



Faculty of Arts
School of Languages, Linguistics, Literatures and Cultures

LING 223
Language and Advertising
Summer 2022
Synchronous, in-class
EDC 388, TR 17:00-19:45

COURSE OUTLINE

INSTRUCTOR'S NAME: Svitlana Winters

OFFICE HOURS: Upon request [*Please approach me before or after class or email me to set us a time for a consultation on Zoom*]

E-MAIL: svwinters@ucalgary.ca [*I will respond to e-mails within 48 hrs during weekdays*]

TELEPHONE NUMBER: NA

DESCRIPTION

This course is intended to provide students with the understanding of persuasive power of language as it is used in advertising. Students will learn to conduct linguistic analysis of persuasive messages in order to identify persuasion devices and recognise the psychological impact which they are intended to achieve.

OBJECTIVES AND EXPECTED OUTCOMES

By the end of the course, students should:

1. have a sufficient understanding of concepts from psycholinguistics, pragmatics and sociolinguistics which are especially pertinent for the analysis of persuasive messages;
2. be able to identify various linguistic tools used in real advertising messages for the purposes of persuasion and be able to recognise the effects they are likely to have;
3. be able to create persuasive messages using linguistic tools of persuasion and predict their likely effects;
4. be able to conduct an in-depth analysis of advertisements by drawing on the course materials to generate novel insights;
5. be able to express their opinion on the general question of manipulating language for the sake of persuasion and its implications.

REQUIRED COURSE MATERIALS

Sedivy, J. and G. Carlson. 2011. *Sold on language: How advertisers talk to you and what this says about you*. Chichester: Wiley-Blackwell.

[*The textbook can be purchased at the University of Calgary bookstore*]



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COURSE NOTES

Class Schedule (subject to modifications):

Week	Date	Topics	Deliverables & Recommended Read
1	June 28, 30	Choice, Advertising, and Attention <i>(felicity conditions, assertions, ambiguity, word-formation, etc.)</i>	Sedivy & Carlson. 2011. Sold on language. <i>Chapters 1 and 3</i> Assignment 1 due July 5 (9am)
2	July 5, 7	Targeting the subconsciousness of consumers <i>(associations between words and concepts, word priming)</i>	Sedivy & Carlson. 2011. Sold on language. <i>Chapter 2 (pp. 15-37)</i> Assignment 2 due July 12 (9am)
3	July 12, 14	Overcoming Resistance to Persuasion <i>(speech acts, lects, figurative language, fiction)</i>	Sedivy & Carlson. 2011. Sold on language. <i>Chapter 6</i> Assignment 3 due July 19 (9am)
4	July 19, 21	Strategies for naming brands and creating slogans <i>(word-formation processes, semantic priming, sound symbolism)</i>	Sedivy & Carlson. 2011. Sold on language. <i>Chapter 2 (pp. 37-57)</i> Mid-term quiz to be done on D2L at the beginning of class on July 19 Assignment 4 due July 26 (9am)
5	July 26, 28	Creating the impression of common ground Interpreting the intended meaning <i>(semantic vs. pragmatic meaning, implication, presupposition)</i>	Sedivy & Carlson. 2011. Sold on language. <i>Chapter 5</i> Final project proposal due August 2 (9am) Assignment 5 due August 4 (9am)



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6	August 2, 4	Audience targeting and identity marketing <i>(language variation and social identity)</i> In-class Final Project presentations	Sedivy & Carlson. 2011. Sold on language. <i>Chapter 7</i> Consultation on final projects (on Zoom upon request) Final project reports due August 4 7:45pm)
7	August 9	Final Quiz to be done on D2L between 5pm and 7:45 pm	

ASSESSMENT

- 1. Five assignments (to be submitted on D2L): 40% of total mark (8% for each assignment).** The purpose of these assignments is to encourage students to apply the knowledge acquired in class to analyzing real-world advertising. Typically, students will be asked to present an example of an advertisement illustrating a certain concept discussed in class and explain how this concept works in this particular advertisement. In addition, students may be asked to propose their own idea of an advertisement making use of the concept discussed. If a student fails to submit their assignment on the day it is due, they will be allowed to submit it later if they provide supporting documentation for an exemption/special request, as outlined in the Calendar (see [University of Calgary : M.1. Supporting Documentation and the Use of a Statutory Declaration \(ucalgary.ca\)](http://ucalgary.ca)).
- 2. Two quizzes (mid-term and final, to be done on D2L): 30% of total mark (respectively, 15% and 15%).** The quizzes are intended to examine how well students grasped the material presented in class. A typical question in a quiz may require students to find certain linguistic devices of persuasion in given slogans and advertisements or to briefly summarize the main findings presented in a paper discussed in the lecture. If the quiz is missed due to illness or a family emergency, it can be rescheduled upon receipt of documentation.
- 3. Final group project report (to be submitted via D2L or email): 30% of total mark (5% for the proposal and 25% for the final project).** Students will be asked to produce a written research project report in the topic of their choosing. A list of suggested topics will be posted on D2L, but students are also encouraged to discuss alternative topics with the instructor. The project must demonstrate mastery of some key aspects of the course—the project is not acceptable if it is something that students could have done without learning the contents of this course. In creating their own advertising, students will be encouraged to be highly creative and make use of their talents and expertise. More detailed guidelines and suggestions will be posted on D2L. Students are encouraged to work in groups on their final projects. However, if someone has a strong preference for working individually, they can do so following the guidelines in “Alternative Final Project Guidelines” on D2L. Students will be asked to present their final projects in class on the week of August 2, 2022.



