	To gain an understanding of digital tools and environments used in advertising and public relations, including automation, data analytics and artificial intelligence.
C9	Search for, select and manage specialist information and documentation on communication and advertising.
C14	Apply analytical and observational skills to socio-cultural and communicative contexts.
C15	Apply creative and innovative techniques in the design and implementation of communication strategies.
D5	To develop innovative and entrepreneurial initiatives in the fields of communication, advertising and public relations.
D7	Adapting to technological, social and professional changes within the communications landscape.

Expected results from this subject				
Expected results from this subject	Training and Learning Results			
Ability to argue and to participate in the discussion of ideas or concepts.	B2 B6 B10	C14 C15		
Ability to understand data or reports.	B6 B16	C14		
Make strategic decisions based on resources, costs, and efficiency.	B6 B10	C14 C15	D7	
Develop innovative and entrepreneurial initiatives in the field of communication, advertising, and public relations.	B16	C15	D5 D7	
Interpret academic and professional sources in order to enhance professional performance through the continuous updating of knowledge.	B6 B16	C9 C14	D7	
Adapt to technological, social, and professional changes in the communication ecosystem.	B10	C14	D5 D7	

Contents
Topic

1. The Firm and the Entrepreneur	1.1.- Definition of the firm 1.2.- Objectives of the firm 1.3.- Systems theory applied to firms 1.4.- Elements of the firm 1.5.- The entrepreneur 1.6.- The business environment
2. Strategic Management of the Firm	2.1.- Business management 2.2.- The strategic management process 2.3.- Strategic diagnosis of the firm 2.4.- Strategy formulation or design 2.5.- Strategy evaluation and selection 2.6.- Strategy implementation 2.7.- Strategic control
3. Human Resource Management	3.1.- Organizational culture 3.2.- Leadership 3.3.- Power in organizations 3.4.- People management and administration
4. Organizational Structure	4.1.- Concept and design of organizational structure 4.2.- The organizational chart 4.3.- Organizational design parameters 4.4.- Structural configurations
5. Economic and Financial Aspects of the Firm	5.1.- Investment 5.2.- Financing 5.3.- Financial statements: Balance sheet and income statement 5.4.- Financial performance indicators
6. Business Creation and Entrepreneurship	6.1.- Concept of entrepreneurship 6.2.- The business creation process 6.3.- Innovation and business models

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	23	40	63
Case studies	14	10	24
Mentored work	10	10	20
Objective questions exam	1	15	16
Essay questions exam	1	15	16
Problem and/or exercise solving	1	10	11

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

Methodologies

	Description
Lecturing	Explanation by the teaching staff of the course contents.
Case studies	Development of exercises or case studies under the guidelines and supervision of the teaching staff.
Mentored work	Preparation of a project under the guidelines and supervision of the teaching staff. In the event of not opting out of continuous assessment, attendance at seminars will be compulsory; therefore, in order to obtain the corresponding mark for the assignment, it will be necessary to attend at least 80% of the sessions.

Personalized assistance

Methodologies	Description
Lecturing	The tutorial schedule will be specified at the beginning of the course. During these sessions, the teaching staff will address, either individually or in small groups, the needs and queries of students related to their studies and the course contents, providing guidance, support, and assistance throughout the learning process. In addition, the MOOVI platform will be used as a key tool to support teaching and communication with students. For this reason, it is essential that all enrolled students register in the system as soon as possible.
Mentored work	The tutorial schedule will be specified at the beginning of the course.
Case studies	The tutorial schedule will be specified at the beginning of the course.

Assessment

Description		Qualification	Training and Learning Results
Mentored work	Completion of a group project, under the supervision of the teaching staff, which must be presented and defended in class. Each student's grade will correspond to the mark obtained for the group project, although it may be adjusted according to their level of participation. Groups will be formed during the first seminar session (according to the official schedule). Students who do not attend this first session will have until the second session to join a group, always subject to prior approval by the teaching staff. Attendance at seminars is compulsory. To obtain the project mark, it will be necessary to attend at least 80% of the sessions. Failure to meet this minimum requirement will result in a grade of 0 for this assessment.	20	D5 D7
Objective questions exam	Test that assesses knowledge and includes closed-ended questions with different response options (true/false, multiple choice, matching items, etc.).	35	D7
Essay questions exam	Test consisting of short-answer questions in which students must apply the knowledge and skills acquired in the course.	35	D7
Problem and/or exercise solving	Test in which students must solve a series of problems and/or exercises.	10	

Other comments on the Evaluation

ASSESSMENT MODES

Students may be assessed either through continuous assessment or, alternatively, through a final (global) assessment. By default, students will be enrolled in continuous assessment. Those wishing to opt for global assessment must formally withdraw from continuous assessment within the deadline established by the Faculty, submitting the appropriate completed and signed form.

Opting for global assessment entails forfeiting the right to participate in any remaining continuous assessment activities, as well as relinquishing any marks already obtained in prior assessments.

CONTINUOUS ASSESSMENT

This is the standard assessment mode for students who do not formally withdraw.

During the course, students are required to complete the following assessment components:

1. Theoretical-Practical Component (80% of the final mark)

This component consists of two written examinations, comprising objective questions, extended-response questions, and problem-solving tasks.

- One in-course test, accounting for 40% of the final mark.
- One end-of-course test, held on the official examination date, also accounting for 40% of the final mark.
- A minimum mark of 5 out of 10 must be achieved in each test in order to pass this component.
- If one of the two tests is failed, the final mark recorded will be the lower of the two marks obtained.

2. Supervised Project (20% of the final mark)

- Students are required to attend at least 80% of the scheduled sessions.
- The project must be orally presented and defended.
- Failure to meet these requirements will result in a mark of 0.

SECOND SITTING (RESIT)

The mark obtained for the supervised project will be retained, as it is based on work completed throughout the semester and cannot be reassessed or improved.

Students will only be required to resit those examination components in which they did not achieve the minimum mark of 5 out of 10.

Resit examinations will take place on the official date for the second assessment period, in accordance with the Faculty's approved academic calendar.

FINAL (GLOBAL) ASSESSMENT

Students who formally withdraw from continuous assessment will be assessed by means of a single final examination, which will account for 100% of the overall mark.

The dates and times of these examinations, for both the first sitting and the resit period, will be those established in the official examination timetable approved by the Faculty Board for the 2026/27 academic year.

NON-ATTENDANCE

Students who do not participate in either continuous or global assessment will be recorded as Absent in the official records.

