

<b>Subject Code</b>	<b>ENGL4007</b>
<b>Subject Title</b>	Multimodal Analysis of Advertisements
<b>Credit Value</b>	3
<b>Level</b>	4
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	The subject aims to help students to develop an understanding of various theoretical approaches and methods relating to visual image analysis and the relation between advertising and society. It aims to develop students' critical advertisement reading skills, and their ability to broaden and extend the application of multimodal analysis in print, television and new media advertising for effective professional communication.
Intended Learning Outcome	<p>Upon completion of the subject, students will be able to:</p> <p><b>Category A Professional/academic knowledge and skills</b></p> <p>a. recognize the key role of images in print advertisements as well as television and new media advertising</p> <p>b. discuss the significance of advertising in contemporary society</p> <p>c. apply multimodal theories to analyze various forms of advertising</p> <p>d. use different modes of advertising, especially visual images, effectively in professional communication</p> <p><b>Category B Attributes for all-roundedness</b></p> <p>e. exercise judgment and develop intellectual curiosity;</p> <p>f. engage with English professional interaction in a more considered and responsible way; and</p> <p>g. employ a range of strategies for learning autonomously and collaboratively.</p>
Subject Synopsis/ Indicative Syllabus/ Indicative Syllabus	<p>1. the design of modern advertising with reference to:</p> <ul style="list-style-type: none"> <li>• multimodal theories (e.g. multimodal metaphor, visual grammar, appraisal) in two-dimensional hard copy advertisements, television commercials, and new forms of new media advertising</li> <li>• the integrated use of multiple modes in commercials</li> </ul> <p>2. the functions of multi-modes in promotional communication</p> <p>3. the relationships between advertising and society</p>
Teaching/ Learning Methodology	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 study and evaluate a

	range of print, television and new media advertising examples in relation to multimodal features throughout the course. Each assessment activity requires multimodal discourse knowledge and analytical skills.							
Assessment Methods in Alignment with Intended Learning Outcomes	Specific Assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d	e	f
	1. Student-led seminars	20%	✓	✓	✓	✓	✓	✓
	2. Mid-term paper	40%	✓	✓	✓			✓
	3. Final Project	40%	✓	✓	✓		✓	✓
	Total	100%						
<p>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 ILOs related to 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>								
Student Study Effort Expected	Class contact:							
	• Lectures							39 Hrs.
	Other student study effort:							
	• Preparation for assignments							30 Hrs.
	• Research and private study							57 Hrs.
Total student study effort							126 Hrs.	
Reading List and References	<p>Arnheim, R. (1982). The Power of the Center, Berkeley, CA: University of California Press  Crystal, D. (1998) 'Towards a typographical linguistics', Type 2(1): 72-3  Forceville, C. (1996). Pictorial metaphors in advertising. London: Routledge.  Gage, J. (1993) Colour and Culture - Practice and Meaning from Antiquity to Abstraction, London: Thames and Hudson  Gage, J. (1999) Colour and Meaning - Art, Science and</p>							

	<p>Symbolism, London: Thames and Hudson</p> <p>Goodman, S. and Graddol, D. (1996) Redesigning English: New Texts, New Identities, London: Routledge, chapter 2 (esp pp. 73-81)</p> <p>Kress, G. and Van Leeuwen, T. (1996) Reading Images, London: Routledge. Leeuwen, T. (2001) Multimodal Discourse Analysis – The Modes and Media of Contemporary Communication, London: Arnold (esp ch 1 and 4)</p> <p>Kress, G. and Van Leeuwen, T. (2002) 'Colour as a semiotic mode: notes towards a grammar of colour', Visual Communication 1(3): 343-369</p> <p>Martin, J.R. &amp; White, P.P.R. The language of evaluation. London: Palgrave.</p> <p>Nowacek, N. (2005) 'Character to character', Visual Communication 4(2): 158-165</p> <p>Van Leeuwen, T. (2005) Introducing Social Semiotics, London: Routledge, esp. ch 1, 6, 10</p> <p>Van Leeuwen, T. (2005) 'Multimodality, genre and design', in Sigrid Norris and Rodney Jones eds., Discourse in Action – Introducing Mediated Discourse Analysis, London: Routledge.</p> <p>Van Leeuwen, T. (2006) 'Towards a semiotics of typography', Information Design Journal 14(2): 139-155</p>
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Revised by William Feng and Amy Suen, April 2017