



APPLIES TO ACADEMIC YEAR 2014/2015

ELE 3748 Market Rhetoric

Programme

Elective

Responsible for the course

Gerhard E Schjelderup

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Rhetoric is the art of persuasion either through verbal or non-verbal means. In this course the students will undertake an in-depth study of various rhetorical effects for the purpose of building up a strong argumentation through arguments based on principles from a tradition that goes back more than two thousand years in time. Marketing rhetoric shifts the focus to the distinctive features of rhetoric used in connection with advertising and attitude campaigns across different media platforms such as newspapers, TV, social media and other media.

Learning outcome

Acquired knowledge

The student must be able to recognize a rhetorical text and what makes it rhetorical. Moreover, the student is to have knowledge of classical theory enabling him/her to analyse and apply rhetorical effects.

Acquired skills

On completion of the course the student is to be able to apply acquired knowledge to construct different messages adapted to different media.

Reflection

The student is to develop an awareness of what persuasion is, and the ethical responsibility related to the use of rhetorical effects towards different groups that one wants to change.

Prerequisites

No particular prerequisite knowledge is required.

Compulsory reading**Books:**

Kjeldsen, Jens E. 2006. Retorikk i vår tid : en innføring i moderne retorisk teori. 2. utg. Spartacus

Collection of articles:

Gerhard Emil Schjelderup. 2013. Artikkelsamling til Markedsretorikk. Handelshøyskolen BI

Recommended reading**Books:**

Corbett, Edward P.J., Robert J. Connors. 1999. Classical rhetoric for the modern student. 4th ed. Oxford University Press

Course outline

- The background and origin of rhetoric
- Definition of rhetoric
- Persuasion versus conviction
- The rhetorical situation Kairos vs. Chronos
- Speaking styles
- The rhetorical effects
- The three main areas of rhetoric
- Figures of thought (tropes) including the use of metaphors
- The media range of advertising

Computer-based tools

No particular computer-based tools are used for this course.

Learning process and workload

The learning outcome is to be attained through a combination of lectures, classroom exercises and self-study. The students will have the opportunity of handing in a voluntary assignment for which they will receive individual feedback during the course.

Activity	Hours
Class participation	36
Preparation for classes	80
Exercises and group work	44
Home examination	40
Recommended total use of time	200

Use of hours**Examination**

A 72-hour take-home examination that counts 100% towards the grade that is to be completed individually or in groups of up to three students. The maximum length of the paper is 15 pages exclusive of attachments.

Examination code(s)

ELE 37481 Take-home examination counts 100% towards the grade for the course ELE 3748 Market Rhetoric, 7.5 credits.

Examination support materials

All support materials are allowed.

Re-sit examination

A re-sit examination is offered in connection with the next ordinary course.

Additional information