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| Antrag auf ein W-SeminarLehrkraft**: OStRin Antje Hagn** Leitfach**: Englisch**Rahmenthema**: The Art of Advertising**

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| **Goals of the seminar:**Wherever we go, whatever we do, we are confronted with advertisements and commercials. Usually we are not even aware of it and yet we are victims of a tricky marketing machinery.This seminar wants to look at the development of advertising from the beginning of the 20th century up to now, analyze what’s behind the ads in magazines as well as understand how commercials work and what possibilities lie in the field of advertising on the internet. We will look at this from different angles: mainly, we’ll focus on language, but we’ll also try and take into account the perspectives of economy and arts.In a **first phase** in 11/1, the most relevant advertising mediawill be presented: ads / commercials on TV, on the radio, in print media (newspapers and magazines) and on the internet. Students will be confronted with different methods and concepts (search engine marketing, target groups, …) and get an overview over the historical development of advertising.In a **second phase**, the students should decide which advertising mediathey’d like to do a presentation on in the seminar. A marketing manager from a succsessful company will help us with this.In **phase three** the studentsspecifytheir topics and think about what the red herring in their paper should be. From now on, they work more and more on their own, do research in the field of the topic they’ve chosen and work with specialised literature.In the **fourth phase** they write and present their seminar papers. |
| **Possible topics for seminar papers (the following are just ideas):**The use of language in newspaper ads,Blog advertising,Commercials on the radio,Advertising posters then and now,Social media ads,Discrimination in advertising,Sexual connotations in advertising, etc etc. |

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