

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

ADVERTISEMENT ANALYSIS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
ADVERTISEMENT ANALYSIS	HR4252520	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	Introduction to Advertising				
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Asena TEMELLİ COŞGUN				
Name of Lecturer(s)	Assist.Prof. Asena TEMELLİ COŞGUN				
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	
1-The student discovers the targeted audience and the feature of the product that is intended to be revealed in an advertisement example.			10, 13, 14, 16, 19, 20, 37, 5, 9	A	
2-Recognizes the effect of the actor, place and other accessories used in the advertisement on the advertisement and the target audience.					
3-The student understands and explains the importance of the camera angles of the male and female role models used and the real meaning of the advertisement.					
4-The student Becomes aware of how the visual and intended target of the advertisement are conveyed.					
4-The student solves the presentation and appeal steps of the semantic logic presented in the visual to the consumer, and the presentation and persuasion strategies.					
Teaching Methods	10: Discussion Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 20: Reverse Brainstorming Technique, 37: Computer-Internet Supported Instruction, 5: Cooperative Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Ad Analyses; the importance of the course, teaching and evaluation methods; bilateral expectations.	A pre-lecture investigation about the essentiality of advertising/ads in daily lives and economy			
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	The student must bring interesting ads to analyse			
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
Course Book Dyer, Gillian, Advertising as Communication/İletişim Olarak Reklâmçılık, çev M.N.TaşkıranBooks or articles involved with analyses of advertisements