

**FACULTY OF ARTS**

Linguistics, Languages &amp; Cultures

Tel: 403.220.5293/5306 | Fax: 403.284.3810

 Email: [llc@ucalgary.ca](mailto:llc@ucalgary.ca) | Web: [llc.ucalgary.ca](http://llc.ucalgary.ca)

**Course Outline – WINTER 2016**  
**LING 223-01 – Language and Advertising**  
**Svitlana Winters**

|                      |   |  |         |             |                 |               |               |
|----------------------|---|--|---------|-------------|-----------------|---------------|---------------|
| <b>Instructor:</b>   | Svitlana Winters  |  |         | <b>Time</b> | <b>Duration</b> | <b>Day(s)</b> | <b>Room #</b> |
| <b>Office:</b>       | CH C128   |  |         |             |                 |               |               |
| <b>Telephone:</b>    | 403-220-5469  |  | Lecture | 2:00-3:15pm | 75 mins.        | TR            | ST 132        |
| <b>Consultation:</b> | T 12:00pm-1:30pm or by appointment:<br><a href="mailto:svwinters@ucalgary.ca">svwinters@ucalgary.ca</a> |  |         |             |                 |               |               |

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|---|--|--------------------------|
| <b>Distribution of Marks</b>  |  | <b>Final Examination</b> |
| Weekly assignments (3% each) 30%<br>*2 bonus points will be awarded if your assignment is chosen for presentation in class          |  | NO Final Exam            |
| Bi-weekly mini-quizzes (4% each) 20%  |  |                          |
| Short essays (3 x 10%) 30%<br>*2 bonus points will be awarded if your essay or a fragment of it is chosen for presentation in class |  |                          |
| Group project 20%   |  |                          |

**TEXTBOOKS and/or OTHER REQUIREMENTS**

\*Please note: The University of Calgary bookstore is organized by AUTHOR LAST NAME.

**Required textbook:**

 Sedivy, J. and G. Carlson. 2011. *Sold on language: How advertisers talk to you and what this says about you*. Chichester: Wiley-Blackwell. ISBN: 978-0-470-68309-5

See syllabus for additional readings.

Approved: \_\_\_\_\_



Dr. Olga Mladenova, Department Head

|   |   |
|---|---|
| <b>Academic Accommodations</b>  | <b>"Freedom of Information &amp; Privacy" Act</b>   |
| <u>Student Accommodations:</u><br>Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services (403.220.8237); SAS will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit <a href="http://www.ucalgary.ca/access/">www.ucalgary.ca/access/</a> . Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor. The full policy on Student Accommodations is available at <a href="http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy_0.pdf">http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy_0.pdf</a> | <u>Assignments and/or portfolios returned to a class:</u> those not picked up by students will be retained by LLC for three months from the date of posting of final grades, and then confidentially shredded.<br><br><u>Final Examinations:</u> these will be retained by LLC for one year from the end of the month in which the exam period falls, and then confidentially shredded. |



## FACULTY OF ARTS

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Email: [llc@ucalgary.ca](mailto:llc@ucalgary.ca) | Web: [llc.ucalgary.ca](http://llc.ucalgary.ca)

A. UNIVERSITY INFORMATION

B. DEPARTMENT POLICIES

C. STUDENT RESOURCES

### A. UNIVERSITY INFORMATION

**PLAGIARISM** is a serious offense, the penalty for which is an 'F' on the assignment and possibly also an 'F' in the course, academic probation, or requirement to withdraw.

The University Calendar states that "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.*

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.

Plagiarism also occurs when work submitted is done in whole or in part by a tutor (see the Departmental policy on tutoring, below), or relies in any way on computerized translation programs.

**CHEATING** is an extremely serious academic offense. 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.

**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 or other class assignment; the falsification or fabrication of clinical or laboratory reports; the non-authorized tape recording of lectures.

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

**SAFEWALK/Campus Security:** If you require an escort at any time, please call 403.220.5333.

**DISABILITIES:** Students with a disability or condition that may affect academic performance adversely are asked to meet with their instructor before the third week of term to discuss their particular needs. They are also advised to make an appointment in the first two weeks of term with Student Accessibility Services (MSC 452, Tel: 403.220.8237, Fax: 403.210.1063) to discuss their situation.

