

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**ADVERTISING LANGUAGE and DIS**

**Syllabus**

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
ADVERTISING LANGUAGE and DIS	PR4212035	Spring Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Prof.Dr. Meliha Nurdan TAŞKIRAN				
<b>Name of Lecturer(s)</b>	Prof.Dr. Meliha Nurdan TAŞKIRAN				
<b>Assistant(s)</b>					
<b>Aim</b>	The aim of the course is to gain the necessary analysis methods for the student to look at the advertising visual narrative arts consciously and comprehend the meaning under the visible.				
<b>Course Content</b>	This course contains; Conceptual frame and a short history of Advertising, Ads and Society ; targets and strategies, Advertising; visual and textual components: Language usage and characteristics of its ideology, Components that make up the Language of Advertising: text and visual / jingle, color and light camera shooting features / actor actress / venue, environment, clothing accessories, signs and symbols the meanings they convey, Sharing of documents related to the field, Visual Rhetoric theory for Ads, The meaning created and the ideology in the advertising text., Cultural codes and distinctions exposed; female and masculine features in the text, Advertising Discourse and Rhetoric, The ways decoding of an advertisement; visual and linguistic theories, The ways decoding of an advertisement; visual and linguistic theories, Advertising Analyses; Iconographic Analysis, Advertising Rhetoric and Sample analyses, Review.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
At the end of this course, the student; 1. can explain the written and visual features of the advertisement text 2. can understand and tell the meaning of images symbols and colours in the advertising text, 3- can comprehend the ideology and embedded meanings conveyed through signs and symbols altogether, 4. can explain and interpret the linguistic and visual arts in advertising,			10, 13, 16, 19, 20, 21, 37, 9	A, E, G	
<b>Teaching Methods</b>	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 20: Reverse Brainstorming Technique, 21: Simulation Technique, 37: Computer-Internet Supported Instruction, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, E: Homework, G: Quiz				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Conceptual frame and a short history of Advertising				
2	Ads and Society ; targets and strategies				
3	Advertising; visual and textual components: Language usage and characteristics of its ideology				
4	Components that make up the Language of Advertising: text and visual / jingle, color and light camera shooting features / actor actress / venue, environment, clothing accessories				
5	signs and symbols the meanings they convey				
6	Sharing of documents related to the field				
7	Visual Rhetoric theory for Ads				
8	The meaning created and the ideology in the advertising text.				
9	Cultural codes and distinctions exposed; female and masculine features in the text				
10	Advertising Discourse and Rhetoric				
11	The ways decoding of an advertisement; visual and linguistic theories				
11	The ways decoding of an advertisement; visual and linguistic theories				
12	Advertising Analyses; Iconographic Analysis				
13	Advertising Rhetoric and Sample analyses				
14	Review				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

Resources	
1- G. Dyer, İletişim Olarak Reklamcılık, Beta Yayınları, İstanbul, 2010.	
2- J. Williamson, Reklamın Dili: Reklamlarda Anlam ve İdeoloji, Ütopya Yayınevi, İstanbul, 2011.	
3- R. Küçükerođan, Reklam Nasıl Çözümleir, Beta Yayınları, İstanbul, 2009.	
4- E. F. McQuarrie and B. J. Phillips. Go figure! New directions in advertising rhetoric. ME Sharpe, 2008. Reklam nasıl çözümlenir? Banu Dođtaş	