



**LUND**  
UNIVERSITY

Faculties of Humanities and Theology

## **IMSB24, Intermedia Studies: The Rhetoric of Advertising in the Modern Media II, 7.5 credits**

*Intermediala studier: Reklamens retorik i moderna media II, 7,5 högskolepoäng*  
First Cycle / Grundnivå

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### **Details of approval**

The syllabus was approved by the programmes director by delegation from the pro-dean for first- and second-cycle studies on 2012-09-12 to be valid from 2012-09-12, spring semester 2013.

### **General Information**

The course is offered as a freestanding course. It can normally be included in a first- or second-cycle degree.

*Language of instruction:* English

The course is normally taught in English. It can be taught in Swedish if an agreement is reached by both the teacher and the students. Such an agreement would depend on both the lecturer and the students having a good knowledge of Swedish.

*Main field of studies*

Cultural Sciences with specialization in Intermediality Studies

*Depth of study relative to the degree requirements*

G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

### **Learning outcomes**

On completion of the course the student shall

#### **Knowledge and understanding**

- be able to account for some theories of media-specific marketing
- be able to account for different strategies of reaching and broadening target and receiver groups
- be able to account for the cultural, political and ideological significance of advertising in society, especially in the twenty-first century.

### **Competence and skills**

- be able to analyse examples of advertising in different media by placing them in the context of contemporary public debate
- be able to discuss the significance of advertising for marketing with reference to theories and methods of relevance to the course, such as semiotics, rhetoric and intermedia studies
- be able to analyse and create media-specific advertising.

### **Judgement and approach**

- be able to analyse and reflect critically on mass media culture
- be able to evaluate how advertising relates to gender and globalisation issues
- be able to take a scholarly approach to the ethical issues of advertising and counter-advertising.

### **Course content**

The course is intended as follow-up to IMSB20. It explores the different media manifestations of advertising from the perspectives of semiotics, rhetoric and image analysis. The design of advertising is defined and discussed with reference to the demands of different media. Major emphasis is placed on the ethical and media-specific context in the analysis of advertising phenomena in the past and in the present. The course focuses on present-day advertising culture in the mass media, but different types of advertising from earlier periods are also discussed.

### **Course design**

Teaching consists of 7-10 compulsory lectures, including discussion and presentation of assignments, and approximately 5 group assignments.

### **Assessment**

The assessment is based on 5-6 written assignments which are presented orally during the course, either individually or in groups.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

### **Grades**

Marking scale: Fail, E, D, C, B, A.

The highest grade is A and the lowest passing grade is E. The grade for a non-passing result is Fail.

### **Entry requirements**

To be admitted to the course, students must have passed IMSB20 or the equivalent.

### **Further information**

1. The course is offered at the Department of Cultural Sciences.
2. The course replaces IMSB14.
3. The credits allocated for course content that in whole or in part is commensurate with another course can only be credited once for a degree. For further details see the current registration information and other relevant documentation.

Subcourses in IMSB24, Intermedia Studies: The Rhetoric of Advertising in  
the Modern Media II

Applies from H12

1201 The Rethoric of Advertising in the Modern Media II, 7,5 hp  
Grading scale: Fail, E, D, C, B, A