### EMERGENCY EVACUATION AND ASSEMBLY POINTS

The University of Calgary is committed to creating a safe and healthy living and learning environment. The health and safety of our employees, students and the general public are the highest priority of the University of Calgary's Emergency Management Program. During times of emergency, Assembly Points have been identified across campus. These areas have been selected as they are large enough to hold a significant number of people and will provide an evacuated population access to washroom facilities and protection from the elements. Assembly points are also designed to establish a location for information updates from the emergency responders to the evacuees; and from the evacuated population to the emergency responders.

Please familiarize yourself with the following:

Emergency Assembly Points: <http://www.ucalgary.ca/emergencyplan/assemblypoints>

Emergency Instructions: <http://www.ucalgary.ca/emergencyplan/node/28>

**B. DEPARTMENTAL POLICIES**

**TUTORING:** LLC supports all avenues of learning in the study of foreign languages. Tutors may fulfill a useful role in this endeavor; however, they may not do, or assist with, assignments such as homework exercises, or editing and revising essays. The University of Calgary Calendar states that "Plagiarism exists when: (a) the work submitted or presented was done, in whole or part, by an individual other than the one submitting or presenting the work". The Department does not assume any responsibility for any arrangements made between students and tutors. Before posting an advertisement, a tutor must consult with a staff member of the appropriate language area, and provide certain information for departmental files. Upon approval, the advertisement will be rubber-stamped by one of the secretaries in the Department Office (CH C205) and posted on the bulletin board. Advertisements which do not bear the official departmental stamp will be removed from the bulletin board without notice.

**ACCESS TO LANGUAGE LABS:** For the benefit of students who may wish to "drop in" to D428 OR E212, the Language Research Centre, LLC and FIS shall continue with the protocol that leaving the door open during an instructor's session implies willingness to let students from other courses and/or sections to work at free stations while a class is doing its lab. Students coming in should, of course, request permission.

**PLEASE NOTE, HOWEVER, THAT SHOULD STUDENTS WISH TO CONTINUE USING THE LAB ONCE THE INSTRUCTOR LEAVES, THEY MUST FIRST LEAVE THE ROOM AND THEN WAIT FOR THE NEXT INSTRUCTOR TO ARRIVE.**

**MEDICAL EXEMPTIONS:** When a student is/was unable to attend a class/lab/examination and wishes to make alternate arrangements, the instructor may require prompt and current documentation from a medical practitioner confirming that a medical condition prevents/prevented attendance. Explanation of the absence should be provided on the same day, or at the student's earliest possible convenience. Only if a student observes these guidelines will instructors consider making alternate arrangements.

**C. STUDENT RESOURCES**

If you have questions about courses or programs within the Department of Linguistics, Languages and Cultures, please contact the Undergraduate Advisor in your area of concern.

**ADVISORS:**

|   |   |   |
|---|---|---|
| <b>ALMC:</b> <a href="mailto:almcadv@ucalgary.ca">almcadv@ucalgary.ca</a> | <b>CHIN:</b> <a href="mailto:chinadv@ucalgary.ca">chinadv@ucalgary.ca</a> | <b>EALS/EAST:</b> <a href="mailto:llc@ucalgary.ca">llc@ucalgary.ca</a>    |
| <b>GERM:</b> <a href="mailto:llc@ucalgary.ca">llc@ucalgary.ca</a>         | <b>JPNS:</b> <a href="mailto:llc@ucalgary.ca">llc@ucalgary.ca</a>         | <b>LING:</b> <a href="mailto:lingadv@ucalgary.ca">lingadv@ucalgary.ca</a> |
| <b>RUSS:</b> <a href="mailto:llc@ucalgary.ca">llc@ucalgary.ca</a>         |   |   |

Have a question, but not sure where to start? The new **Arts Student's Centre (ASC)** is your information resource for everything in Arts! Drop in at SS102, call us at 403.220.3580 or email us at [artsads@ucalgary.ca](mailto:artsads@ucalgary.ca). You can also visit the Faculty of Arts at [arts.ucalgary.ca/undergraduate](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:  
[arts1@su.ucalgary.ca](mailto:arts1@su.ucalgary.ca), [arts2@su.ucalgary.ca](mailto:arts2@su.ucalgary.ca), [arts3@su.ucalgary.ca](mailto:arts3@su.ucalgary.ca), [arts4@su.ucalgary.ca](mailto:arts4@su.ucalgary.ca)

Students' Union: <http://www.su.ucalgary.ca/page/affordability-accessibility/contac>  
Student Ombudsperson Office: <http://www.ucalgary.ca/provost/students/ombuds>