

Teaching guide

IDENTIFICATION DATA

Title:	Degree in Advertising		
Branch of Knowledge:	Social and Legal Sciences		
Faculty/School:	communication Sciences		
Subject:	Tongue		
Type:	Basic formation	ECTS credits:	6
Course:	one	Code:	3346
Teaching period:	Second semester		
Matter:	Communication		
Module:	Basis for a General Theory of Advertising		
Type of teaching:	Face-to-face		
Idiom:	Spanish		

Total hours of student dedication: 150

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SUBJECT DESCRIPTION

Speaking a language is a superior sign of the human condition. From a social point of view, language is the instrument of communication par excellence, vehicle that allows exposing, persuading, debating, arguing our ideas and interpret those expressed by others. From the individual point of view, language serves to think, to create, to develop intelligence and personality, is an essential means for learning and for progress in any facet of human activity. The subject rounds the knowledge acquired by students in previous educational stages so that they can function with ease and security in their future profession.

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The objective of the degree in Advertising at the Francisco de Vitoria University is to train people with the ability to plan, build and evaluate actions typical of the professional field of the degree. For this, the student will have to know the techniques that allow adapting to the needs of the clients without giving up the principles ethics and social and cultural responsibility on which they will have reflected, hence the training importance the use of language as a vehicle for integrating knowledge, on the one hand; and on the other, as a fundamental piece in the expression of the creative processes of the communicative messages to which our students are called to create, and that demand responsibility in the materialization of the same.

Together with the technical instruction, which will allow the improvement of skills specific to their profession, the student will receive training that facilitates the development of their intellectual skills in the field of thought and communication. Language is the organized, hierarchical, systematized system of signs that humans use to communicate. From the social point of view, language is the instrument of excellent communication. From the individual point of view, language is the support of thought; us allows to create, develop intelligence and personality. It is an essential medium for learning and progress in any activity.

For this reason, the objective of the course is to train advertising professionals who are responsible in the use of the language, capable of perform with ease in the performance of their professional work. For this, the subject is articulated in a introduction and in three topics where they are reviewed, always taking as reference own texts of Advertising, the fundamental principles of the importance of figures of speech for copywriting. The correlation between Language and copywriting, and finally the transfer rules on the plane of the enunciation and of the enunciation. These backbones of the subject provide knowledge about the rules and narrative elements of the Language, always looking for an area of applicability in the task advertising.

OBJECTIVE

The objective of the subject is to train students, future advertisers, responsible in the use of the language, capable to use correctly, properly and effectively the linguistic elements that allow him to function with fluency in any personal and professional communicative context.

The specific aims of the subject are:

- Carry out different theoretical-practical exercises so that the students apply the rhetorical figures in a advertising context

- Provide students with theoretical-practical exercises where they can apply rhetorical figures in the copywriting. Both on a written level and on a visual level

PRIOR KNOWLEDGE

The knowledge acquired in their secondary education and that corresponding to the skills and Competences selected for the Advertising degree

CONTENTS

UNIT 1. NARRATIVE AND EXPRESSIVE ELEMENTS OF LANGUAGE
 UNIT 2. FIGURES OF RHETORIC
 UNIT 3. LANGUAGE AND ITS IMPORTANCE IN ADVERTISING WRITING

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UNIT 1. NARRATIVE AND EXPRESSIVE ELEMENTS OF LANGUAGE

The student must recognize the general structures that make up the language since he uses them in a unconscious and in order to exercise writing, you must pay attention to structural aspects in order to later be able to use them consciously.

- 1.1 The generative journey
- 1.2 Semantic memory structures

TASK: Analysis of an advertising case that meets the requirements specified in the description of the task

UNIT 2. FIGURES OF RHETORIC

In this section the student will analyze advertising that contains texts and images that respond to the figures rhetoric that he will study so that in his work as an advertising copywriter he knows these resources and uses them at the service of the message.

- 2.1 Grammatical figures
- 2.2 Semantic figures

2.3 Pragmatic figures

TASK. Transformation of an existing advertisement through the use of rhetorical figures to enhance the original message

UNIT 3. LANGUAGE AND ITS IMPORTANCE IN ADVERTISING WRITING

The copywriter or copywriter carries out his communicative work with words, develops concepts, creates headlines, persuasive, informative, creative texts... and all this is basic and complementary to the art direction that will study in other subjects; for that reason, you should look at different styles of creative writing and exercise them in order to carry out this task competently.

3.1 The owner

3.2 Types of holder

3.3 The body of the text. Parts and functions

3.4 What to say in the body of the text

3.5 Copywriting phases

3.6 Closing and tagline

EXERCISES continued to put into practice what has been learned through the creation of texts for assignments of different nature that the teacher will facilitate, thereby creating a folder of texts that will be delivered to be corrected and improved for continuous learning.

FORMATION ACTIVITIES

Formation activities

Unlike the classic lecture, in which the burden of teaching falls on the teacher, in the lecture participatory lecture we seek for the student to pass from a passive attitude to an active one, encouraging their participation. This requires on the part of the teacher an adequate structuring of the content, expository clarity and ability to maintain student attention and interest. The number of students allows us a job, in most cases individually and others in pairs to facilitate the transfer of knowledge and the promotion of co-creation, dialogue of knowledge and sharing, as a constant exercise in the formation of future advertisements.