SUBSEQUENT ACADEMIC YEARS AND FINAL-YEAR CASES

Students who do not pass the course in the 2026/27 academic year must re-enrol and follow the syllabus and assessment criteria in force for the relevant academic year. Previously obtained marks will not be carried over.

Exception: In final-year cases, the same provisions applicable to the second sitting will apply.

RECOMMENDATIONS

Detailed information regarding assessment tasks—including format, length, marking criteria, and submission procedures—will be provided via the Moovi platform. Students are responsible for regularly checking this platform and ensuring they are informed of any relevant updates or additional requirements.

Students are also strongly advised to consult Title VII (*Use of Unauthorised Means*) of the Regulations on Assessment, Grading, and Teaching Quality, available at:

<https://secretaria.uvigo.gal/uv/web/normativa/public/show/565>

Sources of information

Basic Bibliography

Ases, M. J. J., **Manual de empresa y administración**, Editorial Club Universitario, 2024

David, Fred R., Forest David, and Meredith E David, **Strategic Management: A Competitive Advantage Approach: Concepts and Cases**, 17^a, Pearson Education, 2023

Montoro Sánchez, María Ángeles et al, **Fundamentos de administración de empresas**, 4^a, Cizur Menor, 2020

Piñeiro García, Pilar et al., **Introducción a la economía de la empresa**, Delta, 2010

Complementary Bibliography

Fernández Sánchez, Esteban, and Marisa Ramírez Alesón., **Fundamentos para la toma de decisiones estratégicas de la empresa**, Ediciones Pirámide, 2021

González Domínguez, Francisco José, and Juan D. Ganaza Vargas, **Fundamentos de economía de la empresa**, 2^a, Pirámide, 2017

Thomson, A. A., Peteraf, M. A., Gamble, J. E., Strickland, A. J., & Mauri, M. E., **Administración estratégica: en busca de la ventaja competitiva: conceptos y casos**, 23^a, McGraw-Hill Interamericana, 2023

Vázquez Suárez, Luis, Roberto Sánchez Gómez, and Esther Calderón Monge, **Introducción a la gestión de empresas**, Ediciones Pirámide, 2020

Recommendations

Subjects that continue the syllabus

Company: Basics of marketing techniques/P04G190V01302

Other comments

Responsible Use of Artificial Intelligence (AI)

The use of AI tools is permitted in this course as long as it is done ethically, responsibly, transparently. For this purpose, students must:

- Use AI as a support for learning, not as a substitute for critical thinking or personal work.
- Critically review all activities before completing or submitting them, since the ultimate responsibility for the task or activity lies with the student.
- Properly cite any AI-generated content, including the prompts used and the responses obtained, following the APA citation style (7th edition).
- Avoid using AI to complete tasks that should reflect personal competencies (exams, individual reflections, or assessable practical assignments, etc.), unless expressly indicated by the teaching staff.
- Remember that improper use of AI may be considered academic fraud or dishonest academic conduct and will be handled according to the current disciplinary regulations of UVigo.

Below is an example of how to cite prompts and responses in APA format (7th edition). To cite AI-generated content, the following guideline is recommended:

In the reference list:

OpenAI. (2025). AI-generated response to the prompt: "Explain Ausubel's theory of meaningful learning" [Generative AI]. ChatGPT. <https://chat.openai.com/>

In the text: (OpenAI, 2025). The prompt may also be included in an appendix or footnote if it is relevant for understanding the work.

IDENTIFYING DATA				
Fundamentos de la fotografía				
Subject	Fundamentos de la fotografía			
Code	11594-53786-S			
Study programme	Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1	2c
Teaching language	Castelán Galego			
Department	Comunicación audiovisual e publicidade			
Coordinator	Lens Leiva, Jorge			
Lecturers	Lens Leiva, Jorge Miragaya López, Laura María			
E-mail	jorgelensleiva@gmail.com			
Web	http://www.jorgelens.com			
General description	Conceptos básicos da técnica fotográfica así como estudio e aplicación das representacións fotográficas e das técnicas de produción e posproducción.			

Resultados de Formación e Aprendizaxe

Code	
B3	Comprender as teorías sobre imaxe, percepción e comunicación visual aplicadas á publicidade e as relacións públicas.
B15	Recoñecer as linguaxes, formatos e recursos expresivos específicos da publicidade gráfica, audiovisual e dixital.
C10	Aplicar criterios éticos, inclusivos e sostibles na elaboración de produtos e estratexias comunicativas.
C11	Desenvolver propostas creativas adaptadas a obxectivos comunicativos e publicitarios.
C12	Elaborar contidos dixitais e multimedia adaptados a distintas contornas e plataformas.
D1	Deseñar e desenvolver estratexias integradas de comunicación e publicidade adaptadas a diferentes contextos organizacionais e sociais.
D3	Coordinar e xestionar procesos de traballo en equipo en proxectos de comunicación e publicidade.
D7	Adaptarse aos cambios tecnolóxicos, sociais e profesionais do ecosistema comunicativo.

Resultados previstos na materia

Expected results from this subject	Training and Learning Results	
Identificar os parámetros fundamentais da técnica fotográfica.	B3 B15	C10 C12
Utilizar as técnicas e procesos na organización da produción fotográfica.	B3 B15	C11 C12
Desenvolver medicións vinculadas coa cantidade de luz e a calidade cromática durante o proceso de construción das imaxes fotográficas.		C11 C12
Definir o uso adecuado de ferramentas tecnolóxicas, especialmente informáticas, no tratamento dixital de imaxes fotográficas.		C11 C12
Asumir riscos expresivos e temáticos, aplicando solucións e puntos de vista persoais no desenvolvemento dos proxectos.		C11 C12
Demostrar capacidade de adaptación aos cambios tecnolóxicos.		D3 D7
Identificar as solucións necesarias no desenvolvemento do proceso fotográfico dunha forma rápida		C11 C12
Capacidade para fotografar de forma responsable e ética.		C10 D1

Contidos

Topic	
Técnica Fotográfica I. Parámetros fundamentais da cámara: o enfoque, o diafragma, o tempo de exposición	Non son necesarios
Técnica fotográfica II: Valor de exposición, Escala ISO, Medición da luz, Control de exposición, Orientación da luz, Profundidade de campo, Tipoloxía de obxectivos fotográficos, Temperatura cor.	Non son necesarios.

