

Course coordinator	dr Jakub Pstrąg
Course title	Rhetorical Strategies in Advertising
ECTS allocation - total 6 ECTS	contact hours - 30 h 1,5 ECTS ;group project 20 h 1 ECTS;preparation for final evaluation/exam 20 h - 1 ECTS ;preparation for classes 20 h -1 ECTS;
Course goals (e. g. The aim of the course is to make its participants aware of the importance of....; the aim of the course is to teach the students how correctly to interpret ...; The course goal...	The course aims to introduce students to the theory of semiotics of advertising , focusing on various aspects of communication as well as issues related to rhetorical practice, with a focus on various aspects of mass communication (mass media, advertising, everyday communication, social media). Social communication is a process whose purpose, among other things, is to create group bonds.
Skills - Student can (e.g. "The student will be prepared to critically review and discuss academic texts", "use appropriate vocabulary to analyse ... ". "The student will be able to write essays ...	The student is able to: take a substantive and ethical part in the debate, critically evaluate the texts under examination and assess their level of linguistic correctness, as well as indicate the persuasive and/or manipulative mechanisms used by the author. The student is able to: describe the structure of advertising messages, select advertising techniques to suit the intended purpose and intended recipient, and is also able to assess the correctness of application and pragmatic effectiveness of selected advertising techniques; working with the group, plan and organize individual and collaborative work (preparing and implementing an advertising project). The student is able to cooperate within a group working on a task, critically evaluate the texts studied, assess their level of linguistic accuracy, and identify the persuasive and/or manipulative mechanisms used by the author.
Knowledge - student knows (e.g. The student will understand the main concepts in contemporary thought ..., from the perspective of social sciences and cultural studies; student knows circumstances...	The student knows and understands the principles governing advertising (persuasive) messages, knows the principles of selecting advertising techniques for the advertising purpose, and knows the advantages and disadvantages of individual advertising forms and techniques; knows the concepts of semiotics and understands the semiotic nature of communication; knows the principles of designing advertising campaigns, has knowledge of their economic foundations and logistics. The student knows concepts related to rhetoric, persuasion, and communication strategies (the art of discussion, argumentation, public speaking)

Social competenes - student is ready to ... (e.g. presenting views on the course topic, to work both individually and in a group, in an international environment...)	The student is ready to: think creatively and act creatively, and use available cultural resources in his/her project; communication, cooperation, and teamwork, as well as resolving conflict situations. The student is ready to use his/her knowledge of rhetoric (linguistics and communicative studies) in his/her private and professional life and recognizes the importance of linguistic and communicative knowledge and competences.
Course content (e. g. titles of meetings with short description)	Advertising as a semiotic message – advertising codes, typology of advertising message elements (linguistic, visual, audio, other), word and image. Creating and promoting your own advertising message. Typologies of advertising forms and techniques, advertising strategies and advertising mediums, defining advertising objectives and stages of its creation, advertising targets. Advertising slogans (structure, typologies, characteristics of successful slogans) and other linguistic elements in advertising. Advertising poetics. Application of psychological knowledge in advertising: cognitive processes - perception, perception, interpretation, memory - and advertising, advertising as a persuasive message and the creation of a wishful reality, persuasion and manipulation, mechanisms of consumer behavior. Public speaking. Rhetorical mechanisms. The concept of communication success - argumentation. Persuasion and manipulation - rhetoric vs. eristic. The importance of non-verbal communication. Selected rhetorical tropes, figures and topoi (analysis of cultural texts). Oxford-style debate.
Teaching methods	text analysis;case study;discussion;screening;lecture with multimedia presentation;brainstorm;

Literature/ readings	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.
Assessment, learning outcomes verification (e. g. essay, mid-term test, participation in classes; active participation, presentation, individual- group project, etc.)	participation in classes; active participation; presentation; group project; participation in an Oxford-style debate

