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| Subject Code | ENGL353 |
| Subject Title | Language and Images in Advertising |
| Credit Value | 3 |
| Level | 3 |
| Pre-requisite / Co-requisite/ Exclusion | Exclusion: ENGL306 English for Public Relations and Marketing |
| Objectives | <ul style="list-style-type: none"> • To introduce SF-MDA (Systemic Functional Multimodal Discourse Analysis) Approach to advertisements • To identify multimodal elements in ads • To broaden the understanding of how advertising works in our society • To establish a foundation and develop an interest in multimodal discourse analysis for future studies |
| Intended Learning Outcomes | <p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. examine the linguistic implications in ads b. identify image decisions made by marketing and design experts c. display awareness of the dimensions of multimodal advertising genre d. develop multimodal discourse analytical skills e. produce promotional materials multimodally |
| Subject Synopsis/ Indicative Syllabus | <ol style="list-style-type: none"> 1. the importance of layout in ads 2. language usage in ads 3. reading ads images 4. the relationships between language and images in advertising |
| Teaching/ Learning Methodology | <p>The subject will be conducted in both lectures and seminars. Lectures enhanced with authentic commercial examples for illustrating perspectives and concepts. Seminar activities and assignments are designed for students to put theories and ideas into practice.</p> |

| Assessment Methods in Alignment with Intended Learning Outcomes | Specific assessment methods/tasks | % weighting | Intended subject learning outcomes to be assessed (Please tick as appropriate) | | | | |
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| | | | a | b | c | d | e |
| | 1. Student-led Seminar | 25% | ✓ | ✓ | | ✓ | |
| 2. a) Producing a Print Advertisement | 15% | | ✓ | ✓ | | ✓ | |
| b) Presentation – re. Print Advertisement | 20% | | ✓ | ✓ | | ✓ | |
| 3. Ad Analysis assignment | 30% | ✓ | ✓ | ✓ | ✓ | | |
| 4. Participation | 10% | ✓ | | | ✓ | | |
| Total | 100 % | | | | | | |
| <p>The student-led seminars are designed for students to take up their own learning responsibility through researching on an assigned topic and discuss it with the rest of the seminar group members in class. Print Advertisement project is a series of work based on the combination of language and image theories, creativity and team work. It is an exercise of learning through producing. The term papers aim to address the understanding of the analytical tools and theoretical frameworks introduced in the subject.</p> | | | | | | | |
| Student Study Effort Required | Class contact: | | | | | | |
| | ▪ Lecture | 268 Hrs. | | | | | |
| | ▪ Seminar | 13 Hrs. | | | | | |
| | Other student study effort: | | | | | | |
| | ▪ Assignments & presentation preparations | 30 Hrs. | | | | | |
| | ▪ Research & self study | 57 Hrs. | | | | | |
| | Total student study effort | 126 Hrs. | | | | | |
| Reading List and References | <p>Alperstein, N.M. 2003. <i>Advertising in everyday life</i>. Cresskill, N.J.: Hampton Press</p> <p>Baldry, A., and P.J. Thibault. 2006. <i>Multimodal Transcription and Text Analysis</i>. London and Oakville: Equinox.</p> <p>Bateman, J. 2008. <i>Multimodality and Genre: A Foundation for the Systematic Analysis of Multimodal Documents</i>. Hampshire: Palgrave Macmillan.</p> | | | | | | |

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| | <p>Goddard, A. 1998. <i>The Language of Advertising: Written Texts</i>, London; New York: Routledge</p> <p>Mueller, B. 2004. <i>Dynamics of international advertising: theoretical and practical perspectives</i>. New York, N.Y.: Peter Lang</p> <p>Tellis, G.J. 2004. <i>Effective advertising: understanding when, how, and why advertising works</i>. Thousand Oaks, Calif: Sage Publication</p> <p>Kress, G. and Van Leeuwen, T. 1996. <i>Reading Images: The Grammar of Visual Design</i>, London: Routledge</p> <p>Williamson, J. 1978. <i>Decoding Advertisements: Ideology and Meaning in Advertising</i>, London: Marion Boyars</p> |
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Prepared by Francis Low, June 2014