

**HISTORY OF ADVERTISEMENT AND PUBLIC RELATIONS****COURSE:** FIRST**SEMESTER:** FIRST**TYPE:** BASIC FORMATION**CREDITS:** 6**LANGUAGE:** ENGLISH**PROFESSOR:** [DRA. ALINE MARTINS](#)**OBJECTIVES:**

Giving the students basic theoretical knowledge concerning the development, evolution and the most outstanding contributions of Advertisement and Public Relations through their history. As well as the analysis of the professionals that have, made Public Relations developed until our days. The subject will be organized for three groups (4 hours/classes every week each) and also pretends to help the students to understand all the basic concepts of both professions, through practical exercises specially related with the ideas, strategies and fundamental creativities of communication and advertisement.

**COMPETENCES:****BASIC**

- **CB1** - Having and understanding knowledge in an area of study based on secondary general education, and usually finding them at a level based on

advanced text books but also including some aspects involving knowledge coming from their study field's vanguard.

- **CB2** - Capacity to gather and interpret relevant data (normally inside of their study area) to issue judgements that include reflections over important social, scientific and ethical topics.
- **CG1** - Developing of linguistic skills, learning to express adequately and convincingly in different situations of oral and written communication in English and the language of the community.
- **CG7** - Capacity to critically assess opinions, situations and actions in their working environment, including their own.

## **SPECIFICS**

- **CE5** - Identifying and recognizing the relevant changes in the historical evolution of the company in general, and particularly changes concerning advertisement, marketing, markets prospection and public relations.

## **LEARNING OUTCOMES:**

- **R1** - Students will be able to comment historical texts with certain level of complexity
- **R3** - Students will be able to contextualize the origins and evolution of advertisement activity with the evolution of western societies.

- **R4** - Students will acquire knowledge to indicate the influence of diachronic events of communication and advertisement activity as causal element of the actual professional and enterprise context.
- **R7** - Students will be able to write texts with clarity concerning historical aspects of advertisement and communication.

**CONTENT:****Advertisement: conceptualization, contexts and languages**

- Context and definition of advertisement
- History: historical methods and speeches
- Advertisement language in media context

**Advertisement before printing**

- Predecessors of Advertisement
- Classic world – Egypt, Greece, Rome – and Middle Ages
- Trade routes and publicity
- Oral and written advertisement

**Birth of Advertisement**

- Mercantile European cities and first journalist appearances
- Printing and its revolution
- Printing freedom and advertisement
- Advertisement in press origin
- Advertisement in illustration

### **The first advertisers, the first theorists**

- The French from Renaudot to Girardin
- Contributions of North Americans and British
- An early critic, Henry Fielding

### **Nineteenth century**

- Advertisement, liberal press support
- Economical rising with industrial revolution and its impact on advertisement expansion
- Postal service, railway and advertisement
- Photography and advertisement
- Features of advertisement message in 19<sup>th</sup> century
- Advertisements by words
- Birth of advertisement agencies

### **Twentieth century: the century of Advertisement**

- The poster
- Consolidation of advertisement agencies
- The innovators: Lasker, Kennedy and Hopkins
- Advertisement features in vanguard times and between wars
- The effect of new media: radio, cinema, illustrated magazines
- Crack of 29 and “New Deal”
- Advertisement, fashion and forward sales

**Television and its impact on advertisement**

- Appearance of TV, deep changes in advertisement
- The spot or domain of image
- Head or tail of television advertisement
- Advertisement and informatics

**Advertisement in consumer society**

- Features of advertisement in today's world
- Evolution of investment in advertisement media
- A world without advertisement: The USSR
- The control of advertisement in advanced societies and debate over advertisement ethics
- Features of legal framework of advertisement

**Advertisement diversification**

- Definitive crisis of traditional advertisement
- From agencies to purchasing networks
- Times of marketing and teleshopping
- Advertisement in the age of media privatization
- Critics to advertisement activity: from saturation to dishonesty

**Developments and evolution of Public Relations**

- Public Relations until World War II

- Dr. Edward L. Bernays and establishment of Public Relations
- Public Relations since World War II
- The future of Public Relations

