

Instructor: Bülgözdi Imola bulgozdi.imola@gmail.com	Office hours: Tue 15 -16 and Wed 11-12
English in Advertising and the Media BTAN25007BA	Business English Specialization Distance learning

Course description: This course will investigate how and why advertisements work. We will look at different strategies and techniques in advertising, discuss why some of them are more or less successful than others and how this social phenomenon is related to popular culture in general. The course focuses on putting into practice the theory covered in the set texts and will require students to demonstrate their new skills in their home essay.

Materials and assignments will be managed via Google Classroom – you will get the class code after signing up for the course in Neptun.

Requirements: Students taking part in the distance learning programme are expected to keep up with course work (reading and understanding the set texts) by sending in **5 assignments** (each worth 10%) out of the 7 topics as detailed below. The set texts will provide the theoretical background to analysing advertisements. A **take-home essay** of 1200-300 words is due in the exam period (50%). You can analyse two or more advertisements of your choice in the essay but you must support your arguments based on the set texts.

More than 3 missed assignments will result in no mark, just like plagiarism!
Students should be advised that the quality of their written linguistic performance will count significantly toward their final mark.

Assignments: your task is to analyse one advertisement of your choice (can be print, film, etc.) in writing based on the topic or set text. The analysis should be one typewritten page, Times New Roman 12pt, double-spaced and should be uploaded in Google Classroom. (Detailed instructions will be available later.) You need to explain why you picked the ads and how they are related to the topic or the set text. You can work with ads from any period.

1. The discourse of advertising

Guy Cook, *The Discourse of Advertising*. 1. Introduction: Ads as a Discourse Type (pp. 1-13)

2. It caught my eye... but how?

Angela Goddard, *The Language of Advertising*. 2. Attention-seeking devices (pp. 11-26)

3. Advertising, gender and stereotyping

4. Business and psychology

Angela Goddard, *The Language of Advertising*. 7. Tricks of the trade (pp. 103-10)

5. Means of communication

Guy Cook, *The Discourse of Advertising*. 3. Pictures, Music, Speech and Writing (pp. 29-44)

6. Advertisements and creativity

Vilaniyam & Varghese, *Advertising Basics*. 6. Writing for Radio, Television and Film (pp. 118-138)

7. Social media marketing

Charlesworth, *An Introduction to Social Media Marketing*. 10. Viral Marketing and Influencers (pp. 113 – 126)

Take-home essay: Feel free to ask questions regarding your topic by email.

Set texts:

Charlesworth, Alan. *An Introduction to Social Media Marketing*. London and New York: Routledge, 2015.

Chapter 10. Viral Marketing and Influencers (pp. 113 – 126)

Cook, Guy. *The Discourse of Advertising*. London: Routledge, 1992.

Chapter 1. Introduction: Ads as a Discourse Type (pp. 1-13)

Chapter 3. Pictures, Music, Speech and Writing (pp. 29-44)

Goddard, Angela. *The Language of Advertising*. London: Routledge, 1998.

Chapter 2. Attention-seeking devices (pp. 11-26)

Chapter 7. Tricks of the trade (pp. 103-10)

Vilaniyam, J.V and A.K. Varghese, *Advertising Basics: A Resource Guide for Beginners*. New Delhi, Thousand Oaks, London: Response Books, 2004.

Chapter 6. Writing for Radio, Television and Film (pp. 118-138)