

# **Social Action Strategies (20517)**

**Studies: Degree in Advertising and Public Relations**

**Course: 3rd/4th**

**Trimester: 3rd**

**Number of ECTS Credits: 4**

**Hours of Student Dedication: 100-125**

**Language: English**

**Teacher: Ana Fernández-Aballí**

## **1. Presentation**

The subject Social Action Strategies is a trimester course composed of three modules:

- Module 1. Critical approaches to communication
- Module 2. Critical analysis of socially-oriented communication: case studies
- Module 3. Social action strategies: project creation, implementation and evaluation

In the first module we explore awareness, power structures, imaginaries, representations and systemic oppressions from a critical stance. In the second module, we apply the acquired theoretical approaches from the first module to analyze what is being done today around the globe in terms of communication for social action. In the third module we use the theoretical and practical knowledge from the first modules to create new approaches and projects according to student interests.

The objective of the course is to achieve high levels of awareness about the self, and about the self in relation to the profession and to local and global contexts, based on diversity framed models of perception. In order to pursue this aim, we use experimental methodologies at theoretical, practical and pedagogical levels, including consensual evaluation methods and service-learning oriented projects.

## **2. Skills to be achieved**

Theoretical and practical knowledge of the elements, forms and processes of advertising languages and other forms of communication, using a diversity of spoken and visual languages.

Knowledge of ethics and professional ethics of advertising and public relations as well as its legal system, affecting both the practice and ethical conduct that should govern the work of the professional.

Knowledge and study of psychosocial, cognitive and emotional processes of communication.

Knowledge of the design and development of strategies and applications of persuasive communication policies in public and private institutions and companies, studying the methodology to analyze the corporate state, audit and evaluate it by designing a specific strategy.

Capacity and ability to establish a communication plan: set the communication objectives, define the target audience, develop strategies and control the communications budget.

Ability to assume leadership in projects that require human resources and of any other nature, managing them efficiently and assuming the principles of social responsibility.

Ability to understand and interpret the environment and adapt to change.

Knowledge of economic, psychosocial, cultural and demographic environments that enables peoples and institutions to interact with society.

Capacity for creativity and innovation: capacity to evolve into the unknown, based on a solid understanding of the current situations.

Ability to adapt to organizational objectives: opportunity to be part of the management teams (understood in the broad sense including entrepreneurial and institutional activities and nonprofit), and adapt to their culture, making them compatible and synergic.

Ability to relate to people and the environment without losing autonomy, identities and values.

Ability to work in a team and to develop personally through oral and written communication.

Capacity of insight, ingenuity and creativity to enable effective solutions to new problems.

Capacity for analysis, synthesis and critical judgment.

Ability to act freely and responsibly, assuming ethical standards, values and principles consistently.

### **3. Contents**

## **Module 1. Critical approaches to communication**

- Awareness, power structures and communication
  - Deep Democracy
  - Cultural structures
  - Power Structures
  - Dialogic structures
- Ethical and aesthetic communication: imaginaries, representations and systemic oppressions
  - Genders, feminisms and sexualities
  - Intercultural diversity
  - Global vs. glocal
  - Human rights
  - Sustainable development
  - Social innovation, new ICTs and local media
  - Local development, citizen participation and social networks

## **Module 2. Critical analysis of socially-oriented communication: case studies**

- NGO's
- Corporate Social Responsibility and Multi-stakeholder initiatives
- Social movements (I)
- Social movements (II)

## **Module 3. Social action strategies: project creation, implementation and evaluation**

- Concepts and evolution of Development Communication and Participatory Development Communication (PDC)
  - The diffusionist model, the knowledge transfer model and the participatory model
  - Development communication in International Cooperation
  - Development communication in Decentralized Cooperation
  - PDC, alternative communication and communication for social change: PDC in the global north
- Project creation, implementation, and evaluation
  - Participatory action-research and PDC: research/society approach
  - Types of PDC projects
  - Participation tools
  - Assessment Phase

- Strategy Design Phase: The Logical Framework Approach and the Communication Plan
- Alternative Planning Models
- Implementation Phase
- Evaluation Phase: indicators
- Writing-up of relevant documents

## 4. Evaluation

### 4.1. Minimum requirements to pass

To pass the subject the student must attend a minimum of 10 classes throughout the trimester. Final projects will not be subject to evaluation if this requirement is not fulfilled by the student.

**Each and every one of the three evaluation components must be passed:**

- Minimum class attendance
- Final Group Project
- Final Individual Project

**The minimum class attendance component is not recoverable, therefore,** late project turn-ins or project do-overs will only be accepted if this component has been covered by the student. Project do-overs will only be allowed if the first time through the student does not receive a passing grade for this component (5 out of 10 or higher). Project do-overs and late turn-ins will be graded below their initial weight as indicated in the table below.

Only in **special cases**, such as absences due to sickness or Erasmus outside Barcelona (or other exchange programs), students will be allowed to cover class attendance with a set of tasks that will be assigned in accordance to each specific case. The grade given for these tasks will replace the attendance grade in case of absence until attendance is possible by the student.

### 4.2. Evaluation

Evaluation Component	Characteristics	Evaluation Criteria	Weight	Recovery	Recovery Weight
Class Attendance	Attendance. For extra credit, students might choose to develop	Full grade will be given in case of either one of the following scenarios: The student has attended 100% of the classes.	40%	No	-

	additional activities that will be detailed at the beginning of the subject.	The student has attended at least the minimum required number of classes and has done enough extra credit work to cover for the absences.			
Final Group Project	Group project.	Details will be given in class.	40%	Yes	30%
Final Individual Project	Design of a free piece addressing a social problem.	Details will be given in class.	20%	Yes	15%

### 4.3. Self-evaluation

Students are expected to complete a self-evaluation which will be a deciding factor in the final grade. The self-evaluation can be done written, orally or both. Further detail will be given in class.

