

ECURE

EXPANDING COURSE-BASED
UNDERGRADUATE RESEARCH
EXPERIENCES PROJECT

Instructor Name: Dawn Nordquist

Department: Linguistics

Course: LING 2151, Language of Advertising

ECURE Engagement Level: PARTIAL

Description of PARTIAL implementation: Students read a popular press version of a linguistics study or studies related to advertising language. Usually the article has enough information that students can easily lift the hypothesis and methodology out and then "replicate" it on a smaller scale with variables of interest to them. Depending on class, you can introduce the original study or studies.

Assessment: Students write a report that very briefly recaps the prior research and motivates the direction they take their own "replication" in. They describe the methodology, present the data, and reflect on their findings. Posters are options, too.

Engagement with Academic Literature: When students are required to read academic journal articles, they have either read the popular press version first and/or we have done some preparatory work in class to familiarize them with the basic study. They have also watched a video on how to read a linguistics articles which helps them identify the research question, hone in on the methodology, extract the findings, and identify the author conclusions.

Additional Information: This is best introduced with no academic articles and on second and third passes, ask students to read some academic articles.

Instructor contact information: nordquis@unm.edu