Técnica fotográfica III. A elaboración da imaxe. Composición e encadre. Modelos básicos de composición. Regra dos tercios. Trucos de composición	Non son necesarios.
Historia da fotografía, desde o pictorialismo ata os nosos días. Autores e tendencias.	Non son necesarios.
Teoría da luz e esquemas de iluminación	Non son necesarios

Planificación

	Class hours	Hours outside the classroom	Total hours
Obradoiro	7	10	17
Seminario	10	10	20
Lección maxistral	21	20	41
Práctica de laboratorio	4	20	24
Práctica de laboratorio	4	20	24
Práctica de laboratorio	4	20	24

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

Metodoloxía docente

	Description
Obradoiro	Actividades fotográficas enfocadas á asimilación dos contidos teóricos da materia, así como á posta en práctica da técnica fotográfica a través da titorización en grupo e individual do profesor.
Seminario	Grupos reducidos onde o profesor poderá afondar sobre algún tema concreto da materia e realizar un seguimento máis individualizado da asimilación de contidos.
Lección maxistral	Exposición por parte do profesor dos contidos teóricos en torno á evolución da fotografía (desde os antecedentes fotográficos ata os autores contemporáneos), así como sobre aqueles aspectos relativos á técnica fotográfica que logo se porá en práctica nas horas de obradoiro correspondentes.

Atención personalizada

Methodologies	Description
Obradoiro	Atención individualizada centrada na aprendizaxe e o desenvolvemento das tarefas prácticas coa cámara fotográfica.
Seminario	Atención individualizada centrada na aprendizaxe e o desenvolvemento das tarefas prácticas coa cámara fotográfica

Avaliación

	Description	Qualification	Training and Learning Results
Lección maxistral	A proba será voluntaria e constituirá o 40% da nota en caso de facerse. Consistirá en preguntas curtas relacionadas cos contidos vistos na clase. Terán especial relevancia as preguntas dedicadas á asimilación da práctica fotográfica (escala de diafragmas e de velocidades). No caso de realizar esta proba, o seu valor será o 40 por cento da nota final xa que o outro 60% correspondería á nota media dos traballos prácticos.	40	
Práctica de laboratorio	Nesta práctica, o alumnado terá que resolver cuestións fotográficas relacionadas co enfoque, o diafragma e a velocidade de obturación. Esta practica é a primeira das tres prácticas obrigatorias que o alumno deberá presentar ao longo do curso. Se o alumno opta por non facer a proba escrita (exame final), estas 3 prácticas constituirán o 100% da nota final. No caso de presentarse ao examen final, cada traballo práctico valerá un 20% do total da asignatura e a calificación do exame valerá un 40%).	20	
Práctica de laboratorio	Nesta práctica, o alumnado terá que resolver cuestións fotográficas relacionadas cos recursos para mellorar a composición fotográfica. Esta practica é a segunda das tres prácticas obrigatorias que o alumno deberá presentar ao longo do curso. Se o alumno opta por non facer a proba escrita (exame final), estas 3 prácticas constituirán o 100% da nota final. No caso de presentarse ao examen final, cada traballo práctico valerá un 20% do total da asignatura e a calificación do exame valerá un 40%).	20	

Práctica de laboratorio	Nesta práctica, o alumnado terá que resolver cuestións fotográficas relacionadas coa iluminación fotográfica.	20
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Esta practica é a terceira das tres prácticas obrigatorias que o alumno deberá presentar ao longo do curso. Se o alumno opta por non facer a proba escrita (exame final), estas 3 prácticas constituirán o 100% da nota final. No caso de presentarse ao examen final, cada traballo práctico valerá un 20% do total da asignatura e a calificación do exame valerá un 40%).

Other comments on the Evaluation

Os sistemas de avaliación estarán divididos en dous modalidades: metodoloxías de avaliación continua e metodoloxías de avaliación global

EVALUACIÓN CONTINUA

A avaliación continua constitúe a metodoloxía de avaliación habitual e que se empegará por defecto para calificar ao alumnado.

Nesta opción de avaliación, o alumnado fará ao longo do curso unha serie de **traballos prácticos** que constituirán o 100 % da nota final da materia. Dado que esta avaliación é de tipo continua, o feito de non entregar un traballo supondría un NON PRESENTADO na calificación final da materia.

Xa que o alumnado ten dereito a unha proba escrita, existe a posibilidade voluntaria de facer un examen final nas datas fixadas polo decanato ao principio do curso. No caso de facer esta proba, a calificación do examen supondría un 50% da nota final, mentras que as calificacións dos traballos supondrían un 50% da nota final.

Para as convocatorias seguintes, será igualmente necesaria a entrega dos traballos prácticos, tomando como referencia os traballos encargados no ano académico no que se realice o exame. Igualmente, os porcentaxes para a calificación final son os mesmos, é dicir, traballos prácticos (50%) e exame escrito (50%)

EVALIACION GLOBAL

O sistema de avaliación por defecto da Universidade de Vigo é o sistema de avaliación continua. Aqueles alumnos que opten polo sistema de avaliación global deberán seguir as seguintes pautas.

O alumnado deberá comunicar ao profesorado a súa renuncia expresa ao sistema de avaliación continua no prazo que para o efecto estableza o centro (un mes), achegando ao docente o documento requerido cuberto e asinado.

Pautas o día da avaliación:

A proba de avaliación global realizarase na data e nos horarios que estableza o centro no calendario oficial de exames. O alumno deberá superar todas e cada unha das probas de avaliación previstas que se detallan a continuación, obtendo unha cualificación mínima de 5 puntos en cada unha delas. Dada a extensión das probas, o alumnado que realice a avaliación global deberá dispor de 5 horas (descanso non incluído) para realizalas desde a hora oficial de inicio do exame da materia segundo o calendario oficial.

O alumno deberá superar todas e cada unha das seguintes probas de avaliación que se detallan a continuación cunha cualificación mínima de 5.

Breve descrición e porcentaxe de avaliación das probas:

PROBA 1: Exame. Os alumnos que realicen a avaliación global realizarán o mesmo exame con preguntas obxectivas que o exame voluntario dos alumnos que realizan a avaliación continua. Mesmo día, mesmo horario, mesmas pautas. O exame, en todas as súas partes, ten un peso do **40% da nota total**. É necesario obter unha nota mínima de 5 para superar esta parte. Con menos de 5 non se fai media, aínda que o resto das probas estean aprobadas.

PROBA 2. O día da data oficial de exame deberán presentarse os 3 traballos propostos polos docentes. O conxunto de traballos propostos teñen un peso do **30% do total da nota**. Deberá obter unha nota mínima de 5 de media dos traballos para superar esta parte. Os traballos deberán entregarse ao profesor por medio de Pendrive ou calquera outro procedemento antes de facer o exame, de xeito que para poder presentarse ao exame é imprescindible que o profesor reciba con anterioridade os 3 traballos prácticos do alumno.

