

## DISCIPLINE DESCRIPTION

### 1. Information regarding the Programme

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Department of Communication, Public Relations and Advertising
1.4 Field of Study	Communication Science
1.5 Level of Study	Master
1.6 Study Program / Qualification	Public Relations and Advertising, English Line of Study
1.7. Form of Education	Full time

### 2. Information About the Discipline

2.1. Discipline Title	<b>Types of Advertising Discourse</b>			Discipline Code	<b>UME5102</b>			
2.2. Course Lecturer	Lector dr. Meda Mucundorfeanu							
2.3. Seminar Assistant	Lector dr. Meda Mucundorfeanu							
2.4. Year of Study	I	2.5. Semester	I	2.6. Evaluation Type	E	2.7. Discipline Type	Content	DS
							Compulsoriness	DO

### 3. Total estimated time (hours of didactic activities per semester)

3.1. Number of Hours Per Week – Full Time Studies	<b>3</b>	of which: 3.2 course	<b>2</b>	3.3. seminar/laboratory/ project	<b>1</b>
3.4. Number of Credits	<b>6</b>				

### 4. Prerequisites (where applicable)

4.1. based on the curriculum	
4.2. based on competences	

### 5. Conditions (where applicable)

5.1. for the course	
5.2. for the seminar/laboratory	

### 6. Accumulated Specific Competencies

Professional competencies	<ul style="list-style-type: none"> <li>Identifying the specificities of different types of discourse</li> <li>Writing and text production</li> <li>Competencies of discourse analysis</li> <li>Using the specific elements of the advertising discourse: slogan, headline, subheadline, body-copy, call-to-action, etc.</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>Communication skills</li> <li>Critical thinking</li> <li>Capacity of debating and of presenting arguments</li> <li>Capacity of predicting</li> <li>Capacity of analysis</li> </ul>

### 7. Discipline Objectives (from the accumulated competencies grid)

7.1. General Objective	By attending this course, students will acquire basic knowledge about advertising texts and the necessary skills for copywriting. Using this knowledge, they will be able to do the work of a copywriter.
7.2. Specific Objectives	Understanding the specificities of the different types of copy used by famous advertising agencies around the world; Learning to use intertextuality in advertising;

	Learning to use the SIT (Systematic Inventive Thinking) Tools – Tools for creative problem solving.
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## 8. Contents

8.1 Course	Teaching methods	Observations
1. The Branding Process	Oral presentation, examples and discussions	
2. Analysing the Naming and Selling Lines of Brands	Oral presentation, examples and discussions	
3. Advertising Agencies: Structure & Work Flow	Oral presentation, examples and discussions	
4. Analysing the Work of the Advertising Agencies: BBDO, Wieden&Kennedy, DDB Worldwide;	Oral presentation, examples and discussions	
5. Analysing the Work of the Advertising Agencies: McCann Erickson, Saatchi & Saatchi, Ogilvy;	Oral presentation, examples and discussions	
6. Analysing the Use of Intertextuality in Advertising: Reference to History, Mythology, Modern Myths;	Oral presentation, examples and discussions	
7. Analysing the Use of Intertextuality in Advertising: Reference to Literature, Movies, Music;	Oral presentation, examples and discussions	
8. Analysing the Use of Intertextuality in Advertising: Reference to Religion;	Oral presentation, examples and discussions	
9. Analysing Ads that Used the SIT Method: Activation, Absurd Alternative;	Oral presentation, examples and discussions	
10. Analysing Ads that Used the SIT Method: Extreme Consequence, Inversion;	Oral presentation, examples and discussions	
11. Analysing Ads that Used the SIT Method: Metaphor, Extreme Effort, Reduction;	Oral presentation, examples and discussions	
12. Textual Analysis Techniques: The Print Ad;	Oral presentation, examples and discussions	
13. Textual Analysis Techniques: The TV Ad and the Radio Jingle;	Oral presentation, examples and discussions	
14. Recapitulation	Discussions	
Bibliography:		
1. Applegate, Edd (2005): Strategic Copywriting: How to Create Effective Advertising, USA: Rowman & Littlefield Publishers, Inc.		
2. Bowdery, Rob (2008): Basics Advertising: Copywriting – The Creative Process of Writing Text for Advertisements or Publicity Material, Switzerland: AVA Publishing.		
3. Gettins, Dominic (2000): The Unwritten Rules of Copywriting. How to Create Better Press, Poster, Radio and TV Advertising. London: Kogan Page Ltd.		
4. Gettins, Dominic (2006): How to Write Great Copy: Learn the Unwritten Rules of Copywriting, Unighted Kingdom: Kogan Page Limited.		
5. Goldenberg, Jacob/ Levav, Amnon/ Mazurski, David/ Solomon, Sorin (2009): Cracking the Ad Code, Cambridge University Press.		
6. Heath, Chip/ Heath, Dan (2007): Made to Stick: Why Some Ideas Survive and Others Die, Random House.		
7. Horberry, Roger (2009): Brilliant Copywriting: How to Craft the Most Interesting and Effective Copy Imaginable, Unighted Kingdom: Pearson education Limited.		
8. Mucundorfeanu Meda (2017): The Creative Process Behind the Advertising Discourse, Hochschulverlag Mittweida, Mittweida, Germany.		
9. Shaw, Mark (2009): Copywriting: Successful Writing for Design, Advertising and Marketing, 1st Edition, London, UK: Laurence King Publishers.		
10. Slaunwhite, Steve (2007): The Everything Guide to Writing Copy, USA: Adams Media.		
11. Welch, Ray (2003): Copywriter. A Life of Making Ads and Other Mistakes, USA: Hot House Press.		
8.2 Seminar / laboratory	Teaching methods	Observations
1. The Branding Process: Brand Analysis	Class discussions & exercises	
2. Creating Naming and Selling Line	Class discussions & exercises	
3. Simulation: Advertising Agency Structure & Work Flow	Class discussions & role-play	

