



UNIWERSYTET
JAGIELLOŃSKI
W KRAKOWIE

Course title	Rhetorical Strategies in Advertising
Academic teacher	dr J. Pstrąg
ECTS	6
ECTS allocation	contact hours (30h) 1, preparation to classes (40h)-2, project preparation (50) 2, reading (30h) 1
Course goals	<p>The aim of this course is to introduce to students the theory and practice of rhetoric and concentrate on different aspects of communication (mass media, adverts, everyday communication). Social communication is one of the processes that generate, transforms, and conveys information among individuals, groups, and social organizations. The purpose of communication is also to mould people's attitudes, which makes it possible to effectively control the recipient according to one's own values and interests. The very first stage in receiving the message is to recognize the speaker. It is then that the individual acquaints himself or herself with the speaker's real competence and intentions, as well as evaluates the source of particular information, the outcome of the communication process, and the speaker's attitude towards the message content. The use of language, cognitivism, and modern communication patterns allows including non-verbal means to the language model.</p>
Skills	<p>After the course student:</p> <ul style="list-style-type: none">• know how to create speech• know how to analyze speech, statement, advertisement...• know how to use different language tools• create his own series of advertisements... <p>Comprehension: K U02 understands the role of language, social, cultural, and intercultural communication K U09 can prepare practical written and oral statement</p> <p>Application: K_K01: is aware of the importance of language in social life</p>

Ośrodek
Międzyobszarowych
Indywidualnych
Studiów
Humanistycznych
i Społecznych

Rynek Główny 8/16
31-042 Kraków
Tel. +48 (12)
4311231
e-mail:
mish@uj.edu.pl
www.mish.uj.edu.pl

Knowledge	K W01 K W02 Knows and efficiently uses linguistic terminology, has in-depth and ordered knowledge of rhetoric theory, knows how to develop and creatively apply this in practice
Social Competences	K U02 understands the role of language, social, cultural, and intercultural communication K U09 can prepare practical written and oral statement Application: K_K01: is aware of the importance of language in social life
Content	Sessions: <ul style="list-style-type: none"> • Short history of rhetoric • Theory and practice of rhetoric • Rhetoric of advertising • Persuasive techniques • Non-verbal communication • Language of advertising • Project evaluation • Oxford style debate
Teaching methods	text analysis;case study;discussion;screening;lecture with multimedia presentation;brainstorm;
Literature	Action, Gesture and Symbol , The Emergence of Language , red. Andrew Lock, Academic Press 1978. Applications of Nonverbal Communication, red. Ronald E. Riggio, Robert S. Feldman, Mahwah, New Jersey, London 2005. Brown P., Levinson S. C. (1987): Politeness. Some universals in language usage, Cambridge University Press. Burke, K. 1962. A grammar of motives, and A rhetoric of motives. Cleveland: World Pub. Co. Cialdini R. B, John F. Finch J. F., de Nicholas M. E. (1990) Strategic self-presentation: The indirect route. (w:) The Psychology of Tactical Communication, red. Michael J. Cody and Margaret L. McLaughlin, Clevedon, Philadelphia 1990. Contemporary conditions of promotion and advertising, red. A. Kukuła, Warszawa : Difin 2013 Corcoran P. E. (1979). Political Language and Rhetoric, University of Queensland Pres. Ekman P. (1996): Why don't we catch liars? [w:] „Social Research” nr 3/63, 1996. Erving Goffman. Exploring the interaction Order, red. Paul Drew and Anthony Wootton, Polity Press 1988. Geeraerts D. (1989): Prospects and problems of prototype theory – Introduction, [w:] Linguistics 27 (4), Berlin – Nowy Jork, str. 587 – 612. Goethals G. R. (2005). Nonverbal behavior and Political Leadership. (w:) Applications of Nonverbal Communication, red. Ronald E. Riggio, Robert S. Feldman, Mahwah, New Jersey, London 2005. Kendon A. (1988). Goffman’s Approach to Face-to-Face Interaction, (w:) Erving Goffman. Exploring the interaction Order, red. Paul Drew and Anthony Wootton, Polity Press 1988.

Malone M. J. (1997). *Worlds of talk. The presentation of Self in everyday conversation*, Polity Press.

Millward, Celia M *Handbook for writers : grammar, punctuation, diction, rhetoric, research* New York [etc.] : Holt, Rinehart and Winston 1980

McNeill, D. 2006. "Gesture and Thought". *The Summer Institute on Verbal and Non-verbal Communication and the Biometrical Principle*, Sept. 2–12, 2006, Vietri sul Mare (Italy), organized by Anna Esposito. URL: http://mcneilllab.uchicago.edu/pdfs/dmcm_vietri_sul_mare.pdf

Power through Discourse, ed. Leah Kedar, Norwood, New Jersey 1987.

St. John, Maggie-Jo *Advertising and the promotion industry* New York [etc.] : Prentice Hall 1994

Tannen D. (1987) *Remarks on Discourse and Power*. [w:] *Power through Discourse*, ed. Leah Kedar, Norwood, New Jersey 1987.

Weill, Alain (1946-) *Graphics : a century of poster and advertising design* London : Thames & Hudson 2004

Assessment, learning outcomes verification

Students are expected to actively participate in the classes. Attendance is mandatory. Students missing more than two classes will have to make them up by writing a paper for each class missed. The papers, whose topics will be assigned by the course tutor, will have to be at least 2,000 words each (including footnotes and bibliography). Missing more than 50% of the classes will result in failure of the course.

Regular, active, participation in the classes
 Oxford style debate
 Advertising project

Active participation of the student at every seminar is expected, including working on a project and taking part in a Oxford-style debate.