PROBA 3. Unha vez rematado o exame, e transcorridos os períodos de descanso entre probas que regulamentariamente se establezan, o alumno asistirá preferentemente á aula onde se impartiron as clases prácticas, acompañado polo profesor da materia, aínda que tamén podería realizarse esta proba en calquer outro espacio, tanto interior como exterior á facultade. O alumno deberá realizar unha proba de tipo práctico que consistirá na realización do tipo de fotografías que se facían nas

clases prácticas da avaliación continua, onde se verá a solvencia do alumnado no relativo á técnica fotográfica: enfoque, control de exposición, profundidade de campo, composición, etc.) A proba terá unha duración máxima de 30 minutos desde o momento en que comece. O detalle das tarefas a realizar, os prazos e os criterios de avaliación serán explicados ao alumno na aula. Esta proba, no seu conxunto, ten un peso do **30% da nota total**. Con menos de 5 non se fai media, aínda que o resto das probas estean aprobadas.

Resumo das probas e porcentaxe de avaliación global do conxunto de tarefas que supón esta proba

□ Proba 1 (P1): Exame. Valoración do 40% da nota total.

□ Proba 2 (P2): Entrega de traballos prácticos. Valoración do 30% da nota total.

□ Proba 3 (P3): Realización de prácticas na aula. Valoración do 30% da nota total.

$P1(40\%) + P2(30\%) + P3(30\%) = 100\%$ da nota

Instálase unha vez máis que, para superar a materia, é imprescindible superar todas as probas (1,2 e 3) en tempo e forma correcta. Cunha nota inferior a 5 en algunha das probas non se fará media aínda que o resto das probas estean aprobadas. Polo tanto, o alumno deberá obter unha nota mínima de 5 en todas as probas para poder superar a asignatura.

Outros aspectos a ter en conta

Os materiais para o estudo da materia serán os subidos a Moovi e os apuntes das sesións impartidas na aula, tanto en sesións teóricas como prácticas. É responsabilidade do alumno estar atento á información subida a Moovi e recoller as notas e documentación non subidas a Moovi que sexan obxecto de exame e/ou explicacións das diferentes probas de avaliación.

A guía docente expón o enfoque xeral da materia pero podería haber detalles máis específicos sobre o sistema de avaliación global que se xestionarían de forma oportuna a través da plataforma Moovi.

Para todo o non contemplado e/ou expresamente detallado nesta guía tomarase como referencia as indicacións da Normativa de avaliación, cualificación e calidade docente e do proceso de aprendizaxe do alumnado (Aprobada polo claustro o 18 de abril de 2023). Disponible en: <https://secretaria.uvigo.gal/uv/web/normativa/public/show/565>

Bibliografía. Fontes de información

Basic Bibliography

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BARTHES, Roland, **La cámara lúcida**, Paidós Ibérica, 1995

DALY, Tim, **Manual de fotografía digital**, Taschen Benedikt, 2000

FONTCUBERTA, Joan, **El beso de Judas**, Gustavo Gili, 1997

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SONTAG, Susan, **Sobre la fotografía**, Alfaguara, 2005

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PETERSON, Bryan, **Los secretos de la fotografía (Guía de campo)**, Tutor, 2010

CARROLL, Henry, **Lea este libro si desea tomar buenas fotografías**, Blume, 2014

KELBY, Scott, **Iluminar, disparar y retocar. Conseguir fotografías de máxima calidad**, Anaya Multimedia. Colección Photo Club, 2012

ARIAS, Zack, **Fotografía. Preguntas y respuestas**, Anaya Multimedia. Colección Photo Club, 2014

MOMÉNE, Eduardo, **La visión fotográfica. Curso de fotografía para jóvenes fotógrafos**, Eduardo Momeñe, 2009

duCHEMIN, David, **Mercaderes de imágenes. La fotografía como pasión y profesión**, Anaya Multimedia., 2010

RIVAS, Rodrigo, **Fotografía de calle. Memoria de la ciudad**, Anaya Multimedia., 2017

Complementary Bibliography

FREUND, Gisèle, **La fotografía como documento social**, Gustavo Gili, 2001

MEOLA, Christa, **Fotografía boudoir. El arte de la sensualidad**, Anaya Multimedia. Colección Photo Club, 2013

Recomendacións

IDENTIFYING DATA				
Teoría e historia de la propaganda				
Subject	Teoría e historia de la propaganda			
Code	11594-53787-S			
Study programme	Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1	2c
Teaching language	#PortuguêsAmigável Galego			
Department	Comunicación audiovisual e publicidade			
Coordinator	Pena Rodríguez, Alberto			
Lecturers	Pena Rodríguez, Alberto			
E-mail	alberto@uvigo.es			
Web	http://https://portalcientifico.uvigo.gal/investigadores/277427/detalle			
General description	A materia aborda os fundamentos teóricos e históricos da propaganda como modelo de comunicación persuasiva, prestando especial atención aos medios, ás técnicas e ás estratexias empregadas polos emisores de comunicación, así como á súa influencia na esfera mediática e na percepción pública da realidade política, social, cultural e económica, en diferentes contextos da historia conemporánea.			
	Materia do programa Português Amigável. Os/ as estudantes internacionais poderán solicitar ao profesorado: a) materiais e referencias bibliográficas para o seguimento da materia na lingua estranxeira, b) atender as titorías na lingua estranxeira, c) probas e avaliacións en lingua estranxeira.			

Resultados de Formación e Aprendizaxe

Code	
B1	Coñecer os fundamentos teóricos da comunicación, a publicidade e as relacións públicas nas súas dimensións social, cultural e empresarial.
B2	Comprender a evolución histórica e o papel dos medios, a publicidade e a comunicación corporativa na sociedade contemporánea.
B5	Coñecer o marco xurídico, deontolóxico e regulador da comunicación publicitaria e institucional.
C1	Elaborar mensaxes e contidos comunicativos adaptados a diferentes medios, soportes e públicos.
C5	Diseñar pezas e accións básicas de comunicación visual e publicitaria.
C13	Interpretar datos e métricas procedentes de informes técnicos e de analítica aplicada á comunicación.
C14	Aplicar capacidades de análises e observación a contextos socioculturais e comunicativos.
C15	Aplicar técnicas creativas e innovadoras no deseño e execución de estratexias comunicativas.

