



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Critical Analysis of Advertising							
Course Code		HİRY510		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to analyze advertising texts and visuals, which are one of the most important elements of visual culture, through historical context and to provide students with a critical visual literacy perspective.							
Course Content		Within the scope of this course, the students will be able to analyze the product / service that the advertising communicates with, the target audience, various messages conveyed with visual and verbal elements according to theoretical advertising analysis techniques. Semiotic, psychoanalytic, ideological, sociological and feminist theories of analysis are introduced, and semiotic analysis is directly related to graphic design. The use of classic media such as television, newspapers, magazines, outdoor media, internet and creative media are introduced and the students are followed with new trends in the advertising sector.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	Pells, Richard (2001), 20.Yüzyılda Küresel Kültür Miti ve Tehditi: Modernizmden Film Endüstrisine, Küreselleşme ve Modernleşme Sürecinde Kültürel Kimlik, Konrad Adenauer Vakfı Yayınları Wernick, Andrew (1996), Promosyon Kültürü Reklam, İdeoloji ve Sembolik Anlatım, 1.basım, Bilim ve Sanat yayınları, Ankara. * Williamson, Judith (1998), Kadın Bir Adadır: Dişilik ve Sömürgecilik,(der) Tania Modleski, Eğlence İncelemeleri, Metis yayınları:İstanbul. * Pells, Richard (2001), 20.Yüzyılda Küresel Kültür Miti ve Tehditi: Modernizmden Film Endüstrisine, Küreselleşme ve Modernleşme Sürecinde Kültürel Kimlik, Konrad Adenauer Vakfı Yayınları Tellan, Derya (2009). Reklamcılık: Bakmak ve Görmek, Ankara: Ütopya Yayınevi Canbaz Yavuz, Şahinde. (2007). Reklamları İzlediniz. Ankara: Ütopya Yayınevi.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Identification of written, visual and audio ads and analysis of the elements of advertising
2	Theoretical	history of advertising in Turkey
3	Theoretical	Contribution of critical theory to advertising analysis
4	Theoretical	Audience and text understanding of the school of cultural studies
5	Theoretical	Discussion of the methods used in advertising analysis
6	Theoretical	Semiotic analysis
7	Intermediate Exam	mid term exam
8	Theoretical	Analysis of advertising studies using semiotic analysis
9	Theoretical	Marxist Analysis
10	Theoretical	Feminist Analysis
11	Theoretical	Sociological Analysis
12	Theoretical	Meaning and Ideology in Advertising
13	Theoretical	Class Case in Advertisements Poverty and Advertising
14	Final Exam	final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Midterm Examination	1	29	1	30



Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Recognize the basic features of oral, written and visual culture.
2	Identifies the ad. Summarize the relationship between advertising, economy, politics and cultural levels.
3	Compares the characteristics of written and visual elements of advertising according to historical periods.
4	Gains critical visual literacy skills about advertising.
5	Analyze the elements of advertising with interdisciplinary field knowledge. Categorize elements in the ad. Establishes the causal link between the elements in the ads. Criticize advertising from the perspective of racist, sexist and discriminatory policies according to analysis methods. Make inferences about how to show social responsibility in advertising.

### Programme Outcomes (Public Relations and Advertising Master)

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

### Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	5	4	4	5	4
P2	5	5	5	5	2
P3	5	5	5	5	4
P4	5	4	5	4	5
P5	5	5	5	5	4
P6		5	5	5	5
P7	4	5	5	4	5
P8		5	4	5	4
P9	4	5	4	4	5
P10	4	5	4	5	5

