Subject Code	ENGL428
Subject Title	Multimodal Analysis of Advertisements
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	ENGL401 (English Texts and Image)
Objectives	- to build on image analysis an awareness of other modes in public communication - to develop advertisements reading skills from image reading to multi-modes reading - to introduce multimodal discourse analysis for analysing TVC - to broaden and extend the understanding and application of language and image analysis to multimodal discourse analysis in advertising
Intended Learning Outcomes	Upon completion of the subject, students will be able to: **Category A Professional/academic knowledge and skills** a. relate multimodality to hard copy ads as well as television ads b. apply multimodal discourse analytical skills c. recognize the significance of various phrases in TVC d. appreciate the integration of different modes in communication **Category B Attributes for all-roundedness** e. develop multimodal literacy for social and work related communication f. construct communication strategies multimodally.
Subject Synopsis/ Indicative Syllabus	1. the composition of modern advertising with reference to: • multimodal theories in commercials – both 2 D hard copy ads and TVC • the integrated use of modes in commercials 2. the signification of multimodal construction in public communication 3. the functions of multi-modes in the world of communication 4. the relationships between modes in advertising

Teaching/ Learning Methodology	The subject will be conducted in both lectures and seminars. The assignments will involve presentations, a mid-term quiz and an analytical essay (2000 – 2500 words). Students are expected to study and evaluate range of 2D ads and TVC examples in relation to multimodal features throughout the course. Each assessment activity requires good deal of 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. Presentation	25%		✓		✓	✓	✓
2. Mid-term Quiz	25%	✓	✓		✓		✓
3. Participation	15%	✓	✓		✓	✓	
4. Analytical essay	35%	✓	✓	✓		✓	✓
Total	100 %						

The presentations from small focus group discussions are designed for students to demonstrate concepts and ideas application with their own examples. The quiz and term paper 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 touch with the reality.

Student Study Effort Required	Class contact:	
	▪ Lecture	26 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	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

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 Symbolism*, London: Thames and Hudson

Goodman, S. and Graddol, D. (1996) *Redesigning English: New Texts, New Identities*, London: Routledge, chapter 2 (esp pp. 73-81)

Kress, G. and Van Leeuwen, T. (1996) *Reading Images*, London: Routledge, Ch. 5

Kress, G. and Van Leeuwen, T. (2001) *Multimodal Discourse Analysis – The Modes and Media of Contemporary Communication*, London: Arnold (esp ch 1 and 4)

Kress, G. and Van Leeuwen, T. (2002) ' Colour as a semiotic mode: notes towards a grammar of colour', *Visual Communication* 1(3): 343-369

Nowacek, N. (2005) 'Character to character', *Visual Communication* 4(2): 158-165

Van Leeuwen, T. (2005) *Introducing Social Semiotics*, London: Routledge, esp. ch 1, 6, 10

Van Leeuwen, T. (2005) 'Multimodality, genre and design', in Sigrid Norris and Rodney Jones eds., *Discourse in Action – Introducing Mediated Discourse Analysis*, London: Routledge.

Van Leeuwen, T. (2006) 'Towards a semiotics of typography', *Information Design Journal* 14(2): 139-155

Prepared by Francis Low, June 2014