Resultados previstos na materia

Expected results from this subject	Training and Learning Results
Agárdase que os estudantes asimilen os referentes fundamentais da comunicación persuasiva de carácter ideolóxico e aprendan a desenvolver unha observación crítica dos fenómenos asociados á propaganda, tanto a nivel teórico como empírico.	B1 C14
Coñecer os fundamentos teóricos da propaganda, nas súas dimensións social y cultural	B1 B2 B5
Comprender a teoría, a estrutura e a construción das mensaxes publicitarias en diferentes medios e formatos.	C1 C5 C14
Aplicar capacidades de análises e observación a contextos socioculturais e comunicativos.	C13 C14 C15

Contidos

Topic	
INTRODUCCIÓN E FUNDAMENTOS TEÓRICOS	- Significado e orixes da propaganda. - Definición de propaganda. - Fundamentos teóricos da comunicación persuasiva. - Diferencias entre propaganda, publicidade e RR.PP. - Modelos e técnicas clásicas da propaganda.
AS PRIMEIRAS MANIFESTACIÓNS DA PROPAGANDA	- Idade Antigua: Exipto, Grecia e Roma. - Idade Moderna: Europa e América.

A PROPAGANDA NAS GRANDES REVOLUCIÓNS	- A Revolución Americana. - A Revolución Francesa. - O Imperio Napoleónico. - A Revolución Rusa.
PROPAGANDA, GUERRA E AUTORITARISMOS NO SÉCULO XX	- A Primeira Guerra Mundial - O fascismo italiano. - O nazismo alemán. - A Guerra Civil Española. - A Segunda Guerra Mundial. - O franquismo. - A Guerra Fría.
A PROPAGANDA NA HISTORIA RECENTE	- A Transición Española e Portuguesa. - Propaganda, populismos e desinformación.

Planificación			
	Class hours	Hours outside the classroom	Total hours
Lección maxistral	24	12	36
Seminario	10	29	39
Traballo tutelado	16	59	75

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

Metodoloxía docente	
	Description
Lección maxistral	Explicación dos temas teóricos xerais relacionados cos contidos principais da materia.
Seminario	Centraranse en temas monográficos da materia que poidan ser analizados cunha maior profundidade en grupos reducidos.
Traballo tutelado	Serán de carácter grupal e servirán para poñer en práctica os coñecementos adquiridos.

Atención personalizada	
Methodologies	Description
Lección maxistral	Atención en horario de tutorías.
Seminario	Atención en horario de tutorías.
Traballo tutelado	Atención permanente, en clase ou en horario de tutorías.

Avaliación		
	Description	Qualification Training and Learning Results
Lección maxistral	Consistirá nun exame teórico de dúas preguntas de desenvolvemento sobre os contidos da materia.	40
Seminario	A avaliación dos coñecementos no marco do seminario realizarase mediante un seguimento continuo.	10
Traballo tutelado	Consistirá na realización e exposición de dous traballos de carácter teórico baixo a orientación do profesor.	50

Other comments on the Evaluation

AVALIACIÓN CONTINUA

Os estudantes deberán entregar os traballos seguindo as instrucións do profesor nas datas sinaladas.

Nos traballos valorarase especialmente que teñan unha estrutura analítica, reflexión crítica e o uso de fontes diversas con rigor académico.

A nota final da asignatura será o resultado da suma das puntuacións dos traballos prácticos e o exame teórico.

A información sobre as probas de avaliación, o seu formato, extensión, rúbrica e canles de entrega serán detalladas a través da plataforma Moovi. É responsabilidade do alumno ou alumna estar atento á información subida e recompilar a información específica e complementaria que sexa precisa para superar a materia.

AVALIACIÓN GLOBAL DA MATERIA

A proba de avaliación global realizarase na data e horarios previstos polo centro no calendario de exames oficial. A información sobre as probas de avaliación, o seu formato, extensión, rúbrica e canles de entrega serán detalladas a través da plataforma Moovi. É responsabilidade do alumno ou alumna estar atento á información subida e recompilar a información específica e complementaria que sexa precisa para superar a materia.

Breve descrición das probas:

Proba 1. Exame teórico. Realizarase o exame teórico previsto para a materia, tanto para a avaliación global como continua. O exame será avaliado coas mesmas pautas para todo o alumnado. O exame ten un valor do 40% sobre o total da nota.

Proba 2. Traballos prácticos. Facer entrega de dous traballos propostos polo docente. Cada un dos traballos (2) ten un valor máximo do 30% sobre o total da cualificación (60%). Os traballos serán entregados na data e horario do exame. O detalle dos contidos dos traballos, metodoloxías e criterios de avaliación para os estudantes de avaliación global estarán disponibles a través da plataforma Moovi.

O alumnado deberá informar ao docente da súa renuncia expresa ao sistema de avaliación continua no prazo establecido polo centro, cubrindo e asinando o documento habilitado para tal fin.

Bibliografía. Fontes de información

Basic Bibliography

DA COSTA, Marco, **Ideología y propaganda en el cine del Tercer Reich**, Comunicación Social, 2014

ELLUL, Jacques, **Historia de la propaganda**, Monte Ávila, 1970

HUICI MÓDENES, Adrián, **Teoría e historia de la propaganda**, Síntesis, 2017

HUICI MÓDENES, Adrián, **Guerra y propaganda en el siglo XXI: nuevos mensajes y viejas guerras XXI**, Alfar, 2010

PENA RODRÍGUEZ, Alberto, **Comunicación y guerra en la historia**, Tórculo, 2004

PENA RODRÍGUEZ, Alberto et al., **Comunicación social e opinión pública nas ditaduras: idearios, narrativas e representacións**, Universidade de Vigo/REFAT, 2021

PENA RODRÍGUEZ, Alberto, y PAULO, Heloisa, **A cultura do poder. A propaganda nos Estados autoritários**, Universidade de Coimbra, 2016

PIZARROSO QUINTERO, Alejandro, **Historia de la Propaganda**, Eudema, 1992

PINEDA CACHERO, Antonio, **Elementos para una teoría comunicacional de la propaganda**, Alfar, 2006

SEVILLANO CALERO, Francisco, **Propaganda y medios de comunicación en el franquismo**, Universidad de Alicante, 1998

TAYLOR, Phillip M., **Munitions of the mind. A history of propaganda**, Manchester University Press, 2003

Complementary Bibliography

Recomendacións

Subjects that continue the syllabus

Fundamentos de las relaciones públicas/11594-53788-S

Subjects that are recommended to be taken simultaneously

Fundamentos de la publicidad/11594-53783-S

Subjects that it is recommended to have taken before

Teoría e historia de la comunicación/11594-53782-S

IDENTIFYING DATA				
Fundamentos de las relaciones públicas				
Subject	Fundamentos de las relaciones públicas			
Code	11594-53788-S			
Study programme	Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1	2c
Teaching language	Galego			
Department	Comunicación audiovisual e publicidade			
Coordinator	Baamonde Silva, Xosé Manuel			
Lecturers	Baamonde Silva, Xosé Manuel Bastón Carballo, María Susana			
E-mail	xbaamonde@uvigo.es			
Web				
General description	Conceptualización das relacións públicas (definición, problemas co termo, conceptos relacionados, límites con outras disciplinas). Evolución histórica e desenvolvemento teórico. Materias e estruturas. Ética e conduta profesional; marco xurídico da disciplina. Introducción ao proceso de relacións públicas, así como ás funcións, tarefas, aplicacións e ferramentas esenciais da disciplina.			

