

ASSIGNATURA: English for Advertising

ESTUDIS: Com Aud, Per, Pub RP

CODI: ANGPUBL

TIPUS: Optativa CURS: 3 SEMESTRE: 1Q

CRÈDITS (hores/setmana:)

CRÈDITS ECTS: 4 crèdits

PROFESSOR: Klaus Zilles, Ph.D.

IDIOMA: English

PREREQUISITS:

CONEIXEMENTS PREVIS: This class requires students to have completed the credits for *English for Communication Studies*, Level 4, or equivalent. The course content primarily aims at students majoring in advertising and public relations.

ASSIGNATURES QUE S'HAN DE CURSAR SIMULTÀNIAMENT:

DESCRIPCIÓ ASSIGNATURA:

English for Advertising has been designed according to the needs of students majoring in advertising and who have successfully completed the four levels of *English for Communication Studies*. It builds on those exercises that revolve around advertising and which are part of the program for first and second year students. The choice of areas in which English is typically used was determined through interviews with advertising experts who teach in our department, and professionals who work in prominent Barcelona advertising agencies. According to their indications, the most frequent and significant areas are: presentations and pitches, fielding questions, composing and presenting briefs, writing reports and memos, e-mail writing (negotiating and requesting information), and social situations.

OBJECTIUS ASSIGNATURA:

- 1- To familiarize students with the language used in areas in which advertising professionals in Catalonia and Spain customarily employ the English language.
- 2- To consolidate and improve the skills acquired in *English for Communication Studies*, I-IV.
- 3- To familiarize students with language, terminology, and concepts used in the world of advertising and to avoid "loan creations" (expressions based on English lexicon or morphology and which are part of the Spanish/ Catalan code but not part of the English code.)

CONTINGUTS:

1. Effective presentations
2. Presenting Self
3. Campaign Strategy
4. Reading: The 22 Laws of Branding
5. Analysis and writing exercise

6. Branding Campaign: Brief, Counterbrief, Campaign Strategy
7. E-mail negotiation
8. Narrating and pitching a storyboard
9. English in Social Situations: A Business Lunch
10. Writing a meeting report: a pre-production meeting

METODOLOGIA:

The methodology is based on the task-based methodology used in *English for Communication Studies*, consisting of a Pre-Task stage (which provides students with the necessary language input), a Task-Cycle (during which students carry out the task in pairs or small groups, plan their group report, and finally present their group report to the class). In the Language Focus stage students are encouraged to examine and discuss specific language features which need reinforcement, resulting in practice exercises provided by the teacher. In contrast to the first-cycle English classes, the syllabus of English for Advertising focuses more extensively on writing exercises. Students must compose a series of drafts of diverse genres such as meeting reports, analytical pieces on branding, narrations of story boards, and e-mail correspondence. Students are expected to rewrite composition exercises, correcting content, grammar and vocabulary errors with the help of the teacher's comments and indications.

AVALUACIÓ:

- A. A final exam testing language focus aspects and composition skills comprises 30% of the final grade
- D. 3-4 individual compositions and their corresponding rewrites will be counted as part of the students' class work which, together with their oral presentations, make up 50% of the final grade.
- F. Several group reports will constitute part of the in-class evaluation.
- H. The elaboration and presentation of a final task will comprise 20% of the final grade.

CRITERIS D'AVUACIÓ DE RESULTATS:

Objectiu 1:

- Student must demonstrate the ability to use general and advertising-related language and terminology in the context of oral production with special emphasis on collocations, false friends and English phonetics. [F,H].
- Students are required to display techniques of persuasion in advertising and PR contexts. [F,H].

Objectiu 2:

- Students must demonstrate the ability to write correctly and coherently on topics related to advertising, using appropriate advertising terminology and language. [A, D].
- Students must demonstrate the necessary listening and note-taking skills in order to elaborate memos and meeting reports that concisely and accurately render the issues discussed at the (simulated) meetings. [A, D].

BIBLIOGRAFIA BÀSICA:

- Specially designed task material compiled in the dossier *English for Advertising* (Klaus Zilles, latest revision Spring 2006)

- Several chapters and excerpts from: Ries, Al and Laura Ries. *The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand*. 1998.

BIBLIOGRAFIA i/o MATERIAL COMPLEMENTARI:

Brierly, Sean (1995). *The Advertising Handbook*. Routledge. London and New York.

Brown, H. Douglas (1987). *Principles of Language Learning and Teaching*. Englewood Cliffs, NJ: Prentice Hall Regents.

Olins, Wally (2003). *On Brand*. Thames and Hudson

Ries, Al and Laura Ries (1998). *The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand*.

Willis, Jane. (1996). *A Framework for Task-Based Learning*. Longman

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