

# COURSE DETAIL

## THE RHETORIC OF ADVERTISING IN MODERN MEDIA I

**Country**

Sweden

**Host Institution**

Lund University

**Program(s)**

Lund University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Film & Media Studies Communication

**UCEAP Course Number**

166

**UCEAP Course Suffix****UCEAP Official Title**

THE RHETORIC OF ADVERTISING IN MODERN MEDIA I

**UCEAP Transcript Title**

ADVERT MEDIA I

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

In the course expressions of modern advertising in different media forms are studied using theories derived from semiotics, rhetoric and image analysis. Advertising is defined as a form of communication. Its intermedia concept is analyzed in relation to, for example, music videos or other means of popular culture. Questions concerning branding, gender, or globalization are treated in relation to visual, verbal, or musical means of advertising. The main emphasis is on an intermedia analysis of concrete examples of advertising in newspapers, television, Internet, buzz marketing, and brand hacking. The focus is on analyzing but also creating different forms of advertising in the twentieth century, as a manifestation of modern popular culture.

## Language(s) of Instruction

English

## Host Institution Course Number

IMSB20

## Host Institution Course Title

THE RHETORIC OF ADVERTISING IN MODERN MEDIA I

## Host Institution Course Details

<http://www.kultur.lu.se/en/course/IMSB20/>

## Host Institution Campus

## Host Institution Faculty

Humanities and Theology

## Host Institution Degree

## Host Institution Department

Arts and Cultural Sciences

## Course Last Reviewed

2022-2023

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