## 5. Bibliography and other resources

### 5.1. Some useful bibliography

*(This bibliography lists 3 institutional or collective sources, 11 female authors and 13 male authors).*

AJUNTAMENT DE BARCELONA. *Guia pràctica per a l'agent antirumor. Com combatre els rumors i estereotips sobre la diversitat cultural a Barcelona*. Ajuntament de Barcelona, 2011.  
<http://bcnantirumors.cat/quisom/materials-de-la-xarxa/guia/manual-combatre-rumors-i-estereotips-sobre-diversitat-cultural-bar>

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<http://www.icjournal-ojs.org/index.php/IC-Journal/article/viewFile/167/164>

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BARRANQUERO, Alejandro. (2007). "Concepto, instrumentos y desafíos de la edu-comunicación para el cambio social". *Comunicar*, XV(29), 115–120. Retrieved from

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BESSETTE, Guy. (2004) *Involving the Community: A Guide to Participatory Development Communication*. International Development Research Centre.  
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CHOULIARAKI, Lilie. (2012) *The Ironic Spectator: Solidarity in the Age of Post-Humanitarianism*. Polity Press, UK.

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[http://ec.europa.eu/green-papers/index\\_es.htm](http://ec.europa.eu/green-papers/index_es.htm)

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GIGI DURHAM, Meenakshi., & KELLNER, D. M. (Eds.). (2006). *Media and Cultural Studies: Keyworks*. Malden: Blackwell Publishing Ltd.

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KLEIN, Naomi. *No Logo*. (2001) *El poder de las marcas*. PAIDOS.

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MINDELL, Arnorld. (2002) *The deep democracy of open forums*. Hampton Roads, VA, US.

PULEO, Alicia H. (2013) *Ecofeminismo para otro mundo posible*. Ediciones cátedra, Madrid.  
SOMEKH, Bridgitte. (2006). *Action Research: A Methodology for Change and Development*. New York: Open University Press.

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TORTOSA, José M. (2011). *Mal desarrollo y mal vivir: pobreza y violencia a escala mundial*. Quito: Producciones Digitales Abya-Yala. Retrieved from <http://web.ua.es/es/iudesp/documentos/publicaciones/maldesarrollo-libro.pdf>

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VAN DIJK, Teun A. (2010) Discourse, knowledge, power and politics: towards critical epistemic discourse analysis. <http://hdl.handle.net/10230/20021>

VAN HUIJSTEE, Mariette. (2012) *Multi-stakeholder Initiatives: A Strategic Guide for Civil Society Organizations*.  
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## 5.2. Other Resources

Both the students and the teachers will decide together other useful resources, such as articles, presentations, portfolios, videos, interviews and any other online or offline source or tool that might be helpful to complement and develop the skills and concepts acquired throughout the trimester.

## 6. Methodology

For in class work we will use seminars, dialogic sessions, open classes and project workshops.

For out of class work we will use collaborative notes and personal learning environments, readings, the Moodle in Aula Global and tutoring (upon student requests).

For project development we will use action research and service learning.

Other methodologies suggested by the students are welcome.

## 7. Class Calendar

Class Date	In class activities (aprox. 40 hours)	Out of class activities (between 60 and 85 hours)
07/04	Introduction	Readings + collaborative notes
<b>Module 1. Critical approaches to communication: basic concepts</b>		
09/04	Seminar: Awareness, power structures and communication	Readings + collaborative notes
14/04	Seminar: Ethical and aesthetic communication: imaginaries, representations and systemic oppressions	Readings + collaborative notes
16/04	Dialogic sessions	Final Individual and Group Project preparation + collaborative notes
21/04	Open class	Final Individual and Group Project preparation + collaborative notes
<b>Module 2. Critical analysis of socially-oriented communication: case studies</b>		
28/04	Seminar: Critical analysis of case studies: NGO's	Final Individual and Group Project preparation + collaborative notes
30/04	Seminar: Critical analysis of case studies: CSR	Final Individual and Group Project preparation + collaborative notes
05/05	Seminar: Critical analysis of case studies: Social movements (I)	Final Individual and Group Project preparation + collaborative notes
07/05	Seminar: Critical analysis of case studies: Social movements (II)	Final Individual and Group Project preparation + collaborative notes
12/05	Open class	Final Individual and Group Project preparation +



		collaborative notes
<b>Module 3. Social action strategies: project creation, implementation and evaluation</b>		
14/05	Seminar: Concepts and evolution of Development Communication and Participatory Development Communication	Final Individual and Group Project preparation + collaborative notes
19/05	Seminar: Project creation, implementation, and evaluation (I)	Final Individual and Group Project preparation + collaborative notes
21/05	Seminar: Project creation, implementation, and evaluation (II)	Final Individual and Group Project preparation + collaborative notes
26/05	Seminar: Project creation, implementation, and evaluation (III)	Final Individual and Group Project preparation + collaborative notes
28/05	Seminar: Project creation, implementation, and evaluation (IV)	Final Individual and Group Project preparation + collaborative notes
02/06	Open class	Final Individual and Group Project preparation
04/06	Final project workshops	Final Individual and Group Project preparation
09/06	Final project workshops	Final Individual and Group Project preparation
11/06	Final project workshops	Final Individual and Group Project preparation
16/06	Final project workshops	Final Individual and Group Project preparation
17/06	Handing in of Final Individual Project, Self-evaluations and Final Group Project presentations 16.00 - 18.00H Room 52.423	