### **Advertisement in Spain (I)**

- Innovators in press: from Nipho to Santa Ana
- Appearances of agencies
- Initial features of advertisement in Spain
- The first expansion. Years ten and twenty
- Figure of Prat Gaballi
- Poster artists
- Advertisement in the Republic and war

### **Advertisement in Spain (II)**

- Advertisement crisis after Civil War
- Multiple expansion of the sixties
- Press, radio, cinema... and television
- Advertisement made profession and standard
- Advertisement in democracy
- 1988 law
- Basic features of today's advertisement in Spain. Creativity and organization
- Public Relations in Spain

**Future trends**

- Advertisement in product sales, services and image in new media
- Advertisement multinationals
- Online commerce, Internet and Advertisement

**Theories about advertisement**

- Main theoretical paradigms
- From intuitive advertisement to persuasive and suggestive advertisement
- Theorists and critics in USA and Europe
- From AIDE to USP
- Mechanists and Freudians
- Motivational investigation, product image and most recent positions

**EVALUATION SYSTEM:**

The evaluation will consist of three different instruments whose weights are indicated below:

1. Exams (50%): there will be two partial exams weighting 25% each one. The dates will be announced at the beginning of the term. The minimum grade of each exam is 4, and the minimum average is 5,5. They are both subject to recovery. In order to take the make-up exams students should approve the practical part of the continued evaluation (group activity + analysis activities).

2. Group activity (30%): in groups of maximum five people there will be an activity about an aspect related to the History of Advertisement and Public Relations. At the beginning of the term the groups will be set up and the topics will be distributed. This activity will be a scientific article and it will address the study from some of the different perspectives (aesthetic, politics, ethics, economy, critics, history...). It must follow the rules of citation, bibliography and writing contemplated in an academic activity. The writing part will weight 25% and the oral presentation 5%. This is not subject to be recovered and it is a mandatory activity for all students.
3. Analysis activities (20%): these will combine individual and group work, leading to the writing and/or presentation of five individual reports. These activities are not subject to be recovered. The weighting will be:
  - a) Analysis of scientific and theoretical articles about advertisement (group): 5%
  - b) Historical and critical analysis of advertisement pieces (individual): 10%
  - c) Historical and critical analysis and debate of a film (group): 5%

In order to successfully complete the course, students will need to complete at least two of the three activities. A student who does not complete at least two activities will automatically fail the course.

4. All students are expected to participate regularly and productively to class discussion and activities. Class participation will contribute to improve the course grade.



5. Complementaries: If the student pass successfully the practical part of the continued evaluation but he has failed one or the two-midterm exams, she/he will have the chance to recover the exams in the ‘complementaries’ period, in order to improve the marks.

Two partial exams	50% (25% each)	Mandatory	They are both subject to recovery if the student passes the practical part of the continued evaluation (group activity + analysis activities).
Group activity	30% (25% writing + 5% oral presentation)	Mandatory	This is NOT subject to be recovered

<p>Analysis activities</p>	<p>20% (5%+10%+5%)</p>	<p>Students will need to complete at least two of the three activities</p>	<p>They are NOT subject to be recovered</p>
<p>Class Participation</p>	<p>Class participation will contribute to improve the course grade</p>		

**SCHEDULE OF ACTIVITIES:**

- **Oral presentations (mandatory group activity regarding scientific article):** it will happen from January 13<sup>th</sup> to 16<sup>th</sup>, according to the usual time/day of each class. Here's the rubric for the oral presentations:

