

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

ADVERTISEMENT ANALYSIS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
ADVERTISEMENT ANALYSIS	PR4214698	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	Introduction to Advertising				
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Prof.Dr. Meliha Nurdan TAŞKIRAN				
Name of Lecturer(s)	Prof.Dr. Meliha Nurdan TAŞKIRAN				
Assistant(s)					
Aim	The main purpose of the course is to enable the students to be aware of how targeted meaning is conveyed in an ad-poster or film visual or a printed ad, and how designers manage to transfer meaning via visuality by employing actors, settings, voices, etc. In other words, the course is a calling for exploring new ways of persuading strategies and addressing levels through visual motifs.				
Course Content	This course contains; Introduction to Ad Analyses; the importance of the course, teaching and evaluation methods; bilateral expectations.,The origins and development of advertising; basic information ,Advertising Business in Türkiye; Basic ad concepts, basic inspiring sources; politics, ideologies, human psychology,Effects of Advertising; piyasa arařtırmalarının önemi, kültürel etkiler; imgeler, motifler, figürler/görseller ve aktörler/ mekân ve aksesuarlar; renkler, sesler ve tonlar.,What do ads mean? How do they convey the meaning?,Construction of meaning in an ad: Semiology and Ideology; semiotic concepts and masters;,The language of advertising; dubbing, over voices, tones, actors and actresses; lines of appeal; calligraphy; analysis method 1,The language of advertising; dubbing, over voices, tones, actors and actresses; lines of appeal; calligraphy; analysis method 1,Method1 analysis; samples and analyses,Samples of advertising analyses,Samples of Ad analyses,Visual storytelling; dramatic construction through visual rhetoric,Sample analyses,General review.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Teaching Methods					
Assessment Methods					
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Introduction to Ad Analyses; the importance of the course, teaching and evaluation methods; bilateral expectations.				
2	The origins and development of advertising; basic information	preface and introduction part to review textbook Advertising as Communication by Gillian Dyer			
3	Advertising Business in Türkiye; Basic ad concepts, basic inspiring sources; politics, ideologies, human psychology				
4	Effects of Advertising; piyasa arařtırmalarının önemi, kültürel etkiler; imgeler, motifler, figürler/görseller ve aktörler/ mekân ve aksesuarlar; renkler, sesler ve tonlar.				
5	What do ads mean? How do they convey the meaning?				
6	Construction of meaning in an ad: Semiology and Ideology; semiotic concepts and masters;				
7	The language of advertising; dubbing, over voices, tones, actors and actresses; lines of appeal; calligraphy; analysis method 1				
8	The language of advertising; dubbing, over voices, tones, actors and actresses; lines of appeal; calligraphy; analysis method 1				
9	Method1 analysis; samples and analyses	The student must find out some ad samples and present them to the class (interactively brainstorming on the hidden meaning)			
10	Samples of advertising analyses				
11	Samples of Ad analyses				
12	Visual storytelling; dramatic construction through visual rhetoric				
13	Sample analyses				
14	General review				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Dyer, Gillian, İletişim Olarak Reklâmçılık, çev M.N.Taşkıran