ENGLISH 408B
THE DISCOURSE OF ADVERTISING

Instructor: D. Goodwin
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Course Objectives: After completing the course, students should develop

1) practical writing skills relevant to creating a variety of advertisements (long copy, short copy, press releases, etc.)
2) a variety of theoretical perspectives for analyzing and critiquing the discourse of print and online advertising

Course Organization: This course consists of a series of 1. lectures/discussions 2. in-class tutorials and workshops covering the principles and practices of advertising copywriting.

Course Texts: All readings provided on the 408B UW ANGEL website (you don’t have to buy a thing!)

Course Assignments: 1) three exams: 10, 15, 20 marks for a total of 45 marks; 3 advertising portfolio pieces (15 marks each for a total of 45 marks); 3 peer evaluations (3.3 each for a total of 10 marks)

Assignment Descriptions:

1) the final portfolio consists of three advertising copywriting assignments: a. short copy selling a consumable; b. long copy selling a “purchase-considered” product on the Web; c. a press release announcing the launch of a new product or service. At the end of the course, you will submit a brief metafunctional analysis for each piece of copy (750-850 words per analysis x 3). The final version of the portfolio (ready for marking) will be submitted at the end of the course.

2) the three exams cover the communication metafunctions: organization, orientation, representation. The exams have two parts: definition of key terms and an extended metafunctional analysis of a text that I will provide in advance. The exams are cumulative: each one tests on concepts tested in the previous exam as well as on new material (and each exam is worth more than the previous one). For example, the first exam will focus on organization; the second, on organization and orientation; the third, on all three functions (organization, orientation, and representation).

3) the four workshop/tutorials typically occur before an exam. Students are required to upload their advertising copy and brief analysis to a dropbox in UW ANGEL by midnight on the day before class (Mondays). During the class, the students will
engage in peer editing of both the copy and the analysis. At the end of the course, each student will evaluate his or her partners based on how knowledgeable, thorough, and helpful their editing suggestions have been.

Due dates:

Tutorial 1: January 24
Exam 1: January 31
Tutorial 2: February 14
Exam 2: February 28
Tutorial 3: March 14
Exam 3: March 21
Final portfolio (with comments): April 4
Final portfolio (without comments): April 11

Policies:

Exams: You must attend the exams. If you miss an exam, you must bring a medical certificate in order to write the exam at another time. Check UW Angel for more details.

Tutorials and Peer evaluations: You must attend these classes to get a peer evaluation grade. Check UW Angel for more details.

Plagiarism:

Note on avoidance of academic offences: All students registered in the courses of the Faculty of Arts are expected to know what constitutes an academic offence, to avoid committing academic offences, and to take responsibility for their academic actions. When the commission of an offence is established, disciplinary penalties will be imposed in accord with Policy #71 (Student Academic Discipline). For information on categories of offences and types of penalties, students are directed to consult the summary of Policy #71 (Student Academic Discipline) which is supplied in the Undergraduate Calendar (p.1:11). If you need help in learning how to avoid offences such as plagiarism, cheating, and double submission, or if you need clarification of aspects of the discipline policy, ask your course instructor for guidance. Other resources regarding the discipline policy are your academic advisor and the Undergraduate Associate Dean.