

# SECOND INTERNATIONAL CONFERENCE OF COMMUNICATION AND SOCIETY **Cinema and Advertising**

<http://IIjornadescom.wordpress.com>

**13 and 14 December, 2011**

**Organizer:** Social and Institutional Communication research group (CSiI), University of Girona

**With the collaboration of:**

Philology and Communication Department of the University of Girona  
Museum of the Cinema of Girona  
Girona Town Hall  
Generalitat de Catalunya. Culture and Media Department

Almost from the beginning, cinema and advertising have been strongly related. The implication of advertising in the dissemination of the cinematographic universe was the key to project and popularize a new media that would soon become a mass phenomenon. Also, cinema didn't last a long time to become an advertising platform to promote and sell products and services around the world.

In this Conference we will discuss about this relation between cinema and advertising. A relation that has been an important contributor for our culture, our economy and, eventually, our society.

**Registration Fees**

Payment has to be made by a bank transfer or deposit into an account in La Caixa, number:

ES16 2100 8332 2123 0002 1468

1. Attendees:  
Regular Fee: 45 €

Students and unemployed graduates: 15 €  
2. Paper authors: Free

## Information for participants

Every participant/author will receive a certificate of attendance.

Undergraduate students who take part in the conference will receive an extra credit for their academic curriculum.

## Contact

Universitat de Girona

Facultat de Turisme – Pujada dels Alemanys, 4 – 17071 Girona

Tel.: 972419311 – A/e: [carlota.giron@gmail.com](mailto:carlota.giron@gmail.com)

## PROGRAMME

### *Tuesday, 13 December*

**Location:** sala de graus de la Facultat de Lletres de la Universitat de Girona

- 9.00 h Reception of the assistants and delivery of the documentation  
9.30 h Opening of the Conference by Lluís Costa (Social and Institutional Communication research group coordinator) and authorities  
10.00 h Conference paper: <<The relations between cinema and advertising. The mythology of cinema at the service of advertising>> Alain Bergala, ex editor in chief of *Cahiers du Cinéma* and cinema professor at University of Paris III.  
11.00 h Coffee break  
11.30 h Conference paper: <<The *cameos* of advertising in films. A history of product placement>> María Begoña Sánchez Galán. Cinema Historian  
12.30 h Presentation of Communications  
16.00 h Conference paper: <<Relations between cinema and advertising. Reflections on research >> Anna Amorós. Professor of Audiovisual Communication and Advertising (UdV). Main investigator of the research I+D CS2 -UdV  
17.00 h Coffee break  
17.30 h << Cluster Audiovisual Balearic Islands/Mallorca Film Commission. Cinema and tourism in the Balearic Islands>> Cristina Gómez. Director of Cluster Audiovisual Balearic Islands/Mallorca Film Commission

**Location:** Museum of the Cinema, Girona

- 19.00 h Slides show. Proximity Advertising. Intervention of Robert Rodergas (advertising creative) and Alfred Barrós (UdG professor)

### *Wednesday, 14 Desember*

**Location:** sala de graus de la Facultat de Lletres de la Universitat de Girona

- 9.00 h Conference Paper: <<Visiting the Plains of Rohan – the Real and the Imaginary in the Experiences of Film Location Tourists>>  
Stefan Roesch. Film Tourism Expert and Senior Consultant for CenTouris, at Market Research Institute of Baviera, Germany
- 10.00 h Presentation of Communications
- 11.00 h Coffee break
- 11.30 h Conference paper: <<The film commissions as the structure of the territory management for film shootings >> Carlota Guerrero.  
Coordinator of the Barcelona-Catalunya Film Commission
- 16.00 h Conference paper: <<The cinema as a tourism promoter>> José A. Donaire professor at the Faculty of Tourism of the University of Girona
- 17.30 h Coffee break
- 18.30 h Conclusions of the II International Conference. Ramon Girona (Coordinator of the Conference).

#### **Seu:** Museum of the Cinema, Girona

- 20.00 h Round table: <<The commercialization of art. The cinema in the service of capitalism and consumption >> with Jaume Figueres, film critic, and Leopoldo Pomés, photographer and publicist. Moderator: Francesc Sánchez (Television of Catalonia)
- 21.00 h Closing of the II International Conference. Alfred Barrós (Coordinator of the Conference) and Jordi Pons (Director of the Museum of Cinema, Girona).

#### ***Previous activities of the Conference:***

- Tuesday, 27 June. Museum of the Cinema: Temporary exhibition “Stars on Sale” Hollywood in American advertising (1930-1970). Roger Biosca”
- Thursday, 20 October. Museum of the Cinema, Conference: “Cinema and advertising in the creation of a new contemporary iconography”, by Xavier Antich, UdG aesthetics professor of the University of Girona
- Thursday, 17 November. Museum of the Cinema, Projection of the film “Un pijama para dos” (Delbert Mann, 1961). Presentation and debate by Ramon Girona, professor of audiovisual narrative at the University of Girona.
- December, Museum of the Cinema Shop and Lliberia 22: selection of books and DVDs of cinema and advertising.

#### **Direction of the Conference**

Dr. Lluís Costa, Universitat de Girona. CSiI

#### **Coordination**

Sr. Alfred Barrós , Universitat de Girona. CSiI  
Dr. Ramon Girona, Universitat de Girona. CSiI

#### **Scientific committee:**

Dr. Àngel Quintana, Universitat de Girona

Dr. Josep M. Casasús, Universitat Pompeu Fabra de Barcelona. CSiI  
Dra. Patricia Vega, Universitat de Costa Rica  
Dra. Mercedes Román, Universidad de Vigo  
Dr. Claudio Avendaño, Universidad Diego Portales, Santiago de Chile  
Dr. Ramon Girona, Universitat de Girona. CSiI

**Organizer committee:**

Mr. Jordi Pons, Museu del Cinema de Girona  
Mr. Lluís Sardà, Grup Universitat de Girona. CSiI  
Mr. Mònica Puntí, Universitat de Girona. CSiI  
Mr. David Serra, Universitat de Girona. CSiI  
Dr. Antoni Sellas, Universitat de Girona. CSiI  
Mr. Gerard Bagué, Universitat de Girona. CSiI  
Mrs. Carlota Mora, Universitat de Girona. CSiI  
Mrs. Clara Costa, Universitat de Girona. CSiI

**With the support of:**

Diputació de Girona  
Ajuntament de Girona  
Generalitat de Catalunya. Departament de Cultura.  
Patronat de Turisme Costa Brava  
Museu del Cinema de Girona  
Ocine  
Bonart Cultural  
Lola Cafè – Girona (Món Apart Grup)  
Espelt Viticultors  
Televisió de Girona  
La Botiga del Museu del Cinema  
Llibreria 22 de Girona