

Department of Linguistics  
University of Calgary  
Term/Year: Spring 2011

## LING 223 Language and Advertising

**Note: This is a preliminary course outline. The actual content and requirements of this course may change somewhat. A final course outline will be distributed on the first day of classes.**

<b>Instructor:</b>	<b>J. Sedivy</b>	<b>Lecture Location:</b>	<b>ST 135</b>
<b>Phone:</b>	220-5469	<b>Lecture Days/Time:</b>	<b>TR 11:00-13:45</b>
<b>Email:</b>	jsedivy@ucalgary.ca		
<b>Office:</b>	SS 816		
<b>Office Hours:</b>	TBA		

**Course description and goals:** This course is intended to equip students with select tools of linguistic analysis, with the goal of applying them to persuasive messaging in order to better understand the nature of these messages and their psychological impact. By the end of the class, you should:

1. Be familiar with various concepts that are especially pertinent for the analysis of persuasive messages, taken from the sub-disciplines of psycholinguistics, sociolinguistics, semantics and pragmatics. *Note: this class is not intended as a substitute for an introductory linguistics course, but as a sampling of linguistic phenomena that are especially prominent in advertising messages.*
2. Be able to identify a variety of linguistic devices as they are used in real advertising messages, and be able to discuss the effects they are likely to have.
3. Be able to manipulate various linguistic devices in creating persuasive messages, with a recognition of their likely effects.
4. Be able to provide an analysis of advertising messages by drawing on the course materials to generate novel insights, and be able to address the broader societal and ethical implications of advertising techniques.

### Required texts:

Sedivy, J. & Carlson, G. *Sold on Language: How Advertisers Talk to You and What This Says About You*. Wiley-Blackwell, 2011.

Additional articles and readings will be posted on Blackboard.

## Course requirements and evaluation:

1. **Regular assignments: 30% of total mark (3% each assignment).** The purpose of these assignments is to have you engage with the course material by making targeted observations of real-world advertising, or finding examples of advertising that illustrate concepts we discuss in class. A typical assignment might require you to submit an example of an ad, along with a one- or two- paragraph commentary. These assignments are not meant to be lengthy or time-consuming, but should get you making connections between course content and actual advertising in the wild. Assignments will be marked on a scale of 0-3 points each.
2. **Mid-term test: 20% of total mark.** The mid-term test will consist of short answers of a few words to a short paragraph for each question, and will focus on testing the mastery of linguistic concepts and their application to advertising examples.
3. **Journals: 20% of total mark.** You will keep a running journal throughout the course in which you will analyze and discuss examples of advertising messages that you encounter. Your journal should reflect an accumulation of knowledge of the key concepts introduced in class, and a deepening ability to draw on these concepts to generate original insights about advertising messages. The journals will be due on the last day of class. I will flag some possible ideas/topics for your journals in class discussions.
4. **Final exam: 30% of total mark.** The format and purpose of the exam will be similar to the mid-term test, and will test for cumulative knowledge over the entire term.

## Grading Scale:

A+	96-100%	B+	80-84%	C+	67-71%	D+	54-58%
A	90-95%	B	76-79%	C	63-66%	D	50-53%
A-	85-89%	B-	72-75%	C-	59-62%	F	0-49%

As stated in the University Calendar, it is at the instructor's discretion to round off either upward or downward to determine a final grade when the average of term work and final examinations is between two letter grades. To determine final letter grades, final percentage grades will be rounded up or down to the nearest whole percentage (e.g., 89.5% will be rounded up to 90% = A but 89.4% will be rounded down to 89% = A-).

## Class Schedule:

Date	Topics	Readings and Assignments
May 12	Introduction: Persuasion and choice	<i>Sold on Language</i> , ch. 1 Excerpts from <i>Propaganda</i> by Edward Bernays
May 17	The unconscious consumer	<i>Sold on Language</i> , ch. 2 <b>Assignment 1 due</b>
May 19	What's in a brand	Shrum & Lowrey, 2007. <i>The implications of phonetic</i>

	name? Sounds and associations	<i>symbolism for brand name construction</i> <b>Assignment 2 due</b>
May 24	The battle for attention: incongruity, ambiguity and information packaging	<i>Sold on Language</i> , ch. 3 <b>Assignment 3 due</b>
May 26	Presuppositions: the language of consensus	<i>Sold on Language</i> , ch. 4 <b>Assignment 4 due</b>
May 31	Implications: Do-it-yourself meanings	<i>Sold on Language</i> , ch. 5 McQuarrie & Phillips, 2005. <i>Indirect persuasion in advertising: How consumers process metaphors.</i> <b>Assignment 5 due</b>
June 2		Mid-term break - no classes
June 7	Mid-term test	<b>Assignment 6 due</b>
June 9	Implication and truth	Preston, 1994. <i>Deceptive implications.</i> <b>Assignment 7 due</b>
June 14	<b>Doing</b> things with words: speech acts and fictional worlds	<i>Sold on Language</i> , ch. 6. <b>Assignment 8 due</b>
June 16	Language variation and social identity	<i>Sold on Language</i> , ch. 7 <b>Assignment 9 due</b>
June 21	Language variation and power	Gladwell, 2008. <i>The ethnic theory of plane crashes.</i> <b>Assignment 10 due</b>
June 23	The language of politics	<i>Sold on Language</i> , ch. 8 <b>Journals due</b>

### Reappraisal of Grades

A student who feels that a piece of graded term work (e.g., term paper, essay, test) has been unfairly graded, may have the work re-graded as follows. The student shall discuss the work with the instructor within 15 days of being notified about the mark or of the item's return to the class. If not satisfied, the student shall immediately take the matter to the Head of the department offering the course, who will arrange for a reassessment of the work within the next 15 days. The reappraisal of term work may cause the grade to be raised, lowered, or to remain the same. If the student is not satisfied with the decision and wishes to appeal, the student shall address a letter of appeal to the Dean of the faculty offering the course within 15 days of the unfavourable decision. In the letter, the student must clearly and fully state the decision being appealed, the grounds for appeal, and the remedies being sought, along with any special circumstances that warrant an appeal of the reappraisal. The student should include as much written documentation as possible.