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Evaluation Summary:

- 5 assignments: 40%
- 2 quizzes: 30%
- Final project: 30%

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-).

INTEGRITY AND CONDUCT

All members of the University community have a responsibility to familiarize themselves with the Statement on Principles of Conduct, and to comply with the University of Calgary Code of Conduct and Non-Academic Misconduct policy and procedures (available at: <http://www.ucalgary.ca/pubs/calendar/current/k.html>).

Academic misconduct

Academic Misconduct refers to student behavior which compromises proper assessment of a student's academic activities and includes: cheating; fabrication; falsification; plagiarism; unauthorized assistance; failure to comply with an instructor's expectations regarding conduct required of students completing academic assessments in their courses; and failure to comply with exam regulations applied by the Registrar.

For information on the Student Academic Misconduct Policy and Procedure please visit: <https://www.ucalgary.ca/legal-services/university-policies-procedures/student-academic-misconduct-policy>

Additional information is available on the Academic Integrity Website at <https://ucalgary.ca/student-services/student-success/learning/academic-integrity>

INTELLECTUAL PROPERTY AND COPYRIGHT LEGISLATION

Course materials created by instructors (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the instructor. These materials may not be reproduced, redistributed or copied without the explicit consent of the instructor. All students are required to read the University of Calgary policy on Acceptable Use of Material Protected by Copyright (<https://www.ucalgary.ca/legal-services/university-policies-procedures/acceptable-use-material-protected-copyright-policy>) and requirements of the Copyright Act (<https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>) to ensure they are aware of the consequences of unauthorised sharing of course materials (including instructor notes, electronic versions of textbooks etc.). Students who use material protected by copyright in violation of this policy may be disciplined under the Non-Academic Misconduct Policy.

FREEDOM OF INFORMATION AND PRIVACY (FOIP) ACT



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Graded assignments will be retained by the Department for three months and subsequently sent for confidential shredding. Final examinations will be kept for one calendar year and subsequently sent for confidential shredding. Said material is exclusively available to the student and to the department staff requiring to examine it. Please see <https://www.ucalgary.ca/legal-services/access-information-privacy> for complete information on the disclosure of personal records.

ACADEMIC ACCOMMODATIONS

It is the student's responsibility to request academic accommodations according to the University policies and procedures listed below. The student accommodation policy can be found at: <https://ucalgary.ca/student-services/access/prospective-students/academic-accommodations> .

Students needing an Accommodation because of a Disability or medical condition should communicate this need to Student Accessibility Services in accordance with the Procedure for Accommodations for Students with Disabilities (<https://www.ucalgary.ca/legal-services/university-policies-procedures/student-accommodation-policyhttps://www.ucalgary.ca/policies/files/policies/procedure-for-accommodations-for-students-with-disabilities.pdf>)

Students needing an Accommodation in relation to their coursework or to fulfil requirements for a graduate degree, based on a Protected Ground other than Disability, should communicate this need, preferably in writing, to their Instructor or the Department Head/Dean or to the designated contact person in their Faculty.

FACULTY OF ARTS PROGRAM ADVISING AND STUDENT INFORMATION RESOURCES

Have a question, but not sure where to start?

The Arts Students' Centre is the overall headquarters for undergraduate programs in the Faculty of Arts. The key objective of this office is to connect students with whatever academic assistance they may require.

In addition to housing the Associate Dean (Undergraduate Programs and Student Affairs) and the Associate Dean (Teaching, Learning & Student Engagement), the Arts Students' Centre is the specific home to:

- Program advising
- Co-op Education Program
- Arts and Science Honours Academy
- Student Help Desk

Location: Social Sciences Room 102

Phone: 403-220-3580

Email: ascarts@ucalgary.ca

Website: <https://arts.ucalgary.ca/current-students/undergraduate>

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

Contacts for the Students' Union Representative for the Faculty of Arts: arts1@su.ucalgary.ca, arts2@su.ucalgary.ca, arts3@su.ucalgary.ca, arts4@su.ucalgary.ca.

INTERNET AND ELECTRONIC COMMUNICATION DEVICES

Devices such as laptops, palmtops and smartbooks are allowed provided that they are used exclusively for instructional purposes and do not cause disruption to the instructor and to fellow students. Cellular telephones, blackberries and other mobile communication tools are not permitted and must be switched off.

SUPPORT AND RESOURCES

Links to information that is not course-specific related to student wellness and safety resources can be found on the Office of the Registrar's website: <https://www.ucalgary.ca/registrar/registration/course-outlines> .