In the virtual campus the student will have enough material and information to favor the work autonomous and research, always following a roadmap that will be delivered on the first day of class, and it is through this methodology that the student takes the initiative to apply the contents exposed by the teacher through a guide/book of exercises that train him in the correct use of the language.

In this guide/booklet it is the student who diagnoses their learning needs, formulates their goals for learning, identifies the resources you need to learn, chooses and applies the appropriate strategies for your training and is evaluated through the results of his learning, as well as making a continuous exercise of self-assessment, so necessary for their personal and professional training.

The teacher thus becomes a guide, a source of information, a collaborator in this autonomous work. Is methodology will be of special interest for the development of skills related to research and

the development of critical thinking.

This is a part of the training activities, which will be better explained in the evaluation of the subject. Without However, it must be emphasized that the other part is evidence of apprehended knowledge, translated into individual written assessment tests and that is also important for the training of students.

The Guide/Exercise Book

This methodological tool consists of several exercises for each of the three topics that make up the subject content. These exercises are of two types:

1. Resolution exercises: Those exercises where the teacher gives the rules of the game, that is, he gives the narrative elements so that the student creates different stories, always attending to the objectives and competencies outlined in this teaching guide.
2. Deconstruction exercises: The student starts from the deconstruction of different stories for the creation of some new, from the elements assigned by the teacher, and others where you have options to choose the elements from a selection dynamic.

New academic reality

The training activities, as well as the distribution of work times, can be modified and adapted according to the different scenarios established following the instructions of the authorities sanitary”.

DISTRIBUTION OF WORKING TIMES

FACE-TO-FACE ACTIVITY

60 hours

EVALUATION 5h
PRACTICAL CLASSES 20h
PARTICIPATORY EXHIBITION CLASS 35h

SELF-EMPLOYED ACTIVITY/NO ACTIVITY PRESENTIAL

90 hours

INDIVIDUAL OR GROUP WORK 30h
THEORETICAL AND PRACTICAL STUDY 40h
VIRTUAL NETWORK WORK 20h

COMPETENCIES

Basic skills

That students have shown to possess and understand knowledge in an area of study that is part of the foundation of general secondary education, and is usually found at a level that, while supported by textbooks advanced, it also includes some aspects that involve knowledge coming from the forefront of its field of study

That students have the ability to collect and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant issues of a social, scientific or ethical nature

That students have developed those learning skills necessary to undertake studies with a high degree of autonomy

General skills

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Acquire the ability to express oneself correctly orally, in writing and in audiovisual or multimedia support.

Critically reflect on texts, artistic works or cases in a broad, deep and relational way, linking them to their own personal reality.

Discover and critically assess the social impact of the different communication forms and processes.

Learning to learn: understanding the dynamism of personal development through the skills of communication, research, critical-creative thinking, approach and execution of action plans and teamwork.

Specific skills

Communicate in the language of each communication medium (press, magazines, radio, television, abroad), and in the different digital media that convey mass communication and messages.

Reasonably present ideas based on the fundamentals of argumentation and rhetoric.

LEARNING OUTCOMES

Use with ease the precise sources of information for the resolution of the problems that can be pose as users of the language and as advertising professionals.

Detect and correct the most frequent linguistic errors in oral and written advertising communication.

Understand the advantages of mastery of oral and written expression in theory and in practice.

Explain ideas correctly, appropriately, adequately and effectively.

LEARNING ASSESSMENT SYSTEM

-PRACTICAL EXERCISES..... 50%

-FINAL EXAM..... .. fifty%

The practical exercises are built from the guide / exercise book that the student will receive on the first day of classes, where you can practice everything seen in the teacher's training lesson.

-Two practical tests come out of these exercises, the first test consists of two exercises carried out individually and another test will be done in pairs. Both have a percentage of 25% and it is necessary pass both to make an average, otherwise, this part of the percentage of the subject, that is, that 50%, will be suspended

-The two tests are mandatory and will be delivered through canvas, in online format, to the teacher, according to the date agreed in the waybill. Works are not received outside the assigned dates. The non-submission to the different tests, exposed in this teaching guide, is cause for suspense

The student who does not show up will have a grade of NP

-The spelling, writing and syntax of the paragraphs are grounds for reducing the grade. For every mistake, 0.50 will be deducted from the final grade.

Final exam

The test is compulsory for all students without exception and will be carried out according to the dates of exams established by the Academic Coordination of the Faculty of Communication.

CONTINUOUS ASSESSMENT OF THE SUBJECT:

- Loss of continuous evaluation: The student will lose the continuous evaluation when he does not attend 20% of the classes, and thus loses the possibility of passing the subject in the ordinary call, having to comply with all exercises, papers and exams, like the rest of the students, in the extraordinary call.

- For the student with academic exemption: The academic exemption is a right that the student can obtain

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to not attend classes regularly, but that allows it to be examined without losing the continuous evaluation and implies the follow-up of the subject through the canvas classroom, as well as fulfilling the deliveries of tasks and works..

To obtain this figure, the student must request it from the Degree Directorate, and provide the requested documentation to obtain it. Only the Degree Direction grants this figure. And it is the same direction of the degree the which is responsible for notifying the teacher of a student's dispensation so that he adapts the exercises or tasks to that circumstances. The general causes of academic dispensation are serious illness and contract work legalized and valid.

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