Resultados de Formación e Aprendizaxe	
Code	
B1	Coñecer os fundamentos teóricos da comunicación, a publicidade e as relacións públicas nas súas dimensións social, cultural e empresarial.
B6	Comprender os fundamentos da mercadotecnia e a súa relación coas estratexias de comunicación e publicidade en organizacións e institucións.
B9	Comprender os principios éticos, de responsabilidade social e sustentabilidade aplicados ao exercicio profesional da comunicación.
B12	Comprender o papel da responsabilidade social e a comunicación institucional en organizacións públicas e privadas.
B14	Comprender a teoría, estrutura e construción da mensaxe publicitaria en distintos soportes e formatos.
B15	Recoñecer as linguaxes, formatos e recursos expresivos específicos da publicidade gráfica, audiovisual e dixital.
C7	Xestionar dinámicas de traballo colaborativo en contornas profesionais e académicos.
C15	Aplicar técnicas creativas e innovadoras no deseño e execución de estratexias comunicativas.
D8	Integrar criterios éticos, de sustentabilidade, igualdade e responsabilidade social no desenvolvemento profesional.

Resultados previstos na materia			
Expected results from this subject		Training and Learning Results	
Coñecer os fundamentos teóricos das relacións públicas nas súas dimensións social, cultural e empresarial.		B1 B12	
Comprender os fundamentos das relacións públicas e a súa integración coas estratexias de comunicación e nas organizacións e institucións.		B1 B6 B9 B12	
Comprender os principios éticos, a responsabilidade social e a sustentabilidade aplicados á práctica profesional das relacións públicas			C7 D8
Comprender a teoría, a estrutura e a construción das mensaxes comunicativas en diferentes medios e formatos.		B14	C15
Recoñecer as linguaxes, os formatos e os recursos expresivos específicos das relacións públicas e a comunicación dixital		B14 B15	C15
Aplicar técnicas creativas e innovadoras no deseño e execución de estratexias de relacións públicas e comunicación		B12	C7 C15

Contidos	
Topic	
1. Conceptualización das relacións públicas (I)	Introducción Concepto e características Problemas terminolóxicos Contextualización no panorama científico e relación con outras disciplinas.

2. Conceptualización das relacións públicas (II)	Funcións ou áreas profesionais Suxeitos e estruturas Proceso Instrumentos e ferramentas
3. A evolución das relacións públicas	Antecedentes e nacemento A era dos pioneiros (1900-1950). A maioría de idade A evolución da investigación: principais teóricos A evolución das relacións públicas en España
4. A profesión das relacións públicas	Carreira profesional Departamentos e consultoras Asociacións profesionais Límites das relacións públicas: ética, legalidade e deontoloxía
5. A marca persoal do relacións públicas	Concepto e xestión da marca persoal Vantaxes da marca persoal para a comunicación corporativa

Planificación

	Class hours	Hours outside the classroom	Total hours
Lección maxistral	20	40	60
Obradoiro	16	0	16
Estudo de casos	4	8	12
Traballo tutelado	8	32	40
Exame de preguntas de desenvolvemento	2	20	22

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

Metodoloxía docente

	Description
Lección maxistral	Exposición dos contidos da materia
Obradoiro	Actividades enfocadas á adquisición de coñecementos e habilidades relacionados coa materia, con asistencia específica por parte do profesor ás actividades que desenvolven os estudantes.
Estudo de casos	Análise dun feito, problema ou suceso real coa finalidade de coñecelo, interpretalo, resolvelo, xerar hipóteses, contrastar datos, reflexionar, completar coñecementos, diagnosticarlo e adestrarse en procedementos alternativos de solución
Traballo tutelado	

Atención personalizada

Methodologies	Description
Traballo tutelado	

Avaliación

	Description	Qualification	Training and Learning Results
Obradoiro	Valorarase a asistencia, participación activa e traballo desenvolto nas sesións que se dediquen aos obradoiros. Os alumnos que non poidan asistir a estas sesións (por motivos laborais, por estar cursando outras materias doutros cursos no mesmo horario, etc.) deben contactar co docente para expoñer o seu caso nos primeiros días do curso.	30	B1 C7
Estudo de casos	Analizaranse en profundidade exemplos reais que permitan afondar nos contidos da materia. Tamén será avaliable a participación en charlas que contribúan a que o alumnado teña criterio propio.	20	B1
Traballo tutelado		0	
Exame de preguntas de desenvolvemento	O exame será de preguntas a desenvolver, de tal xeito que se poida avaliar os coñecementos da materia e a correcta redacción exigible a un relacións públicas	20	B1

Other comments on the Evaluation

Avaliación Continua

O alumno terá que aprobar cada un dos apartados, teórico e práctico, para superar a materia e facer a nota media final.

En caso de suspender un dos dous, con independencia da nota no outro, suspenderá a materia.

Segunda Oportunidade

Os alumnos que se presenten ao exame de xullo tamén deberán ter presentadas as prácticas exixidas durante o curso

Avaliación Global

A proba de avaliación global realizarase na data e horarios previstos polo centro no calendario de exames oficial. O estudante deberá superar todas e cada unha das probas de avaliación previstas que se detallan a continuación obtendo unha cualificación mínima de 5 puntos en cada unha delas. Dada a extensión das probas o alumnado que se acolla a avaliación global deberá dispor de 4 horas para a realización das mesmas a partir da hora oficial de inicio do exame da materia segundo o calendario oficial.

Breve descrición das probas:

Proba 1. Exame teórico. Realizarase o exame teórico previsto para a materia cun valor do 40% sobre o total da nota sendo preciso obter unha cualificación mínima de 5 puntos para aprobar esta parte. Unha cualificación inferior non servirá como media coas outras probas.

