



Course syllabus

Faculty of Arts and Humanities

Department of Swedish Language

1SV124 Reklamens retorik, 7,5 högskolepoäng

The rhetoric of advertising, 7.5 credits

Main field of study

Swedish Language

Subject Group

Swedish/Nordic Languages

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by Faculty of Arts and Humanities 2018-12-12

The course syllabus is valid from spring semester 2019

Prerequisites

General entry requirements

Objectives

After completing the course, the students should be able to:

- account for basic rhetoric,
- describe the bases and aims of marketing communication,
- apply basic rhetoric tools for analysis on advertising in different situations and contexts,
- distinguish and describe persuasive aims in advertising using rhetoric tools,
- discuss the rhetoric of advertising from an ethical perspective.

Content

Participation in group discussions is compulsory.

The course is based on the model for communication used in classic rhetoric, and how rhetoric is used in marketing and advertising. The first part of the course introduces basic rhetoric and then the students apply basic rhetoric tools for analysis on advertising in various marketing contexts and situations. The course also focuses on practical argumentation as a tool for analysing, describing and discussing the persuasive aims of advertising and for problematising advertising and marketing from an ethical perspective. The course also discusses the language and multimodal aspects of advertising from a rhetoric perspective.

Type of Instruction

Teaching is delivered in the form of lectures and online seminars and exercises. When

the course is offered as an online distance course, special types of instruction suitable for that form of distribution are used.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

In order to receive the grade of Pass, the student must achieve the objectives. Grading criteria for the grade of Pass with Distinction will be specified when the course starts.

The course is examined through individual written assignments and compulsory group discussions.

For students who do not pass the first examinations, retake examinations are provided in accordance with local regulations at the university.

Course Evaluation

At the end of the course, a course evaluation is conducted. Results and analysis of the course evaluation are communicated to the students who have taken the course and the students who are taking the course when it is offered the next time. The evaluation is anonymous. The course evaluation is filed according to departmental regulations.

Required Reading and Additional Study Material

Required reading

Johannesson, Kurt. 2006. *Retorik eller konsten att övertyga*. Stockholm: Norstedts. 288 p. ISBN: 9789113056746

Mral, Brigitte & Larsson Larsåke (eds.). 2014. *Reklam och retorik. 10 fallstudier*. Retorikförlaget. Selection. 208 p. ISBN: 9789186093266

Articles and practice texts provided by the department, ca 200 p.

Additional study material

Dahlen, Micael. & Lange, Fredrik. 2017. *Optimal Marknadskommunikation*. Malmö: Liber Förlag. 520 p. ISBN: 978914711203

Lindquist, Janne. 2016. *Klassisk retorik för vår tid*. Malmö: Studentlitteratur. 384 p. ISBN: 9789144099880