

## Course Syllabus-VENUS ON SCREEN

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**Language of Instruction:** English

**Professor:** Mònika Jiménez Morales

**Professor's Contact and Office Hours:** [monika.jimenez@upf.edu](mailto:monika.jimenez@upf.edu)

(Monday-Fri day 13.00-15.00, by appointment)

Course Contact Hours: 15 hours

**Recommended Credit:** 2 ECTS credits

**Weeks:** 1

**Course Prerequisites:** None

**Language Requirements:** None

**Course structure:** Workshop

**Course classification:** Introductory

### Course Description:

*Venus on screen* aims to delve into the processes of influence of advertising discourse and the effects that these messages have on society. Starting from the key concepts of advertising language, the course will review different audiences and the impact of advertising strategies on them. The approach will take especially into account aspects relating to youth, health, body cult and gender. For this, the assessment of elements such as memory, persuasion and attitudes towards advertising and advertising campaigns in audiovisual format will be applied. The theoretical sessions will be combined with practical exercises for analyzing and developing advertising campaigns based on critical thinking around the topics covered in class.

### Learning Objectives:

At the end of the course the student will have learned to:

- Understand advertising key concepts
- Identify advertising communication strategies.
- Know the processes of influence of the advertising message and its psychosocial effects.

### Course Workload:

The course includes readings, discussions and the creation of an advertising campaign based on the key concepts worked on in class.

**Methods of Instruction:**

The course includes classroom lectures, as well as individual and group tasks

**Method of Assessment:**

Class Participation: 10 %

Individual task: 50 %

Group task: 40 p%

**Absence Policy:**

Attending class is mandatory and will be monitored daily by professors. The impact of absences on the final grade is as follows:

Absences	Penalization
Up to one (1) absence	2 points subtracted from final grade (on a 10 point scale).
Two (2) absences	The student receives an INCOMPLETE for the course

The BISS attendance policy does not make a distinction between justified and unjustified absences. All absences—whether due to common short-term illnesses or personal reasons—are counted toward the total amount and cannot be excused. Therefore, students are responsible for managing all their absences.

Only in cases of longer absences—such as hospitalization, prolonged illness, traumatic events, or other exceptional situations—will absences be considered for exceptions with appropriate documentation. The Academic Director will review these cases on an individual basis.

Students must inform the Instructor and the International Programs Office promptly via email if serious circumstances arise.

**Classroom Norms:**

- No food or drink is permitted.
- There will be a ten-minute break during the class.
- Students must come to class fully prepared.

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## **Course Contents:**

### **Session 1 Course description** (Mon. July 7th)

Syllabus, assessment and readings

Introduction to the advertising communication process

### **Session 2 Sex in advertising** (Tue, July 8th)

From the female sex-objet to the consumer female

### **Session 3 Narrative structures** (Wed, July 9th)

Structures and narrative myths in advertising discourse

### **Session 4 Archetypes and Stereotypes** (Thurs. July 10th)

Advertising and stereotypes

### **Session 5 Body cult and advertising** (Fri. July 11th)

Health or beauty? The body cult as a paradox

The representation of youth in advertising discourse

## **Required Readings:**

Åkestam, N., Rosengren, S., & Dahlen, M. (2017). Advertising “like a girl”: Toward a better understanding of “femvertising” and its effects. *Psychology & Marketing*, 34(8), 795-806.

Baudrillard, J. (2020). The finest consumer object: The body. In *The Body* (pp. 277-282). Routledge.

Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent. *Journal of interactive advertising*, 17(2), 138-149.

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Pounders, K. (2018). Are portrayals of female beauty in advertising finally changing?. *Journal of Advertising Research*, 58(2), 133-137

### **Recommended bibliography:**

Students are encouraged to consult the following sources on their own.

de Lenne, O., Vandenbosch, L., Smits, T., & Eggermont, S. (2021). Framing real beauty: A framing approach to the effects of beauty advertisements on body image and advertising effectiveness. *Body Image*, 37, 255-268.

Drivas, M., Reed, O. S., & Berndt-Goke, M. (2024). # WhatIEatInADay: The effects of viewing food diary TikTok videos on young adults' body image and intent to diet. *Body Image*, 49, 101712.

McCabe, M., de Waal Malefyt, T., & Fabri, A. (2020). Women, makeup, and authenticity: Negotiating embodiment and discourses of beauty. *Journal of Consumer Culture*, 20(4), 656-677.

Pryde, S., Kemps, E., & Prichard, I. (2024). "You started working out to get a flat stomach and a fat a \$\$": A content analysis of fitspiration videos on TikTok. *Body Image*, 51, 101769.

Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product Endorser fit. *International journal of advertising*, 39(2), 258-281. BISS

Virós-Martín, C., Montaña-Blasco, M., & Jiménez-Morales, M. (2024). Can't stop scrolling! Adolescents' patterns of TikTok use and digital well-being self-perception. *Humanities and Social Sciences Communications*, 11(1), 1-11.

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