

PARIS-SORBONNE UNIVERSITY ABU DHABI
MASTER'S DEGREE "INTERNATIONAL COMMERCE" / YEAR 1
ARAB AUDIOVISUAL ADVERTISING
A LINGUISTIC AND CULTURAL APPROACH
FREDERIC LAGRANGE
2015-2016



Course Argument and Objectives

The aim of this course is to provide the necessary tools for analyzing various recent television advertisement campaigns in the Arab world, and examine the cultural specificities of the Arab world for global companies, as reflected in their advertisement campaigns, which will be contrasted to local brands.

Courses will expose the theoretical foundations of a cultural approach, focus on linguistic information, explore concepts of diglossia and code-switching, and expose the main morphosyntactic as well as lexical keys to Arabic dialects as observed in advertisements. Subsequently, various television ads from Egypt, Lebanon, Morocco, Iraq, Tunisia and Koweit will be analyzed from a linguistic and cultural standpoint. Examples will include detailed analysis of the strategies followed in a Lebanese home-appliance spot, and an Egyptian non-alcoholic beer campaign. If available, professionals from advertisement agencies operating in the UAE will finally expose their agencies' work and principles.

Methodology and Tentative Program

5 sessions will examine different topics: General introduction on TV advertisement in the Arab world and culture specific societies; the linguistic situation in the Arab world and the role of foreign languages; different selling approaches as reflected in advertisements; humor and commerce; analysis of a corpus of ads produced in different countries.

Students are expected to read the elements of bibliography left at their disposal.

Evaluation

Students will be given the choice between two subjects for an essay to be written at home and submitted before the end of a term at a date which will be specified later. Essays should be original, rely on the suggested bibliography, make proper use of the information and methodology followed in the course, and clearly state their sources in a bibliography listing all material used. Any quotation must be indicated as footnotes, according to academic use. Essays should be drafted in English, French or Arabic.

Grading will be based on :

- originality of the material / case-study and/or the problematic angle chosen
- correct use of the course
- richness of information
- respect of academic standards in terms of quotation / use of source / bibliography
- precision, accuracy, relevancy and strictness in the construction of the student's discourse
- correctness of the language (English, French or Arabic)

Bibliography :

References on Linguistics:

Encyclopedia of Arabic Language and Linguistics, K. Versteegh Ed, 4 volumes.- Leiden : Brill, 2006-2008.

“Arabiyya”, Encyclopédie de l'Islam II/Encyclopaedia of Islam, Leiden : Brill.

BASSIOUNEY (Reem).- Arabic Sociolinguistics, Topics in Diglossia, Gender, Identity and Politics, Washington, Georgetown University Press, 2009.

COHEN (David).- “Arabe-Langue Arabe”, Encyclopedia Universalis.

HOLES (Clive).- Modern Arabic, Structures, Functions and Varieties.- Washington: Georgetown University Press, 2004

KOULOUGHLI (Djamel E.).- L'arabe.- Paris : PUF [Que Sais-je 3783], 2007.

OWENS (Jonathan).- A Linguistic History of Arabic.- Oxford : Oxford University Press, 2006/2009.

VERSTEEGH (Kees).- The Arabic Language.- New York : Columbia University Press, 1997.

References on Advertising:

BASSIOUNEY (Reem).-“The variety of housewives and cockroaches”, E. Al-Wer (ed.), Arabic Dialectology, Leiden, Brill, 2009.

BEARD (Fred).- Humor in the advertising business, Lanham, Rowman & Littlefield, 2008.

CAUMONT (Daniel).- La publicité, Paris, Dunod, 2008.

KALLINY (Morris), DAGHER (Grace), MINOR (Michael S.), DE LOS SANTOS (Gilberto), “Television Advertising in the Arab World, A Status Report”, Journal of Advertising Research, June 2008.

GODARD (Angela).- The Language of Advertising: Written texts, New York, Routledge, 2002.

GULLY (Adrian).- The Discourse of Arabic Advertising, Preliminary Investigations, Journal of Arabic and Islamic Studies 1/1997, pp. 1-49.

MORLAY (Miranda).-“Advertising approach in Arab Culture”, accessed via <http://smallbusiness.chron.com/advertising-approach-arab-culture-76354.html>, oct, 2014.

YALCIN (Erkan), CIMENDAG (Ismail).- Global marketing advertising with cultural differences, How can global companies better address cultural differences in marketing advertising in the Middle East?, unpublished Master’s degree, Jönköping University, 2012, accessed via <http://hj.diva-portal.org/smash/get/diva2:533812/FULLTEXT01.pdf>, october 2014.