### Important Dates

The last day to drop this course and still receive a fee refund is May 20, 2011.

The last day to withdraw from this course is June 24, 2011.

## GENERAL COURSE/UNIVERSITY INFORMATION FOR ALL STUDENTS

### **LINGUISTICS STUDENT ADVISING**

For any questions regarding the linguistics major or minor, the organization of your program, or the selection of courses, you can see the linguistics **under/graduate advisor/program director**:

Dr. Robert Murray	SS 824	403-220-8109	<a href="mailto:ling.undergrad@ucalgary.ca">ling.undergrad@ucalgary.ca</a>
Dr. Steve Winters	SS 814	403-220-7230	<a href="mailto:ling.undergrad@ucalgary.ca">ling.undergrad@ucalgary.ca</a>
Dr. Suzanne Curtin	SS 842	403-220-3927	<a href="mailto:linggrad@ucalgary.ca">linggrad@ucalgary.ca</a>

### **FACULTY of ARTS PROGRAM ADVISING and STUDENT INFORMATION**

Have a question, but not sure where to start? The new Faculty of Arts Program Information Centre (PIC) is your information resource for everything in Arts! Drop in at SS110, 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 website at <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 us at the 4<sup>th</sup> Floor of MacEwan Student Centre.

For registration (add/drop/swap), paying fees and assistance with your Student Centre, contact Enrolment Services at (403) 210-ROCK [7625] or visit us in the MacKimmie Library Block.

### **ACADEMIC ACCOMMODATION**

It is the student's responsibility to request academic accommodations. If you are a student with a documented disability who may require academic accommodation and have not registered with the Disability Resource Centre, please contact their office at 220-8237. Students who have not registered with the Disability Resource Centre are not eligible for formal academic accommodation. You are also required to discuss your needs with your instructor no later than fourteen (14) days after the start of this course.

### **FREEDOM OF INFORMATION AND PRIVACY ACT (FOIP)**

The Freedom of Information and Protection of Privacy Act was enacted by the Alberta Legislature on June 1, 1994. The Act is intended first of all to allow any person the right of access to the records in the custody and under the control of a public body although this right is subject to limited and specific exceptions. The Act also includes a strong right to privacy component, allowing individuals to control the manner in which a public body collects personal information, to control the use that a public body may make of the information, and to control the disclosure of that information by a public body. It also allows individuals the right of access to personal information about themselves held by a public body and the right to request corrections to that information.

For more information on FOIP, please visit: <http://www.ucalgary.ca/secretariat/privacy>  
Or contact Jo-Anne Munn Gafuik at (403) 220-3602 or by email: [munn gafu@ucalgary.ca](mailto:munn gafu@ucalgary.ca)

## **PLAGIARISM AND ACADEMIC MISCONDUCT**

Plagiarism involves submitting or presenting work in a course as if it were the student's own work done expressly for that particular course, when, in fact, it is not. Most commonly plagiarism exists when:

1. 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),
2. parts of the work are taken from another source without reference to the original author,
3. the whole work (e.g. an essay) is copied from another source, and/or
4. 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. Students are encouraged to work together in preparing homework assignments. However, unless noted otherwise in writing, students must write up their own answers for submission of the assignment. Failure to do so constitutes plagiarism.

Plagiarism is an extremely serious academic offence. Possible penalties for plagiarism include; failing the assignment, failing the course, disciplinary probation, suspension, or expulsion. Any student who voluntarily and consciously aids another student in the commission of plagiarism is also guilty of academic misconduct.

For more information on academic misconduct and related UofC regulations please consult the Student Misconduct web pages in the on-line University Calendar. These can be found at <http://www.ucalgary.ca/pubs/calendar/current/k.html>

## **EMERGENCY EVACUATION / 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 Emergency Assembly Points listed here:**

<http://www.ucalgary.ca/emergencyplan/assemblypoints>

**And the Emergency Instructions listed here:**  
<http://www.ucalgary.ca/emergencyplan/node/28>

### **SAFE WALK INFORMATION**

Twenty four hours a day and seven days a week Safewalk volunteers walk people safely to their destination on campus. This service is free and available to students, staff and campus visitors.

**Requesting Safewalk volunteers to walk with you is easy!**

- Call 403-220-5333 (24 hours a day/seven days a week, 365 days a year)
- Use the Help Phones (they are not just for emergencies)
- Approach an on-duty Safewalker and request a walk

**For more information** call the Safewalk office at 403-220-4750 or email [safewalk@ucalgary.ca](mailto:safewalk@ucalgary.ca).

### **STUDENT REPRESENTATIVE INFORMATION**

The Students' Union in partnership with the University of Calgary and the Graduate Students' Association (GSA) offers students a key advocacy resource to assist in addressing concerns and issues they encounter at the university with the Office of the Student Ombuds.

Students in undergraduate programs, please contact the Student's Union:  
<http://www.su.ucalgary.ca/home/contact.html>

Students in graduate programs, please contact the GSA: <http://www.ucalgary.ca/gsa/>

Student Ombudsman: <http://www.su.ucalgary.ca/services/student-services/student-rights.html>