

Center: Barcelona

Course: **Psychology of Communication and Publicity**

Programme: Business, Design & Innovation

Semester: 1 & 2 (Offered both in Fall & Spring)

ECTS credits: 6

Duration: 45 hours (3 hours/week)

Language of instruction: English

Instructor: Prof. Irene Claver Gómez

### **Course Description**

**The objectives of the course are:**

- To understand the basic psychological processes involved in human Communication, as well as the different psychological theories and paradigms of interpersonal, group and Mass Communication.
- To be able to analyze and understand the underlying processes in persuasive Communication (propaganda, publicity and advertising) and its effects.
- To analyze the influence of the Culture of the Mass Media in society and in the development of personal and group identity.
- To acquire applied knowledge related to oral, textual, visual and audiovisual languages in Mass Communication.
- To be able to develop a complete Communication plan.
- To defend the Communication plan by means of a presentation including oral, textual and audiovisual Communication.

### **Prerequisites**

None

### **Attendance policy**

Attendance is mandatory for all classes, including field studies. Any presentation or activity missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in any

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course half a letter grade will be deducted from the final grade for each additional absence. Seven absences in any course will result in a Fail grade.

### **Learning outcomes**

By the end of the course, students should be able to correctly apply the knowledge of the principles and processes of interpersonal and group human Communication in order to:

- Engineer a Communication plan and to analyze and make interpretations out of Communication campaigns and other activities.
- Perform a critical analysis of the role of Mass Media and Advertising as tools of social influence.
- Use the tools and technologies of information and Communication correctly.

### **Learning methodology**

The course will combine some theoretical sessions with workshops and group discussions.

The theoretical sessions will be presented, analyzed and debated the theoretical content of the subject.

There will be special sessions with visiting lecturers (respected professionals in specific subjects related to Communication).

During the workshop sessions, bibliographic and audiovisual material will be used.

Students will develop a personal project (a Communication plan). There will be some explanatory sessions where the necessary information, guidelines and advice will be provided. Some sessions will devoted to tutoring and monitoring of the projects.

Students will also have to write critical essays about proposed topics or cases (one per month).

Collaborative.

By doing, hands on.

### **Required work and assessment methods**

Continuous assessment: accounts for 30% of the final grade and is based on:

- Participation in the discussions and individual exercises in the classroom.
- Weekly updates of the Communication project.

Essays on topics or cases: accounts for 30% of the final grade.

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Individual Communication plan (written document and defense) accounts for 40% of the final grade.

## **Contents**

Theoretical contents:

- Introduction to Communication.
- Communication processes, theories and paradigms.
- Mass Communication and its individual and social implications.
- Persuasive Communication.
- Oral, textual, visual and audiovisual Mass Communication.
- Subliminal messages in Mass Communication.
- Stereotypes in Mass Communication.
- Communication in the Digital Era.

Practical content:

- Introduction to strategic Communication planning.
- Introduction to the Communication Plan.
- Background and context analysis and SWOT.
- Communication goals and audience segmentation.
- Communication concepts, messages and creative ideas.
- Strategies and Communication actions.
- Production of Communication pieces.
- Media selection and planning.

Week 1.

- Presentation of the course.
- Introducing ourselves.
- Group discussion for the development of a “learning contract”.

Theoretical sessions combined with group experiments and exercises

- Introduction to Communication
- Brief for the first individual essay.

Week 2.

Theoretical sessions combined with group experiments and exercises.

- Communication processes, theories and paradigms.

Week 3.

Theoretical sessions combined with group experiments and exercises.

- Communication processes, theories and paradigms (continued).

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#### Week 4.

Theoretical sessions combined with group experiments and exercises.

- Mass Communication and its individual and social implications.
- Persuasive Communication.
- Oral, textual, visual and audiovisual Mass Communication.
- Subliminal messages in Mass Communication.

Deadline for submission of Essay 1

Brief for Essay 2

#### Week 5.

Theoretical sessions combined with group experiments and exercises.

- Oral, textual, visual and audiovisual Mass Communication.
- Subliminal messages in Mass Communication.

