COURSE SYLLABUS 2022-23

BASIC INFORMATION ON THE COURSE

Course:	Linguistic and cultural analysis of print advertising in English language
Course code:	70482111	Plan:	Master's Degree in English Studies: Professional Applications and Intercultural Communication
Academic Year:	2022-2023	Undergraduate/Graduate:	Official Master´s Degree
Degree Year:	1	Type:	Compulsory
Duration:	2nd Term
Course Coordinator:	Mª Enriqueta Cortés de los Ríos

Note: the Plan row and the row below it contain a second pair of columns as shown below:

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TIME DISTRIBUTION ACCORDING TO REGULATIONS

Credits:	3
Total time:	75
USE OF LEARNING PLATFORM (Teaching support, Multimodal, or Virtual):	Multimodal

TEACHERS

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Telephone	E-mail (institutional)
Website	

OTHER IMPORTANT INFORMATION

Content Justification

Advertising language is one of the most peculiar languages within English for Specific Purposes due to its persuasive character. This subject offers different perspectives of analysis for academic and professional contexts:

a) To investigate the persuasive mechanisms of a language whose peculiarities pose a challenge for linguists.

b) To apply a methodological proposal whose validity is based on the following theories: cognitive semantics and axiological semantics.

c) To analyse the influence on culture in advertising texts.

Courses Related in Study Plan

English language

Required Knowledge to Address the Course

The student should have a proficient level of the language.

Pre-Required Knowledge

B1 English language Level (Common European Framework of Reference for Languages, CEFR)

COMPETENCES

Basic and General Competences

Basic competences

- Application of knowledge.
- Ability to make judgments.
- Learning ability.

General competences

- Ability to use ICTs.
- Ability to work independently

Key competences University of Almeria

- Knowledge of a second language.
- Basic knowledge of the profession.
- Problem solving skills.
- Oral and written communication in their own language.
- Teamwork.

Specific Competences

CE21. Ability to acquire and understand the theoretical foundations necessary for a practical approach to written texts in English language.

CE 33.Use of documentation systems necessary for the analysis of print advertisements in English language.

CE 34. Use of specific information resources in the field of advertising.

LEARNING OUTCOMES

1. To familiarize the students with the objectives, functions and characteristics of print advertising in the English language.
2. To introduce the persuasive characteristics of verbal and visual messages.
3. To know different linguistic approaches to analyse the advertising language.
4. To apply the cognitive-axiological theory to the study of print adverts.
5. To analyze the implication of culture in advertising.

PLANNING

Contents

UNIT 1. Definition, objectives and functions of print advertising in English.
UNIT 2. Linguistic approaches applied to the study of advertising language.
UNIT 3. Persuasive characteristics of verbal and visual messages in print advertising.
UNIT 4. Application of cognitive semantics and axiological theory to the study of advertising language.
UNIT 5. Culture and advertising.

Learning System and Methodology / Contingency Plan

Blended learning: 50% online + 50% face-to face

Methodology:
Teaching activities corresponding to face-to face/online formats:
Participative Master class for theoretical concepts.
Debate and discussions.
Teamwork.
Tasks and activities.
Audiovisual projections.
Information search, consultation, and processing (online format)

Oral presentations.

In the event that the health authorities advise and/or agree that lessons should not be conducted on a face-to-face basis, the face-to-face activities indicated above will be taken via virtual platform (Blackboard).

Teaching Innovation Activities

Functional Diversity / Functional Disability

Those students with disabilities or special educational needs can get in contact with the Delegation of the Rector for the Functional Diversity (http://www.ual.es/discapacidad) to receive the appropriate guidance and advice in order to facilitate their instructional, learning and training processes. Likewise, these students may request the implementation of the necessary and suitable adaptations of content, methodology and evaluation that guarantee equal opportunities in their academic development. The processing of any personal data or aggregated information regarding these aforementioned students, in fully compliant with the GDPR, is strictly confidential. Faculties and academic staff lecturing the course referenced by this guide/document will be in charge of applying the recommended adaptations approved by the Delegation of the Rector for the Functional Diversity. This fact will be, therefore, notified to the School or Faculty as well as to the coordinator of the academic course.

COMPETENCY ASSESSMENT

Criteria and Assessment Tools / Contingency Plan

ORDINARY AND EXTRAORDINARY CALLS

- 70% Submission of a project and/or oral presentation (face-to-face).

- 30% Completion of activities and delivery of tasks through the Virtual Classroom (Blackboard).

In order to pass the course, students must obtain a mark of at least 50% for the project and assignments.

SINGLE FINAL ASSESSMENT (only for those students who meet the requirements set out in the UAL

regulation):

100% Submission of a project and/or oral presentation (face-to-face)/

In order to pass the course, students must obtain a mark of at least 50% for the project and the oral presentation.

CONTINGENCY PLAN

The information available in the evaluation section will remain active and useful. If health authorities advise and/or determine non-classroom training over assessment tests as to ordinary/extraordinary calls,the above mentioned tests will be held through the online platform.

PLAGIARISM, COPIES AND OTHERS: As established by the University of Almeria in the Regulations

for the Evaluation of Learning chapter 1, section 4.4.): "In the process of carrying out work, these may not be the object of plagiarism or copying of that another student. Non-compliance may annul the validity of the work.

Follow-Up Mechanisms

- Registration and access to the virtual classroom.
- Participation through communication tools (discussion forums, mailings).
- Submission of activities, tasks and assignments.

COURSE MATERIALS

Recommended Course Materials

Basic

- Cook, G. *The Discourse of Advertising. Routledge.* 2002.
- Tanaka, K. *Advertising Discourse: A Pragmatic Approach to Advertisements in Britain and Japan. Routledge.* 1994.
- Lakoff, G. & Johnson, M. *Metaphors We Live By. Chicago University Press.* 1980.
- Forceville, C. *Pictorial Metaphor in Advertising. Routledge.* 1996.
- Pérez Sobrino, P. *Multimodal Metaphor and Metonymy in Advertising.* John Benjamins. 2017.

Complementary

- Goddard, A. . The language of advertising: written texts . Routledge. 2003.

Other materials

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Couse Materials Available in UAL's library

WEBSITES

- https://www.adsoftheworld.com