

The Hong Kong Polytechnic University
Subject Description Form

Please read the notes at the end of the table carefully before completing the form.

Subject Code	ENGL3029
Subject Title	The Language of Advertising
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	Exclusion: ENGL3009 Language and Images in Advertising
Objectives	<ul style="list-style-type: none"> • To understand the rhetorical devices for persuasion in advertising and promotional communication • To develop critical awareness of how advertising works in our society • To establish a foundation in advertising research for future studies and career development
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>Category A: Professional/Academic Knowledge and Skills</p> <ul style="list-style-type: none"> a. extend their understanding of advertising as a major form of business communication b. understand different rhetorical devices and their communicative functions c. develop language analytical skills for professional communication d. produce materials for promotional communication <p>Category B: Attributes for All-roundedness</p> <ul style="list-style-type: none"> e. exercise judgment and develop critical thinking skills f. engage with English professional interaction in a more conscious and competent way g. employ a range of strategies for learning autonomously and collaboratively.
Subject Synopsis/ Indicative Syllabus	<p>The subject involves three major components at the micro, meso and macro levels:</p> <ul style="list-style-type: none"> (1) Micro-level: The language of advertising, including lexical features, figures of speech, rhetorical devices, argumentative strategies, etc. (2) Meso-level: The medium of advertising, strategies of persuasion, the effects of advertising, etc. (3) Macro-level: Advertising language and ideology, society, culture, etc.

Teaching/ Learning Methodology	<p>The subject will be conducted in interactive lectures. The assignments will involve student-led seminars, a mid-term paper and a final project. Students are expected to analyze the language of a range of print, television and new media advertising examples throughout the course. Each assessment activity requires independent research and analytical skills.</p>																																																																				
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="496 499 1357 877"> <thead> <tr> <th data-bbox="496 499 813 621">Specific Assessment methods/tasks</th> <th data-bbox="813 499 976 621">% weighting</th> <th data-bbox="976 499 1024 621">a</th> <th data-bbox="1024 499 1073 621">b</th> <th data-bbox="1073 499 1122 621">c</th> <th data-bbox="1122 499 1170 621">d</th> <th data-bbox="1170 499 1219 621">e</th> <th data-bbox="1219 499 1268 621">f</th> <th data-bbox="1268 499 1317 621">g</th> </tr> </thead> <tbody> <tr> <td data-bbox="496 621 813 684">1. Participation and in class performance</td> <td data-bbox="813 621 976 684">20%</td> <td data-bbox="976 621 1024 684">✓</td> <td data-bbox="1024 621 1073 684">✓</td> <td data-bbox="1073 621 1122 684">✓</td> <td data-bbox="1122 621 1170 684">✓</td> <td data-bbox="1170 621 1219 684">✓</td> <td data-bbox="1219 621 1268 684">✓</td> <td data-bbox="1268 621 1317 684"></td> </tr> <tr> <td data-bbox="496 684 813 747">2. Mid-term paper</td> <td data-bbox="813 684 976 747">40%</td> <td data-bbox="976 684 1024 747">✓</td> <td data-bbox="1024 684 1073 747">✓</td> <td data-bbox="1073 684 1122 747">✓</td> <td data-bbox="1122 684 1170 747"></td> <td data-bbox="1170 684 1219 747">✓</td> <td data-bbox="1219 684 1268 747"></td> <td data-bbox="1268 684 1317 747">✓</td> </tr> <tr> <td data-bbox="496 747 813 810">3. Final Project</td> <td data-bbox="813 747 976 810">40%</td> <td data-bbox="976 747 1024 810">✓</td> <td data-bbox="1024 747 1073 810">✓</td> <td data-bbox="1073 747 1122 810">✓</td> <td data-bbox="1122 747 1170 810">✓</td> <td data-bbox="1170 747 1219 810">✓</td> <td data-bbox="1219 747 1268 810">✓</td> <td data-bbox="1268 747 1317 810">✓</td> </tr> <tr> <td data-bbox="496 810 813 873">Total</td> <td data-bbox="813 810 976 873">100%</td> <td data-bbox="976 810 1024 873"></td> <td data-bbox="1024 810 1073 873"></td> <td data-bbox="1073 810 1122 873"></td> <td data-bbox="1122 810 1170 873"></td> <td data-bbox="1170 810 1219 873"></td> <td data-bbox="1219 810 1268 873"></td> <td data-bbox="1268 810 1317 873"></td> </tr> </tbody> </table> <p data-bbox="496 932 1357 1209">The student-led seminars are designed for students to take up their own learning responsibility through researching on examples of advertisements, and discussing and presenting them with the rest of the group members in class. The mid-term paper and final project aim to address the understanding of the analytical tools and theoretical frameworks introduced in the subject. The materials to be interpreted and analysed in these assessments are authentic commercial texts so as to keep in alignment with the reality.</p>									Specific Assessment methods/tasks	% weighting	a	b	c	d	e	f	g	1. Participation and in class performance	20%	✓	✓	✓	✓	✓	✓		2. Mid-term paper	40%	✓	✓	✓		✓		✓	3. Final Project	40%	✓	✓	✓	✓	✓	✓	✓	Total	100%																						
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Reading List and References	<p data-bbox="496 1675 1357 1749">Alperstein, N.M. 2003. <i>Advertising in everyday life</i>. Cresskill, N.J.: Hampton Press.</p> <p data-bbox="496 1780 1357 1854">Chan, K. (2016). (ed.). <i>Social issue of advertising</i>. Hong Kong: CityU Press.</p> <p data-bbox="496 1906 1357 1948">Cook, G. 2001. <i>The discourse of advertising</i>. London: Routledge.</p> <p data-bbox="496 1980 1357 2053">De Mooij, M. 1994. <i>Advertising worldwide: Concepts, theories and practice of international, multinational and global advertising</i>. New</p>																																																																				

	<p>York: Prentice Hall.</p> <p>Fahnestock, J. 2011. <i>Rhetorical style: The uses of language in persuasion</i>. Oxford, New York: Oxford University Press.</p> <p>Goddard, A. 1998. <i>The Language of Advertising: Written Texts</i>, London; New York: Routledge.</p> <p>Pardun, C.J. (2013). (ed.). <i>Advertising and Society: An Introduction</i> 2nd Edition. Wiley-Blackwell.</p> <p>Tellis, G.J. 2004. <i>Effective advertising: understanding when, how, and why advertising works</i>. Thousand Oaks, Calif: Sage Publication.</p> <p>Vestergaard, T. A. and Schroder, K. 1985. <i>The language of advertising</i>. New York: Blackwell.</p> <p>Williamson, J. 2010. <i>Decoding Advertisements: Ideology and Meaning in Advertising</i>, London: Marion Boyars</p>
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Prepared by William Feng and Amy Suen, December 2017