



Faculty of Arts
School of Languages, Linguistics, Literatures and Cultures

LING 223
Language and Advertising
Spring 2017

COURSE OUTLINE

INSTRUCTOR'S NAME: Svitlana Winters

OFFICE LOCATION: CHC 128

OFFICE HOURS: by appointment

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COORDINATOR'S NAME: NA **E-Mail :** NA

DESCRIPTION

This course is intended to provide students with the understanding of persuasive power of language as it is used in advertising. The topics will include the following:

- targeting the subconsciousness of consumers,
- strategies used for naming brands and creating slogans,
- concealing intended meaning,
- deceptive advertising,
- audience targeting and identity marketing, etc.

Covering these topics will involve a discussion of how advertisers prime positive associations with products and make the products conspicuous and memorable, how they communicate their messages in an indirect way, which makes the messages more persuasive and helps advertisers avoid legal responsibility, what techniques advertisers use to make deceptive messages more believable and to overcome consumer's natural resistance to persuasion, etc. Importantly, I will focus on how all this is or at least can be achieved through the use of linguistic means (for example, through figurative language, word-formation means, implication, presupposition, syntactic organization and ambiguity of a message, sound symbolism, code-switching, etc.).

OBJECTIVES

To teach students to conduct linguistic analysis of persuasive messages in order to identify persuasion devices and recognise the psychological impact which they are intended to achieve.

OUTCOMES

By the end of the course, students should:

1. have a sufficient understanding of concepts from psycholinguistics, pragmatics and sociolinguistics which are especially pertinent for the analysis of persuasive messages;
2. be able to identify various linguistic tools used in real advertising messages for the purposes of persuasion and be able to recognise the effects they are likely to have;
3. be able to create persuasive messages using linguistic tools of persuasion and predict their likely effects;



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- 4. be able to conduct an in-depth analysis of advertisements by drawing on the course materials to generate novel insights;
- 5. be able to express their opinion on the general question of manipulating language for the sake of persuasion and its implications.

DISTRIBUTION OF GRADES

- 3 in-class presentations: 30%
- 3 quizzes: 45%
- Final project: 25%

GRADING SCALE

A+	96-100%	B+	80-84%	C+	67-71%	D+	54-58%
A	90-95%	B	76-79%	C	63-66%	D	50-53%
A-	85-89%	B-	72-75%	C-	59-62%	F	0-49%

REQUIRED TEXTS

NA

RECOMMENDED TEXTS AND MATERIALS

Sedivy, J. and G. Carlson. 2011. *Sold on language: How advertisers talk to you and what this says about you*. Chichester: Wiley-Blackwell.

COURSE NOTES

This course requires the full participation and active presence of all class members in lectures and discussion. In order to create an environment that fosters curiosity, engagement and deep thinking, **no electronic devices (including laptops) will be allowed** in class. To minimize the burden on note-taking in class, lecture slides will be posted on D2L before class. If needed, students will be able to use their electronic devices during a short break in the middle of the class.

ACADEMIC MISCONDUCT

1. **Plagiarism** is a serious offence, the penalty for which is an F on the assignment and possibly also an F in the course, academic probation, or requirement to withdraw. Plagiarism exists when:
 - a) the work submitted or presented was done, in whole or in part, by an individual other than the one submitting or presenting the work (this includes having another impersonate the student or otherwise substituting the work of another for one's own in an examination or test);
 - b) parts of the work are taken from another source without reference to the original author;
 - c) the whole work (e.g., an essay) is copied from another source, and/or
 - d) a student submits or presents work in one course which has also been submitted in another course (although it may be completely original with that student) without the knowledge of or prior agreement of the instructor involved.

While it is recognized that scholarly work often involves reference to the ideas, data and conclusions of other scholars, intellectual honesty requires that such references be explicitly and clearly noted."



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Plagiarism occurs not only when direct quotations are taken from a source without specific acknowledgement but also when original ideas or data from the source are not acknowledged. A bibliography is insufficient to establish which portions of the student's work are taken from external sources; footnotes or other recognized forms of citation must be used for this purpose.