Name: \_\_\_\_\_ Score: \_\_\_\_\_

### Oral Presentation Rubric

	4—Excellent	3—Good	2—Fair	1—Needs Improvement
Delivery	<ul style="list-style-type: none"> <li>• Holds attention of entire audience with the use of direct eye contact, seldom looking at notes</li> <li>• Speaks with fluctuation in volume and inflection to maintain audience interest and emphasize key points</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent use of direct eye contact with audience, but still returns to notes</li> <li>• Speaks with satisfactory variation of volume and inflection</li> </ul>	<ul style="list-style-type: none"> <li>• Displays minimal eye contact with audience, while reading mostly from the notes</li> <li>• Speaks in uneven volume with little or no inflection</li> </ul>	<ul style="list-style-type: none"> <li>• Holds no eye contact with audience, as entire report is read from notes</li> <li>• Speaks in low volume and/or monotonous tone, which causes audience to disengage</li> </ul>
Content/ Organization	<ul style="list-style-type: none"> <li>• Demonstrates full knowledge by answering all class questions with explanations and elaboration</li> <li>• Provides clear purpose and subject; pertinent examples, facts, and/or statistics; supports conclusions/ideas with evidence</li> </ul>	<ul style="list-style-type: none"> <li>• Is at ease with expected answers to all questions, without elaboration</li> <li>• Has somewhat clear purpose and subject; some examples, facts, and/or statistics that support the subject; includes some data or evidence that supports conclusions</li> </ul>	<ul style="list-style-type: none"> <li>• Is uncomfortable with information and is able to answer only rudimentary questions</li> <li>• Attempts to define purpose and subject; provides weak examples, facts, and/or statistics, which do not adequately support the subject; includes very thin data or evidence</li> </ul>	<ul style="list-style-type: none"> <li>• Does not have grasp of information and cannot answer questions about subject</li> <li>• Does not clearly define subject and purpose; provides weak or no support of subject; gives insufficient support for ideas or conclusions</li> </ul>
Enthusiasm/ Audience Awareness	<ul style="list-style-type: none"> <li>• Demonstrates strong enthusiasm about topic during entire presentation</li> <li>• Significantly increases audience understanding and knowledge of topic; convinces an audience to recognize the validity and importance of the subject</li> </ul>	<ul style="list-style-type: none"> <li>• Shows some enthusiastic feelings about topic</li> <li>• Raises audience understanding and awareness of most points</li> </ul>	<ul style="list-style-type: none"> <li>• Shows little or mixed feelings about the topic being presented</li> <li>• Raises audience understanding and knowledge of some points</li> </ul>	<ul style="list-style-type: none"> <li>• Shows no interest in topic presented</li> <li>• Fails to increase audience understanding of knowledge of topic</li> </ul>
Comments				

- **Final work (mandatory group activity – scientific article):** the deadline will be on January 13<sup>th</sup> (it must be uploaded on Moodle until 11h59 pm).
- **Midterm exam 1 (mandatory individual activity):** from December 9<sup>th</sup> to 12<sup>th</sup>, according to the usual time/day of each class.
- **Midterm exam 2 (mandatory individual activity):** from December 16<sup>th</sup> to 19<sup>th</sup>, according to the usual time/day of each class

- **Follow-up of the activities:** the student participation is required in all classes. Different activities will be managed in class, but in order to evaluate the participation, three activities will be scheduled in the last weeks of November:
  - Analysis of scientific and theoretical articles about advertisement
  - Historical and critical analysis of advertisement pieces
  - Historical and critical analysis and debate of a film
  
- **‘Complementaries’ period:** the two make-up tests will happen from January 27<sup>th</sup> to 30<sup>th</sup> and February 3<sup>rd</sup> to 6<sup>th</sup>, according to the usual time/day of each class.

**Work schedule: competences, learning & evaluation**

Ac tivity	P er c e n t a g e w e i g h t s	Comp etenc es and learni ng result s	Conditions	Dedic ation
Mi dte rm 1	2 5 %	CB1 CB2 CG1 R1	The minimum score of the exam is 4, and the minimum average is 5,5. It is subject to recovery. Can be recovered at the	25h

<p>(W ritt en ex am wit h mu ltipl e ch oic e qu esti on s an d op en- en de d qu esti on s)</p>		<p>R3</p>	<p>complementaries period if the student has done the correct following of the rest of the activities. If a student has not delivered the rest of the activities, won't make-up this midterm.</p>	
<p><b>Mi dte rm 2</b> (cri tica l an</p>	<p>2 5 %</p>	<p>CB1 CB2 CE5 R7</p>	<p>The minimum score of the exam is 4, and the minimum average is 5,5. It is subject to recovery. Can be recovered at the complementaries period if the student has done the correct following of the rest of the activities. If a student has not</p>	<p>25h</p>

aly sis of a vid eo sp ot – tex t of 30 0 wo rds )			delivered the rest of the activities, won't make-up this midterm.	
<b>An aly sis act ivit ies</b>	2 0 %		Individual and groupal depending on the activity. There will be 2 activities of a 5% each one and one individual of a 10%.	
1.I ndi vid ual acti vity		Activit y 1: CB1 CG1 R1 R7	Summary of a video – max 100 words (10%)	25h
2. Gr ou p acti vity		Activit y 2: CB1 CB2 CG1 CG7	Group oral presentation regarding scientific article (5%)	20h

