

# HONG KONG BAPTIST UNIVERSITY

## COURSE OUTLINE

### 1. COURSE TITLE

Language, Communication and Advertising

### 2. COURSE CODE

ENGL4036

### 3. NO. OF UNITS

3 Units

### 4. OFFERING DEPARTMENT

Department of English Language and Literature

### 5. PREREQUISITES

Nil

### 6. MEDIUM OF INSTRUCTION

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### 7. AIMS & OBJECTIVES

- 1) To introduce students to different approaches to the study of advertisements, including semiotics, grammar of visual design, discourse analysis and multimodality;
- 2) To introduce students to the whole range of communicative features in advertisements and commercials, including text (linguistic and paralinguistic features), image, composition, colour, and sound, and to illustrate how and what they communicate; and
- 3) To allow students to apply their knowledge of advertising to analyses of different types of advertisements and commercials.

### 8. COURSE CONTENT

- I. Advertising as a genre
- II. Attention-seeking devices
- III. Language, paralinguage and audience
- IV. Semiotic analysis and multimodality
- V. Varieties and functions of speech and writing
- VI. Pictures and music
- VII. Intertextuality, words and phrases

- VIII. Hooks, buzz words and other tricks of the trade
- IX. Stereotypes in advertising
- X. Cultural variation in advertising
- XI. Gender and advertising
- XII. Sex and advertising

**9. COURSE INTENDED LEARNING OUTCOMES (CILOs)**

<b>CILO</b>	<b>By the end of the course, students should be able to:</b>
CILO 1	Describe advertising as a genre and how it differs from other genres
CILO 2	Apply different analytical approaches for the analysis of advertisements
CILO 3	Apply their knowledge about advertising to their own analyses
CILO 4	Analyze advertisements and commercials using appropriate terminology
CILO 5	Design their own advertisement
CILO 6	Use relevant theories and frameworks in their own creative work

**10. TEACHING & LEARNING ACTIVITIES (TLAs)**

<b>CILO alignment</b>	<b>Type of TLA</b>
CILO 1	<ul style="list-style-type: none"> <li>- Do in-class presentations, including analyses and interpretations of selected commercials and advertisements</li> <li>- Design and create (an) advertisement(s) using relevant quality assessment criteria, and relevant theories in the group project and exam</li> </ul>
CILO 2	<ul style="list-style-type: none"> <li>- Participate in small-group discussions of the analysis and interpretation of advertisements and commercials</li> <li>- Do in-class presentations, including analyses and interpretations of selected commercials and advertisements</li> </ul>
CILO 3	<ul style="list-style-type: none"> <li>- Do in-class presentations, including analyses and interpretations of selected commercials and advertisements</li> <li>- Propose and discuss criteria for quality assessment in advertising in these presentations</li> <li>- Design and create (an) advertisement(s) using relevant quality assessment criteria, and relevant theories in the group project and exam</li> </ul>
CILO 4	<ul style="list-style-type: none"> <li>- Participate in small-group discussions of the analysis and interpretation of advertisements and commercials</li> <li>- Propose and discuss criteria for quality assessment in advertising in the group presentations</li> </ul>
CILO 5	<ul style="list-style-type: none"> <li>- Propose and discuss criteria for quality assessment in advertising in the group presentations</li> <li>- Design and create (an) advertisement(s) using relevant quality assessment criteria, and relevant theories in the group project</li> </ul>

CILO 6	<ul style="list-style-type: none"> <li>- Participate in small-group discussions of the analysis and interpretation of advertisements and commercials</li> <li>- Do in-class presentations, including analyses and interpretations of selected commercials and advertisements</li> </ul>
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## 11. ASSESSMENT METHODS (AMs)

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
Individual Assignment	20 %	1, 2, 3, 4	The individual assignment will test students' understanding of advertising as a genre and how it differs from other genres.
Group Project and Presentation	40 %	5, 6	Students will need to do a group project (25%) that involves adopting relevant advertising theories and frameworks to designment their own advertisement, and present (15%) their findings orally.
Examination	40 %	1, 2, 3, 4	The exam consists of a number of set questions that require students to do multi-modal analyses of selected advertisements.

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