

Module Code:	:	AC-3306		
Module Title:	:	Communication in advertising		
Programme	:	Bachelor of Arts		
Type of Module	:	Major Option/Breadth		
Modular Credits 4	:	Student Workload: 8 – 10 hours per week Contact Hours: 2 hours per week		
Prerequisite	:	None		
Anti-requisite	:	None		
Aims : This module aims to look at advertising from a broad communication perspective, from both theoretical and more practical points of view. Students will be encouraged to examine various theories for the analysis of advertisements to enable them to deconstruct the structure and aims lying behind advertisements. By the end of the module they will be able to analyse advertisements from a variety of standpoints. In addition, they will be expected to produce their own advertising project for a product of their choosing, putting together a campaign, with planned media placement and actual advertisements. The module therefore aims to integrate the theory and practice of advertising.				
Module Content :				
<ul style="list-style-type: none"> • Brands and advertising • The semiotics of advertising • Gender in advertising • The psychology of advertising • Analysis of advertising language/sounds/visuals • Print advertising • Television commercials • Advertising online: differences from traditional advertising • Current approaches (e.g. viral, guerrilla etc) • Planning an advertising campaign • Producing advertisements: text • Producing advertisements: visuals and sound • Integrating text, visuals and media 				
Assessment :	Examination :	40%	Coursework :	60%
	2 hours – 3 questions 1 theoretical essay 1 advertisement analysis 1 advertisement plan		Individual advertisement analysis Individual copywriting Team project: Planning Creating Justification	10% 10% 40% (10% 20% 10%)
Textbook(s)/References :				