Course description

The course introduces students to the theoretical and practical aspects of semiotics in Russian and American advertising. It approaches advertising as a special verbal and non-verbal communication and a complex semiotic system. The course will motivate students to: (i) analyse advertising as a continuous reflection of global political, social, economic and other current changes; and to (ii) approach to Russian advertising an aspect of a new mass culture. It touches upon a number of aspects: the impact of American culture on Russian advertising, the cultural peculiarities of modern Russian and American advertising; intercultural communication in advertising as a result of explicit and implicit factors of globalization.

The main aims of the course are to: (i) demonstrate the impact of global processes on our life through contemporary advertising; (ii) to introduce new approaches to culture and language into the study of the contemporary Russian advertising culture; (iii) to make students appreciate the importance of intercultural communication and globalization for the study of contemporary cultural, social and linguistic situation. We will demonstrate the interdependence between culture and language of advertising in the contemporary language situation through analysis of linguistic and cultural phenomena and show the impact of the American advertising on the culture and language of the Russian advertising. It is important not only to observe the diversity of similar linguistic devices in Russian and American advertising discourse but also, to
create an interdisciplinary model of comparative analysis and to prove the need of semiotic analysis for the study of comparable advertising models. The key categories, semiotic analysis, intercultural communication, globalization, will be examined along with text analysis, as well as use of linguistic and paralinguistic means.

Students will be asked to reach conclusions about what culture of Russian advertising in a globalised world means and what are the consequences of Russia’s exposure to American culture. In the course of doing so, the students will have to become aware of the different linguistic and paralinguistic means as well as applications of semiotic analysis and appropriate use of them.

Course Goals

- to understand of the general principles of semiotics, including terminology, concepts
- to apply the tools of semiotics for the analysis of concrete texts, both visual and written
- to write analyses of ads
- to appreciate advertising as a source for modern creativity
- to analyse the use of language means employed in advertising
- to understanding the semiotic and linguistic means of manipulation on all levels of language, from fine literature to everyday conversation

Required texts


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Internet resources of print ads, radio, television and internet video ads:

<table>
<thead>
<tr>
<th>Russian ads</th>
<th>American ads</th>
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<tr>
<td><a href="http://www.youtube.com">http://www.youtube.com</a></td>
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*some of them require registration

Course prerequisites

The course is geared for graduate students in humanities who have had courses in theory of Linguistics, Cultural and Social and Media Studies. It can also be used for upper-level undergraduate students in Linguistics and Media Studies. English is required.

Course requirements

Attendance of all classes is required because of their interactive character. You can be absent for no more than three class periods.

Participation in class is required. Your active participation in all class discussions reflects your understanding of the problems discussed.

Written assignments – Annotations of Russian and American advertisements (4*10=40%): during the classes you will be asked to find, analyze and compare Russian and
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American advertising texts with different linguistic, para- and extralinguistic means which will demonstrate each cultural identity or some cultural similarity and your ability to apply semiotic analysis to the given ads.

**Final test on theoretical approaches (20%):** by the end of the classes you will be asked to do a final multiple choice test.

**Final paper (20%):** by the end of the classes you will be asked to write 5-6 pages essay in order to summarize the key points of the course, analyze each cultural identity or find some cultural similarity in Russian and American advertising which is supposed to be the impact of American advertising. The paper is expected to be submitted one week before the end of the course.

**Final presentation (20%):** You will have to prepare a short presentation, including the contrastive linguistic and cultural analysis of some Russian and American advertising texts and defend it in the classroom at the last class.

**COURSE CONTENT**

**SET 1. CONCEPTUAL BLENDING IN ADVERTISING**

Week 1: Business & Organizational Matters: (classroom issues, course goals, course requirements, course web site (messenger program), textbooks and sources for Russian and American ads, etc.). Semiotics. Preliminary Remarks. Main Concepts of Semiotics: Signs, icons, symbols. Some Aspects of Semiotic Analysis, applying to advertising.

**Reading:**

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Reading:


Reading:
Amiri Liudmila. Syllabus of the course “Semiotics in Russian and American advertising”


SET 2. COMPARATIVE ANALYSIS OF RUSSIAN AND AMERICAN ADVERTISING DISCOURSE

Week 5-6: Discourse and Language of Russian and American Advertising.

**Reading:**


Week 7-8. Language Game as the Main Source of Creativity and Productivity in Advertising. Speech Play in Advertising.

**Reading:**


Reading:
Internet resources with ad parodies:
http://parody.organique.com/
http://adbusters.org/spoofads/index.html
http://www.sharrow.com/parody.html
http://ntpaul.sprog.auc.dk/subvertizing.htm

SET 3. GLOBAL ADVERTISING DISCOURSE


Reading:

Reading:


Week 13. Final Test (Multiple choice, Questions)