# Advertising Language Theory and Technique

## Prof. Alberto Bourlot

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of the course is to provide students with a general understanding of publicity as a communicative phenomenon and professional process. In particular, at the end of the course, students will be able to understand the distinguishing features of promotional communication and will know profound strategies for maximising their potential in terms of effectiveness. Students will also be able to use their knowledge to independently analyse an advertising text, identifying and describing the main mechanisms for building meaning and engaging the reader.

***COURSE CONTENT***

The course consists of two modules that will proceed in parallel:

1. *Advertising communication and its specificity* (30 hours):this module will introduce the growing complexity of the advertising phenomenon and study, through a wide range of examples, the distinctive features of advertising and the different ways of conceptualizing its promotional nature (up to and including the processes imposed by the new communication environments, to which an additional seminar will be dedicated).
2. *Tools for the analysis of advertising texts* (30 hours): a semiotic analysis method will be developed, with particular focus on the audio-visual (TV and the web); it will be applied to a wide range of texts in order to identify the communicative pros and cons related to the potential way in which a given text may be used.

***READING LIST***

The following textbooks must be studied analytically:

* M. Lombardi - Mindshare*, Strategia in pubblicità. Dall’intelligenza la magia,* Franco Angeli, edition 2017 or subsequent edtions (Introduzione, Capitolo I, Capitolo 2 esclusi i paragrafi 3 e 4, Capitolo 3, Capitolo 4, Capitolo 5, Capitolo 6, Appendice 1, Appendice 2 e Appendice 3).
* as an alternative to the seminar is possible the study of a second text identified by the lecturer from those indicated (as free reading) during the course.

***TEACHING METHOD***

The course will be developed according to three modalities:

* frontal *lectures*;
* *actkve practical classes* (carried out and checked all together during lectures);
* *practice seminar* on market research.

***ASSESSMENT METHOD AND CRITERIA***

The exam is *oral* and consists of the *discussion of a written analytical essay* to be agreed with the lecturer and delivered before the exam. Participation in lectures will count towards the assessment.

Intended learning outcomes are as follows:

* Knowledge and understanding (students must demonstrate that they know the characteristics of advertising as a specific form of communication, and understand the issues related to textual effectiveness);
* applying knowledge and skills (students must be able to apply the analytical models learned in lectures to a sample of advertising texts);
* independent judgement (students must demonstrate that they have acquired a capacity for original analysis, particularly as regards interpreting texts similar to those discussed in lectures);
* communication skills (students must use appropriate terminology and be able to present the results of their own analysis);
* learning (students must demonstrate that they understand the main features of the various approaches to advertising).

The final mark will take into account accuracy of answers (70%) and communicational and argumentative skills (30%).

***NOTES AND PREREQUISITES***

Being it introductory in nature, this course has no prerequisites.

Students *not having regularly attended* the course must meet the lecturer in order to agree a personalised study syllabus.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.