



**LUND**  
UNIVERSITY

Faculties of Humanities and Theology

## **IMSB20, Intermedia Studies: The Rhetoric of Advertising in the Modern Media I, 7.5 credits**

*Intermediala studier: Reklamens retorik i moderna media I, 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*

G1N, First cycle, has only upper-secondary level entry requirements

### **Learning outcomes**

On completion of the course the student shall

#### **Knowledge and understanding**

- be able to give an account of various theories in semiotics, rhetoric and image analysis
- be able to identify key developments, concepts and ideas in intermedia studies
- be able to account for the cultural, political and ideological significance of advertising in society, especially in the twentieth century.

### **Competence and skills**

- be able to formulate and delimit a research issue and discuss it in a written examination assignment
- be able to problematise the relationship of advertising to, for example, propaganda.

### **Judgement and approach**

- be able to apply insights into the study of advertising and intermediality obtained from the course to analyse and reflect critically on the culture of the mass media
- be able to evaluate how advertising relates to gender and globalisation.

### **Course content**

The course has its starting point in the theories of semiotics, rhetoric and image analysis and then progresses to a focus on the various forms of media expression found in advertising. Advertising is defined and discussed as a concept and discursive practice in relation to, among other things, propaganda. Major emphasis is placed on practical analysis, i.e. analyses of actual advertising messages, and examples which have been selected from newspapers, television, radio, the internet, etc. Focus is primarily on the mass-media advertising culture of the twentieth century; however various types of advertising from earlier periods of history are discussed. Other key aspects which are dealt with are, among other things, gender-related issues, and the mechanisms of globalisation.

### **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**

**Further information**

1. The course is offered at the Department of Cultural Sciences.
2. The course replaces IMSB10.
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 IMSB20, Intermedia Studies: The Rhetoric of Advertising in  
the Modern Media I

Applies from H12

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