



Course syllabus

Faculty of Arts and Humanities

Department of Swedish Language

1SV124 Reklamens retorik, 7,5 högskolepoäng

1SV124 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 2018-12-12

Revised 2023-09-08 by Faculty of Arts and Humanities.

The course syllabus is valid from spring semester 2024

Prerequisites

General entry requirements.

Objectives

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

- present the basics of rhetoric
- describe the starting points and objectives of marketing communication
- apply basic rhetorical analysis tools to promotional texts in different situations and contexts
- identify and describe persuasive goals of advertising using rhetorical tools
- discuss the rhetoric of advertising from an ethical perspective.

Content

The course is rooted in the model for communication of classical rhetoric and examines how rhetoric is employed in marketing and advertising. The course starts with an introduction to the fundamentals of rhetoric, after which students apply basic rhetorical analysis tools to promotional texts in various marketing contexts and scenarios. The course also emphasises practical argumentation as an analytical tool to describe and discuss the persuasive goals of advertising and to problematise advertising and

marketing from an ethical perspective. Additionally, the course explores the linguistic choices in and multimodal aspects of advertising, drawing on rhetorical principles.

Type of Instruction

Instruction is delivered in the form of lectures and online seminars and exercises. When the course is offered as an online learning course, appropriate teaching methods for this format 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.

For students who do not pass the first examinations, resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

Course Evaluation

During or 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

Mral, Brigitte, Gelang, Marie & Bröms, Emelie. 2016. *Kritisk retorikanalys – text, bild, actio*. Ödåkra: Retorikförlaget. 172 pp. ISBN 9789186093280

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

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

Additional study material

Dahlén, Micael, Lange, Fredrik & Rosengren, Sara. 2017. *Optimal Marknadskommunikation*. Stockholm: Liber. 520 pp. ISBN: 978914711203

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