English 408B
The Discourse of Advertising

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Course Description
In this course, students edit, write, and write about advertising copy. To do so, the course introduces students to models of discourse analysis as well as to real-world advertising cases. By learning discourse analysis, students understand how advertising copy works; by studying cases, they learn how to write copy in several principal genres (print ad, promotional blurb, press release) for one of two companies: L’Oreal Paris (cosmetics) or Toyota (automobiles).

Evaluation

Mid term examination: 25%
Peer Evaluations (3): 25% (approximately 500 words each)
Portfolio: 25% (cover letter, drafts of ads, final copy of 3 ads)
It is understood that the contents of this portfolio are for the academic purposes of this course only; they cannot be used for any professional or commercial purposes or for any pecuniary gain.
Paper: 25% (analysis of your portfolio items: approximately 2000 words)

Text

English 408B Readings
Bruce Bendinger, The Copy Workshop Workbook (available later in the term from the bookstore)

Due Dates

Portfolios are due on April 6.
Drafts are due as required for peer evaluations (see schedule). Peer evaluations are due the following week; the final peer evaluation will be included in the portfolio.

Course Policies

During the first half of the course we will learn, discuss, and illustrate the terms and concepts of discourse analysis; your attendance is therefore very important. After reading week we will begin a series of workshops in which you will bring drafts of your work for peer evaluation. Attendance during peer evaluations is mandatory. If you miss a peer evaluation, you must bring appropriate documentation to explain your absence or you will lose that percentage of your peer evaluation grade.
English 408B Winter 2001
Schedule

Jan. 4     Introduction to the course
Jan. 11    The Discourse of Advertising (Readings 1-59)
Jan. 18    The Metafunctions of Language: The Ideational (Readings 60-78)
Jan. 25    The Metafunctions of Language: The Interpersonal (Readings 78-91)
Feb. 1     The Metafunctions of Language: The Textual (Readings 91-98)
Feb. 8     Field, Tenor, Mode, Register, and Putting it all together
Feb. 15    Mid term exam
Feb. 22    **Reading Week**
March 1    Peer Evaluation: bring your draft print ad
March 8    Press Release workshop
March 15   Peer Evaluation: bring your draft press release
March 22   Promotional blurb workshop
March 29   Peer Evaluation: bring your draft promotional blurb
April 6    Portfolios and final peer evaluation due