



LUND
UNIVERSITY

Faculties of Humanities and Theology

SVEG45, Language Consultancy: Writing, Marketing and Persuading, 7.5 credits

*Språkkonsult: Skriva, marknadsföra och övertyga, 7,5
högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology on 2019-06-14 to be valid from 2019-06-14, autumn semester 2019.

General Information

The course is a compulsory course in the Bachelor of Arts programme in Language Consultancy. It can be included in a first or second cycle degree.

Language of instruction: Swedish

Main field of studies

Swedish with specialization in Language Consultancy

Depth of study relative to the degree requirements

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the students shall be able to

Knowledge and understanding

- describe linguistic and visual features that are characteristic of persuasive texts in different media
- account for rhetorical theories of relevance to argumentative texts and marketing

Competence and skills

- produce convincing texts in different genres and choose content, reasoning, structure and verbal and visual forms of expression based on the target group

- analyse and imitate rhetorical texts
- use linguistic and rhetorical terminology to purposefully reflect and provide relevant feedback on persuasive texts

Judgement and approach

- evaluate audience adaptation and rhetorical devices in texts from different genres
- evaluate the interaction between text and image from a rhetorical perspective.

Course content

The course is a continuation of the course Write, Revising, Communicating (SVEG11), Writing, Informing and Giving Feedback (SVEG23). The course focuses on rhetorical genres, for example advertising, opinion pieces and newspaper columns. The work method is based on analysis and imitation. The course integrates and deepens students' prior knowledge of rhetoric, argumentation and interaction between text and image.

Course design

The teaching consists of lectures, seminars and group exercises. Approximately five seminars and five group assignments are compulsory. Absence from the seminars is compensated for with a written assignment according to instructions.

Assessment

Assessment of the course is based on four to six written assignments. The final written assignment is graded.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

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

Grades

Marking scale: Fail, Pass, Pass with distinction.

For the grade of Pass, students must have been awarded a Pass on all the compulsory assignments. For the grade of Pass with Distinction, students must also have been awarded the grade of Pass with Distinction on the final assignment, i.e. the opinion piece with comments on language strategy.

Entry requirements

To be admitted to the course, students must have been admitted to the Language Consultancy programme and have received the grade of Pass on all introductory courses in semesters one, two and three.

Further information

1. The course is offered at the Centre for Languages and Literature, Lund University.
2. 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 SVEG45, Language Consultancy: Writing, Marketing and Persuading

Applies from H19

1901 Writing, Marketing and Persuading,, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction