



UNIVERSIDADE
CATOLICA
PORTUGUESA

Study
in Portugal
Network

Curricular Unit

Advertising Analysis (2,5 ECTS) – 22,5 hours

Study cycle to which the curricular unit belongs (with academic semester and scholar year)

BA in Social and Cultural Communication / 1st Semester / 2014-2015

Responsible academic staff member and lecturing load in the curricular unit

Eduardo Cintra Torres

Learning outcomes of the curricular unit

Objectives: Develop media literacy capacities. Develop tools to analyze images and texts. Use of advertising as a way to access the understanding of communication forms. Evaluate the place of advertising in contemporary society.

Competences: Decoding advertising images and texts. Use of image analysis tools. Grasping advertising rhetorics.

Syllabus

1. Introduction

Definition. Why and how to study advertising. Audiovisual literacy as a citizenship tool in contemporary world. Methodology, sources, disciplinary contributions, bibliography.

2. Practical analysis of ads: looking for analysis tools

Advertising types: fixed image, oral, audiovisual; using private or public space; different media, different kinds of ads.

3. Advertising analysis tools (I)

Semiotics: from text to image. Symbols. Colors. Composition. Narrative. Practical analysis of ads.

4. Advertising analysis tools (II)

Interaction between word and image in ads. Quality as the evaluation of internal coherence of the ad text and image.

5. Social construction of advertising

Advertising as society. Representation in advertising. Ethics and advertising. Distinction between advertising, marketing, information, journalism, propaganda.

6. Advertising rhetoric's: in search of a theory

Systematizing learning in a theoretical building.



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Teaching methodologies (including evaluation)

Teaching: constant, systematic and in-depth analysis of ads used in press and other fixed image supports (billboards), providing simultaneously the theoretical and practical tools of analysis. Analysis in class of reference texts. Discussion of homework analysis of reference texts. Keynote/Powerpoint theoretical keypoints and analysis tools. Presentation and debate in class of groups' work analyzing ads.

Evaluation: Continual evaluation based upon the following elements:

- Presence and active participation in classes: 15%
- Essays: 35%
- Final test: 50%

The complementary test for students with a final mark of 8 or 9 in the continuous evaluation will be considered on average in the following proportion:

- Continuous evaluation: 60%
- Complementary test: 40%

Main bibliography

- Bignell J (2002) *Media Semiotics*, Manchester, Manchester UP, 2nd ed.
- Chandler D (2007) *Semiotics*, London, Routledge.
- Durand J (1983) Rhetoric and the Advertising Image, *Australian Journal of Cultural Studies*, V1 n2: 29-61.
- Dyer G (2003) *Advertising as Communication*, London, Routledge.
- Eguizábal R (2010) *Teoría de la Publicidad*, Madrid, Cátedra.
- Goddard A (2002) *The Language of Advertising*, London, Routledge, 2nd ed.
- Forceville C (1996), *Pictorial Metaphor in Advertising*, Londres, Routledge.
- Joly M (2007) *Introdução à Análise da Imagem*, Lisbon, Edições 70.
- Lacey N (1998) *Image and Representation*, Hampshire, Palgrave.
- Leeuwen T van (2005), *Introducing Social Semiotics*, London, Routledge.
- --- & C Jewitt eds. (2008) *Handbook of Visual Analysis*, London, SAGE.
- Messaris P (1997), *Visual Persuasion*, London, SAGE.
- Torres EC (2006), *Anúncios à Lupa*, Lisbon, Bizâncio.
- -- (2008), *Mais Anúncios à Lupa*, Lisbon, Bizâncio.
- (2014) Textbook. UCP.
- Vestergaard, T & K Schrøder (1985) *The Language of Advertising*, Oxford, Blackwell.