3. Group activity		Actividad 3: CE5 R3 R4 CG1 CG7	Debate on ethics and critics spots 5%	15h
Group activity – scientific article	2 5 %	Cb1 CB2 CG1 CE5 R3 R7	Regarding ancient and modern advertising & PR. Only will be scored if the material presentation is uploaded within the deadline. Divided in two parts: the work group (20%) and its oral presentation in 15 minutes (10%). This activity is not subject to recovery.	35h  20h
Oral presentation of group work	5 %	CB1 CB2 CG1 CG7 CE5 R4	Regarding scientific article – max 5 min presentation each group. This activity is not subject to recovery.	

<b>Class hours:</b> 60h.
<b>Total time of dedication to the subject:</b> 165 h.

**METHODOLOGY:**

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the teacher will expose contents of the program using different learning methodologies, besides making group activities in which acquired knowledge will be put into practice. Furthermore, the students must do individual activities during the hours of personal work.

Additionally, during the hours of personal work, the students will make a final project by groups with their respective oral presentations at the end of the academic period. They will have hours of tutoring with the teacher with the purpose of supervising and guiding the development of the project.

Finally, we recommend to the students that they use some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic. This personal work will consist of making a review of theoretical aspects given in class and complement them with the basic bibliography.

- Any student who does not sit an exam and who does not justify his/her absence on grounds of force majeure, either to Coordination or Academic Tutoring, will miss this opportunity. They will be able to do it in the complementary period, but only in case they meet the requirements for it. If the student has provided a certificate of



absence due to a case of force majeure, he/she will sit the exam on the complementary date and he will still keep another examination sitting. In case, he/she would not pass the exam on the complementary date, he/she will have another opportunity before the last day to record grades.

- Any student who does not make an oral presentation and does not justify to the teacher that it has been a case of force majeure, will miss the chance to recover it another day.
- Likewise, any student who does not deliver an activity on deadline and does not justify to the teacher that it has been due to force majeure, will miss the opportunity.
- The student who has not attended a minimum 80% of classes within a week before the midterm or final exams (having submitted the supporting documents to his/her tutor), will be excluded from the ordinary examination. In this case, the student will have to attend the complementary exam, as long as he/she meets the requirements laid out in the study program.

## REFERENCE BOOKS

Batra, Satish., Kazmi, S. H. H. (2008). *Advertising and sales promotion*. Excel Books: India.

Eguizabal, Raúl. (2013). *Historia de la publicidad*. Fragua: Madrid.

Farral, C., Lindsley, M. (2008). *Professional English in Use: Marketing* (1 ed.). Cambridge: CUP.

Fox, Stephen R. (1997). *The Mirror Makers. A History of American Advertising and its creators*. University of Illinois Press: United States.

Tungate, M. (2013) *AdLand. A Global History of Advertising*. Kogan Page: London.

Somerville, Ian., Edwards, Lee., Ihlen, Oyvind. (2019). *Public Relations, Society and the Generative Power of History*. Taylor & Francis Ltd: London.

## **ONLINE RESOURCES**

Vos, Tim P. & Li, You. (2013) Justifying Commercialization: Legitimizing Discourse and the rise of American Advertising. Retrieved from [https://www.academia.edu/4570866/Justifying\\_Commercialization\\_Legitimizing\\_Discourses\\_and\\_the\\_Rise\\_of\\_American\\_Advertising](https://www.academia.edu/4570866/Justifying_Commercialization_Legitimizing_Discourses_and_the_Rise_of_American_Advertising)

Deuze, Mark (2016): Living in Media and the Future of Advertising. Retrieved from <http://dx.doi.org/10.1080/00913367.2016.1185983>

Plunkett, Condy L. (2010) The Evolution of Advertising: From Papyrus to YouTube Retrieved from <https://blogs.ubc.ca/etec540sept10/2010/11/29/the-evolution-of-advertising-from-papyrus-to-youtube/>