

COURSE NAME: THE LANGUAGE OF ADVERTISING

UFV CODE: 1322 **ECTS:** 4.5

TYPE OF COURSE: O, 2C

INTERNATIONAL CODE: ADP1322 **YEAR:** 2

REQUIREMENTS: HUM1311

OBJECTIVES: To learn to see advertisements not as consumers but as issuers and codifiers of messages

COURSE DESCRIPTION: The necessary verbal and technical contents are not transmitted

automatically; they are discovered and interiorised by way of observing and analyzing practical cases

BIBLIOGRAPHY: MOLINÉ, M.: La comunicación activa. Deusto. CARONTINI, E.:

Elementos de semiótica general. Gustavo Gili

METHODOLOGY: Consider real advertisements and advertising campaigns, and on the

basis of our observation, generalize the techniques, principles and characteristics that

make messages memorable and impressive, and therefore effective

EVALUATION: Class participation and attitude, practical assignments during the course

and the final exam (an oral presentation of a final assignment similar to the ones done

during the course)

PROFESSOR: Álvaro Gardeazábal **LANGUAGE:** Spanish