Proba 2. Traballo Práctico/Académico. Facer entrega dun traballo proposto polo docente, cun valor do 30% sobre o total da cualificación. O traballo será entregado na data e horario do exame. O detalle do traballo, metodoloxía e criterio de avaliación serán facilitados aos estudantes de avaliación global unha vez rematado o prazo de renuncia expresa á avaliación continua.

Proba 3. Actividade práctica. Tras a elaboración do exame teórico os estudantes deberán realizar actividades prácticas semellantes ás realizadas polos alumnos de avaliación continua, empregando os mesmos recursos e equipamentos empregados por estes. A proba durará un máximo de dúas horas dende o comezo da mesma. O detalle das probas así como os criterios de avaliación será remitido ao alumnado nun prazo non superior a un mes dende a renuncia efectiva a súa avaliación continua. A selección de actividades prácticas, no seu conxunto, ten un peso do 30% sobre o total da cualificación sendo preciso obter unha cualificación mínima de 5 puntos para aprobar esta parte. Unha cualificación inferior non servirá como media coas outras probas.

Resume das probas e porcentaxe de valoración global do conxunto de tarefas:

Proba 1. Exame. Valoración do 40% sobre o total da nota.

Proba 2. Traballo práctico/Académico. Valoración do 30% sobre o total da nota.

Proba 3. Actividades prácticas. Valoración do 30% sobre o total da nota.

Os estudantes deberán obter unha cualificación mínima de 5 puntos en todas as probas.

Bibliografía. Fontes de información

Basic Bibliography

Castillo Esparcia, Antonio, **Relaciones públicas : teoría e historia**, 1ª, Editorial UOC, 2009

Rojas Orduña, Octavio Isaac, **Relaciones públicas : la eficacia de la influencia**, 2ª ed. [rev. y act.], ESIC, 2008

Wilcox, Dennis L., Cameron, GlenT. e Xifra, Jordi, **Relaciones públicas: estrategias y tácticas**, 10ª, Pearson Educación, 2012

Xifra, Jordi, **Manual de Relaciones Públicas e Institucionales**, Tecnos, 2011

Complementary Bibliography

Recomendacións

Subjects that are recommended to be taken simultaneously

Creación de contenidos I. Redacción/11594-53789-S

Teoría e historia de la propaganda/11594-53787-S

Subjects that it is recommended to have taken before

Fundamentos de la publicidad/11594-53783-S

Teoría e historia de la comunicación/11594-53782-S

IDENTIFYING DATA				
Creación de contenidos I. Redacción				
Subject	Creación de contenidos I. Redacción			
Code	11594-53789-S			
Study programme	Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1	2c
Teaching language	Castelán			
Department	Comunicación audiovisual e publicidade Psicoloxía evolutiva e comunicación			
Coordinator	Domínguez Quintas, Susana Elisa			
Lecturers	Domínguez Quintas, Susana Elisa			
E-mail	squintas@uvigo.es			
Web				
General description	A materia Creación de contidos I. Redacción impártese no segundo semestre, é de formación básica e a primeira das materias de Creación de contido que se imparte no grao. Con ela perséguese habilitar ao alumnado na creación de contido textual grazas a unha mellor comprensión do uso da linguaxe, do estilo e das estruturas narrativas en termos comunicativos, buscando sempre a eficacia comunicativa. A ela seguiranlle as materias obrigatorias: Creación de contido II. Audiovisual publicitario, Creación de contido III. Comunicación Sonora e Creación de contido IV. Dixital, que completarán a formación do alumnado en uso doutras linguaxes para outros medios. O horario de tutorías está publicado en Moovi e pódense solicitar a través do correo electrónico do docente.			

Resultados de Formación e Aprendizaxe	
Code	
B4	Identificar as estruturas, xéneros e formatos dos discursos publicitarios, audiovisuais e corporativos.
B13	Coñecer os fundamentos da creatividade publicitaria e os procesos de ideación aplicados á comunicación comercial.
B14	Comprender a teoría, estrutura e construción da mensaxe publicitaria en distintos soportes e formatos.
C1	Elaborar mensaxes e contidos comunicativos adaptados a diferentes medios, soportes e públicos.
C2	Aplicar técnicas de redacción, narrativa e produción de contidos publicitarios e corporativos.
C5	Deseñar pezas e accións básicas de comunicación visual e publicitaria.
C8	Aplicar estratexias de comunicación oral e escrita en contextos profesionais diversos.
C11	Desenvolver propostas creativas adaptadas a obxectivos comunicativos e publicitarios.
D2	Planificar campañas e accións comunicativas orientadas a obxectivos institucionais, corporativos e comerciais.
D3	Coordinar e xestionar procesos de traballo en equipo en proxectos de comunicación e publicidade.

Resultados previstos na materia		
Expected results from this subject	Training and Learning Results	
1. Coñecer, identificar e interpretar os fundamentos da información xornalística, así como do uso da linguaxe, do estilo e dos xéneros xornalísticos nos diferentes procesos comunicativos.	B4 B13 B14	
2. Redactar con fluidez contidos comunicativos adaptados a diferentes situacións e contornas comunicativas. Distinguir a función informativa, interpretativa e persuasiva.		C1 C2 C5 C8 C11
3. Demostrar capacidade e habilidade para a análise, a síntese e o xuízo crítico.		C5 C8 C11
4. Identificar os elementos noticiosos dun acontecemento e xerarquizarlos segundo a relevancia informativa, distinguindo o relevante do irrelevante, aglutinando datos dispersos, e buscando información proveniente de fontes diversas.	B4 B14	C1 C8 C11
5. Discernir os aspectos éticos e deontolóxicos esenciais na comunicación dos feitos de actualidade: o uso adecuado das fontes, con precisión e respecto.		D2 D3
6. Analizar textos xornalísticos e empregalos como elemento imprescindible no coñecemento da contorna.		D2 D3

