

Linguistic Analysis of Advertising Messages

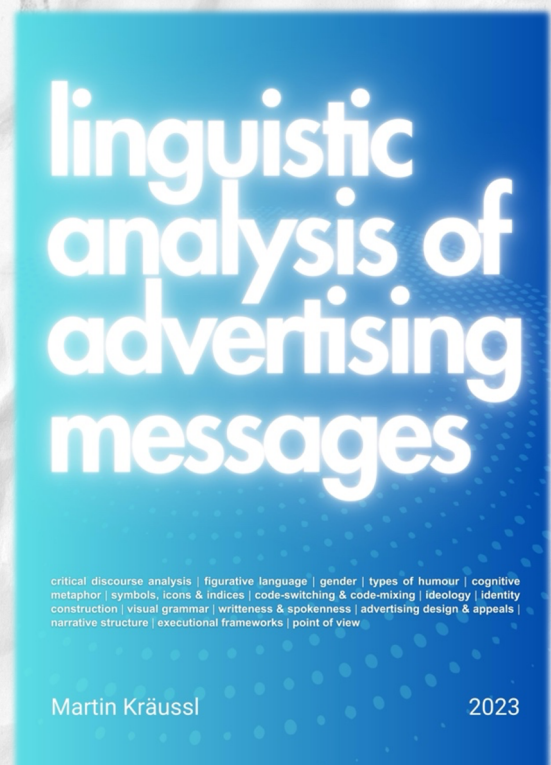
When: **Thursdays at 12:45 PM**, WS 2024/2025
Where: **Room 330**, Old Building, VŠE Žižkov
For: available to **all bachelor and master students**
Lecturer: **Mgr. Martin Kräusl**
Credits: **3 ECTS credits**
Code: **2AJ424**

We would like to invite you to enrol in our course *Linguistic Analysis of Advertising Messages*. In this course, you will learn how to analyse advertisements, commercials, social media posts, and other types of promotional content effectively, from various perspectives and points of view. Emphasis is placed on deepening analytical skills in English, the use of critical thinking, and the ability to relate theory to practical analysis. The theoretical background of this course develops a more in-depth approach to the topics and the latest findings on advertising discourse, drawing not only from critical discourse analysis but also from pragmatics, psycholinguistics, sociolinguistics, psychology, and marketing.

- No previous knowledge of linguistics or marketing is required.
- You will be provided with an online textbook.

Topics covered in the course:

- critical discourse analysis
- controversy and taboo
- identity construction
- advertising design
- types of humour
- code-switching
- visual grammar
- brand semiosis
- storytelling
- gender



You can enrol for the course via INSIS.