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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