Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2024/2025

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Language of Advertising
Course/Module code *	K4
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelors degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 1, semester 2
Course type	major
Language of instruction	English
Coordinator	dr Krystyna Gielarek-Gorczyca
Course instructor	dr Krystyna Gielarek-Gorczyca

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
2		30						2

1.2. Course delivery methods
- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
- pass with a grade

2. PREREQUISITES

none

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	To introduce students to key concepts related to advertising and the various techniques used in the process of creating advertisements.
O2	To introduce students to strategies for critically analysing advertisements in terms of their content, form, presentation and message taking into account the language and stylistic devices used.
O3	To develop the ability to create effective advertising content and strategies that are consistent with marketing objectives and at the same time understandable, persuasive and attractive to the target audience.
O4	To make students aware of the role of advertising in shaping attitudes, behaviour and society as a whole, as well as the impact of advertising on consumption, culture and the economy.

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	To make students aware of the role of advertising in shaping attitudes, behaviour and society as a whole, as well as the impact of advertising on consumption, culture and the economy.	K_W01 K_W03
LO_02	Students will be able to critically analyse advertisements, taking into account their content, form, presentation and message, as well as recognize the linguistic strategies and stylistic devices used in relation to communication with the public.	K_W03 K_U02
LO_03	Students will be skilled in creating advertising content and strategies that not only comply with marketing objectives, but also are understandable, persuasive and attractive to a specific audience.	K_U02
LO_04	Students will be aware of the role of advertising in shaping attitudes, behaviour and society as a whole, and will understand the impact of advertising on consumption, culture and the economy.	K_K04

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
1. Introduction to the language of advertising (definition of advertising language, history of advertising, key concepts and terminology in advertising). 2. Analysis of advertising (methods of advertising analysis, study of messages and their effect on audiences, visual and textual analysis of advertising). 3. Advertising objective and target groups (image objectives and sales objectives, market segmentation and target groups, tailoring the message to the target group). 4. Types of advertising (traditional advertising and Internet advertising, ATL [Above The Line] and BTL [Below The Line] advertising, social advertising, whispered advertising). 5. Creative writing in advertising (principles of creative writing, creating effective slogans and slogans, storytelling in advertising). 6. Media in advertising (choosing the right media, planning advertising campaigns, the role of social media in advertising). 7. Ethics in advertising (ethical aspects of advertising, manipulation in advertising, surveying public opinion on advertising). 8. Analysis of final projects (preparation and presentation of an advertising project, discussion of feedback, summary of the course and discussion of the future of advertising).

3.4. Methods of Instruction

Text analysis and discussion/project work (practical project)
Group work (problem solving, discussion)
Didactic games

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO-01	Observation during class, project	Classes
LO-02	Observation during class, project	Classes
LO-03	Observation during class, project	Classes
LO-04	Observation during class, project	Classes

4.2 Course assessment criteria

Active participation in class, completion of individual and group tasks, final project in the form of developing a series of their own ideas for advertising in various communication channels.

5. Total student workload needed to achieve the intended learning outcomes

– number of hours and ECTS credits

Activity	Number of hours
Course hours	30
Other contact hours involving the teacher (consultation hours, examinations)	5
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	15
Total number of hours	50
Total number of ECTS credits	2

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature: Arens W., Schaefer, D., Weigold, M., *Essentials of contemporary advertising,* Boston 2009. Cook G., *The discourse of advertising*, London 1996. Goddard A., *The language of advertising: written texts*, London 2002. Hermeren L., English for sale: a study of the language of advertising, Lund, Sweden 1999. McQuarrie E. F., Phillips B. J., *Go figure! New directions in advertising rhetoric,* New York 2008. Myers G., *Words in ads*, London 1994.
Complementary literature: Tungate M., *Adland: A Global History of Advertising,* London 2007. Vogel R., *Basics of lexicology*, Brno 2012.

Approved by the Head of the Department or an authorised person