

Veranstalter.....	Prof. Dr. Michael Keevak
Thema.....	The Semiotics of Advertising [AA-V3a/b, AA-V4a/b, ENG-12, ENG-13, AA-M11, AA-M12, AA-M13, AA-M14, AA-M15, AA-M16, AA-MA3, AA-MA4, AA-W]
Art der Veranstaltung.....	Seminar II
Veranstaltungsnummer.....	53-549
Zeit.....	2st. Di 10-12
Raum.....	Phil 1250
Beginn.....	08.04.2014

Course description:

The Semiotics of Advertising

This seminar explores the construction and strategies of print advertising. Each student will be responsible for presenting an advertisement to the class, and in group discussions we will attempt to work through some of the ways in which an ad seeks to engage the reader/viewer, seeks to promote a product or service and produce various visual or verbal associations, and seeks ultimately to reconstruct the reader/viewer him/herself in order to be in a position to "want" or "need" what is being offered. Areas of inquiry include basic semiotic theory, psychological or psychoanalytical theories of reading and looking, and the basic mechanisms of advertising/marketing.