2. **Cheating** at tests or examinations includes but is not limited to dishonest or attempted dishonest conduct such as speaking to other candidates or communicating with them under any circumstances whatsoever; bringing into the examination room any textbook, notebook, memorandum, other written material or mechanical or electronic device not authorized by the examiner; writing an examination or part of it, or consulting any person or materials outside the confines of the examination room without permission to do so, or leaving answer papers exposed to view, or persistent attempts to read other students' examination papers.

3. **Other academic misconduct** includes, but is not limited to, tampering or attempts to tamper with examination scripts, class work, grades and/or class records; failure to abide by directions by an instructor regarding the individuality of work handed in; the acquisition, attempted acquisition, possession, and/or distribution of examination materials or information not authorized by the instructor; the impersonation of another student in an examination or other class assignment; the falsification or fabrication of clinical or laboratory reports; the non-authorized tape recording of lectures.

4. Any student who voluntarily and consciously aids another student in the commission of one of these offences is also guilty of academic misconduct.

DISABILITIES AND ACADEMIC ACCOMMODATION

It is the student's responsibility to request academic accommodations. Students with a documented disability who may require academic accommodation and have not registered with the Disability Resource Centre should contact their office at 220-8237. Students who have not registered with the Disability Resource Centre are not eligible for formal academic accommodation. Students also required to discuss their needs with the instructor no later than fourteen (14) days after the start of this course.

EMERGENCY EVACUATION ASSEMBLY POINTS

Craigie Hall: Professional Faculties food court (alternate: Education Block food court)
Education Block and Tower: Scurfield Hall atrium (alternate: Professional Faculties food court)
Kinesiology: north courtyard, MacEwan Student Centre (alternate: University Theatres lobby)
For the complete list of assembly points please consult
<http://www.ucalgary.ca/emergencyplan/assemblypoints>

FACULTY OF ARTS PROGRAM ADVISING AND STUDENT INFORMATION RESOURCES

- Have a question, but not sure where to start? The new Faculty of Arts Program Information Centre (PIC) is your information resource for everything in Arts! Drop in at SS110, call us at 403-220-3580 or email us at artsads@ucalgary.ca. You can also visit the Faculty of Arts website at <http://arts.ucalgary.ca/undergraduate> which has detailed information on common academic concerns.
- For program planning and advice, contact the Student Success Centre (formerly the Undergraduate programs Office) at (403) 220-5881 or visit them in their new space on the 3rd Floor of the Taylor Family Digital Library.
- For registration (add/drop/swap), paying fees and assistance with your Student Centre, contact Enrolment Services at (403) 210-ROCK [7625] or visit them at the MacKimmie Library Block.

Contact for Students Union Representatives for the Faculty of Arts:

arts1@su.ucalgary.ca, arts2@su.ucalgary.ca, arts3@su.ucalgary.ca, arts4@su.ucalgary.ca

FREEDOM OF INFORMATION AND PRIVACY (FOIP) ACT



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Graded assignments will be retained by the Department for three months and subsequently sent for confidential shredding. Final examinations will be kept for one calendar year and subsequently sent for confidential shredding. Said material is exclusively available to the student and to the department staff requiring to examine it.

Please see <http://www.ucalgary.ca/secretariat/privacy> for complete information on the disclosure of personal records.

INTERNET AND ELECTRONIC COMMUNICATION DEVICES

Devices such as laptops, palmtops and smartbooks are allowed provided that they are used exclusively for instructional purposes and do not cause disruption to the instructor and to fellow students. Cellular telephones, blackberries and other mobile communication tools are not permitted and must be switched off.

SAFEWALK

To request a Safewalk escort anywhere on campus, 24 hours a day and seven days a week, please call 403-220-5333 or use one of the Help Phones.

Web: <http://www.ucalgary.ca/security/safewalk>

STUDENT UNION INFORMATION

Representatives and contact details: <http://www.su.ucalgary.ca/home/contact.html>

Student Ombudsman: <http://www.su.ucalgary.ca/services/student-services/student-rights.html>

WRITING ACROSS THE CURRICULUM

Writing skills should cross all disciplines. Students are expected to do a substantial amount of writing in their courses and, where appropriate, instructors can and should use writing and the grading thereof as a factor in the evaluation of student work. The services provided by the Writing Centre in the Effective Writing Office (<http://www.efwr.ucalgary.ca/>) can be utilized by all undergraduate and graduate students who feel they require further assistance.