Contidos	
Topic	
Tema 1.- Características da linguaxe e o estilo xornalístico nos medios de comunicación. Estructuras narrativas e técnicas estilísticas na construción da mensaxe.	Subtema 1a.- A información de actualidade e a construción da mensaxe xornalística Subtema 1b.- Trazos diferenciais da linguaxe xornalística e ciberxornalístico Subtema 1c.- Modalidades e xéneros xornalísticos e ciberxéneros
Tema 2.- Procesos e fases na creación de contido textual. As mensaxes informativas.	Subtema 2a.- A información ou noticia e a nota de prensa Subtema 2b.- Titulación, fontes informativas e citas Subtema 3c.- O xornalismo de declaracións
Tema 3.- Procesos e fases na creación de contido textual. As mensaxes interpretativas. A narración de historias ou Storytelling e o xornalismo narrativo (contido de marca).	Subtema 3a.- A construción de personaxes, a entrevista, o perfil e a semblanza. Subtema 3b.- Xornalismo vs. literatura, o valor da emotividade. Subtema 3c.- O valor testemuñal da crónica
Tema 4.- Procesos e fases na creación de contido textual. As mensaxes persuasivas. O xornalismo de opinión (argumentación)	Subtema 4a.- A persuasión, o convencemento e a manipulación no artigo de opinión Subtema 4b.- A crítica, ¿información cultural? Subtema 4c.- A análise, a persuasión e o entretemento nas columnas

Planificación			
	Class hours	Hours outside the classroom	Total hours
Lección maxistral	24	34	58
Resolución de problemas	24	60	84
Exame de preguntas obxectivas	1	0	1
Exame de preguntas obxectivas	1	0	1
Presentación	1	5	6

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

Metodoloxía docente	
	Description
Lección maxistral	O docente presentará aos alumnos e ás alumnas nas sesións presenciais os aspectos teóricos máis significativos da materia, proporcionaralles a información e a bibliografía necesaria para desenvolver o temario do programa, e así ter os coñecementos básicos para traballar e poder realizar os exercicios prácticos semanais. Nestas sesións proporcionarase ao alumnado o mínimo necesario para desenvolver o seu traballo autónomo.
Resolución de problemas	Nas horas de docencia práctica os alumnos e alumnas terán que realizar, ás veces de modo individual e outras en grupo, os exercicios propostos polo docente. Redacción de diferentes xéneros xornalísticos relacionados co desenvolvemento do contido teórico da materia.

Atención personalizada	
Methodologies	Description
Lección maxistral	O alumnado recibirá os coñecementos teóricos nas sesións maxistrais, que se desenvolverán nas dúas horas de clases teóricas semanais. O docente orientará ao alumnado na correcta evolución na asimilación dos contidos da materia e atenderá ás preguntas e dúbidas expostas.
Resolución de problemas	Todas as prácticas realizaranse co asesoramento e co seguimento individualizado do docente para resolver dúbidas e facilitar a aprendizaxe do alumnado.

Avaliación		Qualification Training and Learning Results	
	Description		
Resolución de problemas	A nota media das cualificacións obtidas na execución dos exercicios de redacción propostos nas clases prácticas suporán o 40% da nota final da materia. Para aprobar a materia é necesario a entrega de todos os exercicios propostos e a asistencia obrigatoria a clase.	40	C1 D2 C2 D3 C5 C8 C11
Exame de preguntas obxectivas	Os contidos desenvolvidos nas horas presenciais das sesións maxistrais avaliaranse a través de probas parciais nas que será necesario obter unha cualificación de 4 sobre 10 en cada unha delas. Primeiro parcial: primeira parte dos contidos teóricos.	25	B4 B13 B14

Exame de preguntas obxectivas	Os contidos desenvolvidos nas horas presenciais das sesións maxistrais avaliaranse a través de probas parciais nas que será necesario obter unha cualificación de 4 sobre 10 en cada unha delas. Segundo parcial: segunda parte dos contidos teóricos.	25	B4 B13 B14
Presentación	Proporase ao alumnado o traballo en grupo para analizar e reflexionar sobre aspectos concretos do contido da materia recollidos nesta guía docente, que terán que expor en clase ante o resto dos seus compañeiros.	10	B4 B13 B14

Other comments on the Evaluation

EVALUACIÓN COTINUA DA MATERIA

Esta materia é presencial, así que **a asistencia ás sesións teóricas e prácticas** no horario establecido polo centro **é obrigatoria**. Aqueles alumnos ou alumnas con máis de tres faltas de asistencia sen xustificar non serán avaliados.

CONVOCATORIA DE XULLO/EXTRAORDINARIA E POSTERIORES (FIN DE CARREIRA)

A forma de avaliación é igual en todas as convocatorias.

Si na primeira convocatoria non se supera unha das partes da materia, na segunda convocatoria o alumnado deberá repetir a proba desa parte da materia para optar a unha nova avaliación. Si é a parte práctica, deberá repetir todos os exercicios propostos polos docentes ao longo do curso e entregalos na data establecida polo coordinador da materia; si é a parte teórica, avaliada nos exames, deberá presentarse ao exame na data oficial da segunda convocatoria con todo o contido da materia.

Si non se aproba a materia nas convocatorias do primeiro ano de matrícula (nin na primeira nin na segunda convocatoria), o alumno ou a alumna deberán cursar novamente a materia e deberán adaptarse á guía docente que está vixente nese curso académico. Non se conservarán as cualificacións obtidas en cursos anteriores, nin da parte teórica nin da parte práctica da materia.

EVALUACIÓN GLOBAL DA MATERIA

O alumnado deberá informar o docente da súa renuncia expresa ao sistema de avaliación continua no prazo establecido polo centro, achegando cuberto e asinado o documento habilitado para tal fin.

A proba de avaliación global realizarase na data e hora fixada polo centro no calendario oficial de exames. O alumno ou a alumna deberá superar todas e cada unha das probas de avaliación previstas que detalladas a continuación, obtendo unha calificación máxima de 5 puntos en cada unha delas.

Breve descripción das probas globais.

Proba 1. **Exame teórico.** O exame teórico, farase na hora sinalada como inicio da proba no calendario oficial, ten un valor do 50% da nota total e é necesario obter unha calificación máxima de 5 puntos para aprobar esta parte. Unha calificación máis baixa non servirá como media con outras probas.

Proba 2. **Actividade práctica.** Unha vez finalizado o exame teórico e tras realizar un descanso de 15 minutos, os/as alumnos/as de avaliación continua deberán asistir á sala de prácticas habitual co docente e dispoñerán de 3 horas (desde a hora de inicio da proba) para realizar tres actividades prácticas similares ás que realizaron os/as alumnos/as de avaliación continua, tres exercicios de redacción e un estudo de caso. Para superar esta parte é necesario obter unha calificación máxima de 5 sobre 10 puntos en cada un dos traballos. Unha calificación máis baixa non servirá como media con outras probas.

Dada a extensión das probas, os/as alumnos/as que realicen a avaliación global deberán dispor de 4 horas para realizalas desde a hora oficial de inicio do exame da materia segundo o calendario oficial.

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Recomendaciones

Subjects that it is recommended to have taken before

Teoría e historia de la comunicación/11594-53782-S