

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

LANGUAGE of ADVERTISING and RHETORIC

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
LANGUAGE of ADVERTISING and RHETORIC	HR4210505	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	Reklam Çözümlemeleri				
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
Name of Lecturer(s)	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
Assistant(s)					
Aim	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.				
Course Content	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, Midterm visa, 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, Advertising Analyses; Iconographic Analysis ,Advertising Rhetoric and Sample analyses, Final Exam.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
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, 9	A, E, F, G	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 20: Reverse Brainstorming Technique, 21: Simulation Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task, G: Quiz				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
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	Midterm visa				
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				
12	Advertising Analyses; Iconographic Analysis				
13	Advertising Rhetoric and Sample analyses				
14	Final Exam				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
G. Dyer, İletişim Olarak Reklamcılık, Beta Yayınları, İstanbul, 2010.
J. Williamson, Reklamların Dili: Reklamlarda Anlam ve İdeoloji, Ütopya Yayınevi, İstanbul, 2011.