UNIVERSITY OF WATERLOO-DEPARTMENT OF ENGLISH
ENGLISH 408B - THE DISCOURSE OF ADVERTISING
WINTER 1999

INSTRUCTOR: Professor G. Stillar
OFFICE: HH 254
PHONE: Ext. 5366
EMAIL: gstillar@watarts.uwaterloo.ca
OFFICE HOURS: Tuesday and Thursday 12:00 - 1:00 (or by appointment)

COURSE DESCRIPTION
This course introduces students to writing and editing advertising copy. Students will also be introduced to models of discourse analysis for advertising texts. Our Tuesday session will be for lectures and questions about the discourse analysis of advertising copy. Our Thursday meeting will be for writing, revising, and peer-evaluating advertising copy. It is important that students attend the Tuesday sessions; the framework for discourse analysis will be outlined in these sessions and will include material not covered in the textbook. The Thursday sections are mandatory: you will be reviewing your peer's work on those days in addition to writing and revising your own ad copy.

This term the course will be based around a case study that will involve students in writing advertising copy in several of its principle genres. The case is based on creating a professional portfolio for one of two job advertisements for a copywriter.

Please note: Late or missed assignments require appropriate medical documentation.

EVALUATION
Peer Evaluations (3): 30%
Portfolio: 35%
Paper: 35%

SCHEDULE
Week  Topic and Readings
Jan 5  Introduction: Registers of Advertising (ch 1-2)
Jan 12 Registers of Advertising cont’d
Jan 19 Orientation and Interaction (ch 4, 6, 8)
Jan 26 Orientation and Interaction cont’d
Feb 2  Representation (ch 5, 9)
Feb 9  Representation cont’d
Feb 16 Reading Week
Feb 23 Organization (ch 3, 10)
Mar 2  Organization cont’d
Mar 9  Varieties: Dialectal (ch 7)
Mar 16 Varieties: Diatypic
Mar 23 Varieties: Other issues (ch 11, 12, 13)
Mar 30 'One-on-one' consultations