#### Week 6.

- Stereotypes in Mass Communication.
- Communication in the Digital Era (theoretical and group discussion session with visiting lecturer).

#### Week 7.

Theoretical sessions combined with group experiments and exercises.

- Introduction to strategic Communication planning.
- Introduction to the Communication Plan.

#### Week 8.

- The Communication plan: how to, step by step. Tools for the Communication plan.
- Brief for the individual Communication plan.

Deadline for submission of Essay 2

#### Week 9.

Theoretical sessions combined with group exercises.

- Background and context analysis and SWOT.
- Brief for Essay 3.
- Communication plan monitoring.

#### Week 10.

Theoretical sessions combined with group exercises.

- Communication goals and audience segmentation.
- Communication plan monitoring.

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Week 11.

Theoretical sessions combined with group exercises.

- Communication concepts, messages and creative ideas.
- Strategies and Communication actions.
- Communication plan monitoring.

Week 12.

Theoretical sessions combined with group exercises.

- Production of Communication pieces.
- Media selection and planning.

Week 13.

- Field trip.
- Communication plan monitoring.

Deadline for submission of Essay 3.

Week 14. Presentation of Communication plans and feedback.

Week 15. Presentation of Communication plans and feedback.

*\*Please note that this chronogram is tentative and subject to change.*

### **Recommended readings**

#### **NOT MANDATORY, COMPLEMENTARY TO MATERIALS PROVIDED FOR THE SESSIONS**

Bandura, A. (2001). "Social Cognitive Theory of Mass Communication." *Media Psychology*, 3: 3, 265-299. Retrieved from: [http://dx.doi.org/10.1207/S1532785XMEP0303\\_03](http://dx.doi.org/10.1207/S1532785XMEP0303_03)

*Beginning Psychology* (v. 1.0). Retrieved from: <http://2012books.lardbucket.org/>

Castells, M. (Ed.) (2004). *The Network Society: A Cross-Cultural Perspective*. Edward Elgar.

Chandler, D. (2014). The 'Grammar' of Television and Film. Pdf available on <https://www.broadway.org.uk/sites/default/files/attachments/The%20%27Grammar%27%20of%20Television%20and%20Film.pdf>

Cobley, P. and Schulz, P. (Eds.) (2013). *Theories and Models of Communication*. Mouton de Gruyter.

Del Río Pereda, P. (1996). *Psychology In The Media Of Communication: Towards The Sociocultural Audiovisual Communication*. Synthesis S.A.

DeVito, J.A. (2013). *Essentials of Human Communication* (8th Edition). Books à la Carte.

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- Gulfiya Zh., Kuchumova, Aknur M. Toleubayeva, Zhainagul S. Beisenova. (2014) *Quantum Aspects in Text Perception*. Mediterranean Journal of Social Sciences.
- Inett P. (2003). "Communication Planning for Organizations." Factsheet no. 57.
- León, J.L. (1989). *Persuasion of the masses. Psychology and effect of socio-political and commercial Communications*. Deusto.
- Lievrouw, L.A. and Livingstone, S. (Eds.) (2002). *Handbook of New Media: Social Consequences of ICT and Shaping*. Sage.
- McLeod, S.A. (2007). *Cognitive Psychology and Information Processing* chapters. Retrieved from: <http://www.simplypsychology.org>
- \_Ídem (2007). *Visual Perception Theory*. Retrieved from: [www.simplypsychology.org](http://www.simplypsychology.org)
- McLuhan, M. (1964). *Understanding Media: The Extensions of Man*. McGraw-Hill.
- Vinogradova, S. and Melnik, G. (2013). Media Psychology: A New Branch Of Theory In Mass Communication. The Problem Of Psychological Protection From Adverse Media Impacts. İstanbul Üniversitesi İletişim Fakültesi Dergisi, 44, 177-187.
- Williams, K. (2003). *Understanding Media Theory*. Arnold.
- "Functions and Theories of Mass Communication", section 15.2 from the book *A Primer on Communication Studies* (v. 1.0). Retrieved from: <http://2012books.lardbucket.org/>