4. Analysing the Work of the Advertising Agencies: BBDO, Wieden&Kennedy, DDB Worldwide;	Class discussions & exercises	
5. Analysing the Work of the Advertising Agencies: McCann Erickson, Saatchi & Saatchi, Ogilvy;	Class discussions & exercises	
6. Creating Ads by Using Intertextuality: Reference to History, Mythology, Modern Myths;	Class discussions & exercises	
7. Creating Ads by Using Intertextuality: Reference to Literature, Movies, Music;	Class discussions & exercises	
8. Creating Ads by Using Intertextuality: Reference to Religion;	Class discussions & exercises	
9. Creating Ads by Using the SIT Method: Activation, Absurd Alternative;	Class discussions & exercises	
10. Creating Ads by Using the SIT Method: Extreme Consequence, Inversion;	Class discussions & exercises	
11. Creating Ads by Using the SIT Method: Metaphor, Extreme Effort, Reduction;	Class discussions & exercises	
12. Creating a Print Ad;	Class discussions & exercises	
13. Creating a TV Ad and a Radio Jingle;	Class discussions & exercises	
14. Recapitulation	Discussions	
<b>Bibliography:</b> 1. Goldenberg, Jacob/ Levav, Amnon/ Mazurski, David/ Solomon, Sorin (2009): Cracking the Ad Code, Cambridge University Press. 2. Heath, Chip/ Heath, Dan (2007): Made to Stick: Why Some Ideas Survive and Others Die, Random House. 3. Mucundorfeanu Meda (2017): The Creative Process Behind the Advertising Discourse, Hochschulverlag Mittweida, Mittweida, Germany.		

**9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field**

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**10. . Evaluation**

Type of activity	10.1 Evaluation Criteria	10.2 Evaluation Methods	10.3 Weight in Final Mark
<b>10.4. Course</b>	Evaluation of the acquired knowledge and the use of the specific terminology	Written Exam	70%
<b>10.5. Seminar/ Laboratory</b>	Evaluation of the acquired knowledge and the use of the specific terminology	Activities in class	30%

**10.6. Minimum Performance Standard**

At the end of the course, students should be familiarized with the specific terminology, such as: copywriter, selling line, logo, etc. They should also master the knowledge of using creative techniques and to be able to create advertising messages that can be used in advertising campaigns. A final mark of at least 5 (five) is required to complete this discipline.

Course Lecturer, name surname and signature  
Meda Mucundorfeanu

Date:

September 2017

Prof. univ. dr. Ioan Hosu, Head of DCRPP,

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