SCHEDULE OF READINGS FROM THE DISCOURSE OF ADVERTISING

Week of:

February 28
Chapter 1 (Introduction);
Chapter 2 (Substance and Surroundings);

March 7
Chapter 3 (Pictures, music, speech and writing);
Chapter 4 (Language and paralanguage)
Assignment 1

March 14
Chapter 5 (Words and phrases)
Chapter 6 (Prosody, parallelism, poetry)
Assignment 2

March 21
Chapter 7 (Connected text)
Chapter 8 (Narrative voices)
Assignment 3 (take home-exam handed out)

March 28
Chapter 9 (Ways of hearing)
Chapter 10 (Conclusion: ads as a discourse type)
Assignment 4

Your final mark consists of a short take-home examination (5-6 pages worth 25 marks), your editing of other students' advertising copy (worth 25 marks), and a selection of advertising copy written by the student and an analysis of that copy (2,000 - 3,000 words, worth 50%).

The Take Home: consists of two short advertisements that you will analyze in order to establish which ad, in your opinion, pulled the most audience response and why.

The Editing Assignment: requires you to meet with one other student (and sometimes two other students) during each non-lecture class to 1) exchange advertising copy written for that week, 2) edit each other's copy, and 3) discuss the rationale behind those changes.

1. the final 15 minutes of each lecture will be set aside so that students can arrange to meet each other during the next non-lecture class. You are free to meet anywhere you wish -- just make sure that you do not intrude on others.

2. when you meet, make sure that your assignment is typed, that it follows the established format in the blue course text, and that it is accompanied by an advertising plan.

3. at the end of the course, students will be asked to submit a portfolio of four copy-writing assignments, complete with all the editing marks and suggestions. Each student will use a special evaluation form to comment on how well other students edited his or her work. Your editing grade, then, will depend on how the instructor and other students rank you.

The Final Assignment: requires you to choose one of your copy writing assignments, rewrite and polish it for review, and then write an essay that analyses the rhetorical/discursive structures and functions of your copy. This assignment must show your familiarity with, and ability to use, concepts drawn from the course texts and lectures. Final assignments are due April 12.
### THURSDAY GROUP

1. Luisa Lago
2. Lisa Hodgins
3. Suzanne Klassen
4. Kevin McGowan
5. Kim Creed
6. Dana Gougeon
7. Sarah Vallieres
8. Susan Groundwater
9. Lori Chambers
10. Wendy Schaffer
11. Paul Reader
12. Carrie Pascal
13. Jason Newman
14. Elspeth McCulloch
15. Caron To
16. Tim Bishop
17. Stephanie Weiler
18. Glen Fitzgerald
19. Kelly Klumpp
20. Cindy Mancini
21. Susan Kruis
22. Noelle Lee
23. Michele Fagan

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TUESDAY GROUP

1 Kate Bergsma
2 Lori Pirri
3 Michelle Stapleton
4 Christine Monk
5 Mark Maurer
6 Ken Bryson
7 Kim Fedoruk
8 Greg Schlotzhauer
9 Jacequeline Fry
10 Avvey Peters
11 Cindy Lee Esch
12 Johanne Wiest
13 Anita Santarossa
14 Diana Valentini
15 Jill Asseff
16 Lisa Marino
17 Shannon Murrels
18 Brian Hillis
19 Jason Lansdowne
20 Karen Hoffman
21 Andrew Stephen
22 Roger Sumner
23 Chris Bartholemew
24 Kim Fawcett

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