

BACHELOR PROGRAMME  
**COMMUNICATION AND PUBLIC RELATIONS**  
 3<sup>RD</sup> YEAR OF STUDY, 2<sup>ND</sup> SEMESTER

COURSE TITLE	VISUAL COMMUNICATION IN ADVERTISING
COURSE CODE	DS17
COURSE TYPE	tutorial
COURSE LEVEL	1 <sup>st</sup> cycle (Bachelor's degree)
YEAR OF STUDY, SEMESTER	3 <sup>rd</sup> year of study, 2 <sup>nd</sup> semester
NUMBER OF ECTS CREDITS	5
NUMBER OF HOURS PER WEEK	4 (2 lecture hours + 2 seminar hours)
NAME OF LECTURE HOLDER	Ioana Adina GRANCEA
NAME OF SEMINAR HOLDER	Ioana Adina GRANCEA
PREREQUISITES	Advanced level of English
A	GENERAL AND COURSE-SPECIFIC COMPETENCES
	<p><b>General competencies:</b>          While following the course and the seminar, students should develop the capacity to:</p> <ul style="list-style-type: none"> <li>→ work with multimedia tools, exercising critical thinking in selecting and adapting the message to the necessities of a specific situation</li> <li>→ explore the different ways in which images can relate to sentence meaning and speaker meaning</li> </ul> <p><b>Course-specific competencies:</b></p> <ul style="list-style-type: none"> <li>→ develop ideas for visuals that would build a distinct meaning that completes, reinforces, or even changes the meaning expressed in the verbal component of a discourse</li> <li>→ adapt visual discourse to various categories of stakeholders and various advertising platforms, while ensuring coherence of brand communication</li> </ul>
B	LEARNING OUTCOMES
	<ul style="list-style-type: none"> <li>→ understand the distinct contribution of perceptual and semantic features of advertising visuals to brand image and brand personality</li> <li>→ propose and evaluate alternative modes of communicating persuasively one and the same advertising message with different images</li> </ul>
C	LECTURE CONTENT
	<ol style="list-style-type: none"> <li>1. The visual identity of a brand. From the logo to specific brand imagery.</li> <li>2. Visual syntax in advertising. The order in which elements of a message reach the audience.</li> <li>3. The function of <i>layout</i> in brand communication online.</li> <li>4. The function of <i>layout</i> in brand communication offline.</li> <li>5. The argumentative function of images in advertising.</li> <li>6. The expressive function of images in advertising.</li> <li>7. Visual rhetorical figures in advertising.</li> <li>8. Social media imagery and the role of images in phatic communion.</li> <li>9. Idealized images in advertising.</li> <li>10. Grotesque imagery in advertising.</li> <li>11. Making the familiar interesting with the use of visuals.</li> <li>12. Making the unusual accessible with the use of visuals.</li> <li>13. Limits of visual communication in advertising.</li> <li>14. Critique of visual rhetoric in advertising and possible answers.</li> </ol>

D	RECOMMENDED READING FOR LECTURES	
	<p>1. HOLLERER, Markus, Dennis JANCSARY, Renate MEYER și Oliver VETTORI "Imageries of Corporate Social Responsibility: Visual Recontextualization and Field-Level Meaning", <i>Research in the Sociology of Organizations - Institutional Logics in Action</i>, Part B, edited by Michael Lounsbury and Eva Boxenbaum, 139- 174. Emerald Group Publishing, 2013.</p> <p>2. McGRATH, Sarah."Normative Ethics, Conversion and Pictures as Tools of Moral Persuasion". <i>Oxford Studies in Normative Ethics</i>, edited by Mark Timmons, 267-298, Oxford University Press, 2011</p> <p>3. McQUARRIE, Edward and David Glen MICK. "Visual and Verbal Rhetorical Figures under Directed Procesing versus Incidental Exposure to Advertising". <i>Journal of Consumer Research</i> 29 (4): 579-587, 2003.</p> <p>4. SCOTT, Linda și Rajeev BATRA. <i>Persuasive Imagery: A Consumer Response Perspective</i>. Lawrence Erlbaum Associates, 2003.</p>	
E	SEMINAR CONTENT	
	<p>The student will have to develop an integrated visual communication plan for a rebranding campaign that will include:</p> <ul style="list-style-type: none"> <li>- a change of the brand's visual identity and specific brand imagery</li> <li>- brand communication materials for advertising online and offline</li> <li>- a script for a video spot that would present the new brand identity</li> <li>- a thorough analysis of the argumentative function visuals perform in this campaign</li> </ul> <p>Seminar meetings will consist in teacher feedback on student work for the personal project.</p>	
F	RECOMMENDED READING FOR SEMINARS	
	<p>1. HOLLERER, Markus, Dennis JANCSARY, Renate MEYER și Oliver VETTORI "Imageries of Corporate Social Responsibility: Visual Recontextualization and Field-Level Meaning", <i>Research in the Sociology of Organizations - Institutional Logics in Action</i>, Part B, edited by Michael Lounsbury and Eva Boxenbaum, 139- 174. Emerald Group Publishing, 2013.</p> <p>2. McGRATH, Sarah."Normative Ethics, Conversion and Pictures as Tools of Moral Persuasion". <i>Oxford Studies in Normative Ethics</i>, edited by Mark Timmons, 267-298, Oxford University Press, 2011</p> <p>3. McQUARRIE, Edward and David Glen MICK. "Visual and Verbal Rhetorical Figures under Directed Procesing versus Incidental Exposure to Advertising". <i>Journal of Consumer Research</i> 29 (4): 579-587, 2003.</p> <p>4. SCOTT, Linda și Rajeev BATRA. <i>Persuasive Imagery: A Consumer Response Perspective</i>. Lawrence Erlbaum Associates, 2003.</p>	
G	EDUCATION STYLE	
LEARNING AND TEACHING METHODS	<p>Discussion on Assigned Readings Case Study Analysis Teacher Feedback on Student Work</p>	
ASSESSMENT METHODS	<p>Evaluation of the project developed by the student</p>	
LANGUAGE OF INSTRUCTION	<p>English</p>	