



SNDY COMM 3373

Advertising & Society

Course Description

This course introduces students to the linkages between advertising and society. It is premised on the belief that advertising helps shape human attitudes and behaviours, just as the latter two in turn help direct and shape advertising. The emphasis is however firmly on advertising as a shaping agent – how it influences individuals and societies, the dynamic nature of the relationship, and the impacts (both positive and negative) that advertising may have on individuals and societies. It takes a critical and dispassionate view of advertising, rather than a managerial or practitioner’s view. Various criticisms of advertising are flagged, and these are used as a basis for further coverage and discussion of the criticisms and issues raised.

Course Aims/Objectives

On successful completion of this course, students will be able to:

- understand the fundamentals of how advertising itself works;
- understand the linkages between advertising and target markets;
- appreciate both the positive and negative nature of the linkages;
- understand some particular linkages in some depth; and
- critique selected advertising and the issues associated with it.

Requirements & Prerequisites

This course does not require students to have undertaken prior courses in advertising. However it does assume that students have some prior knowledge about marketing. Some understanding of sociology, cultural, and/or or communications and media studies would be an advantage. The course in the first two lectures does provide a ‘soft’ introduction to advertising and the themes explored in this course. Beyond this students should consult a textbook on advertising, or more broadly on marketing communications to familiarise themselves sufficiently with basic theories, concepts, driving principles and terminology.

Learning Outcomes

Students should have developed their ability to:

- a. analyse the relationship between advertising and society;
- b. form perspectives on the criticisms of advertising;
- c. appreciate the ethical dilemmas posed by some advertising; and
- d. decode and critique selected examples of advertising.

Students should demonstrate:

- e. an understanding of the communication objectives behind advertising;
- f. an understanding of advertising techniques utilised by advertising agencies;
- g. an understanding of ethical issues and the social outcomes of advertising; and
- h. critical thinking skills in the analysis of advertising.

Class Methodology

This course is taught using a combination of formal lectures, interactive learning activities and informal interactive discussions (principally conducted online). The course will consist of 2hrs face-to-face teaching and 1.5hrs online class interaction per week. Through advertising examples and case study analysis students will be actively engaged in exploring the key concepts in relation to advertising & society.

Field Component

CAPA provides the unique opportunity to learn about the city through direct, guided experience. Participation in the field activity for this course is required. You will actively explore the Global City you are currently living in. Furthermore, you will have the chance to collect useful information that will be an invaluable resource for the research paper assigned in this course.

There is one co-curricular My Education events (activity which the student selects and carries out independently) and they account for a further 10% of the total grade in this course. Students should select which My Education activity they wish to undertake and which can be reflected on from an 'advertising and society' perspective. The lecturer of this course can help you identify the most appropriate activity. For that activity a two page reflective summary of the activity should be submitted. Your report for the field activity is due in weeks 10.

By example, activities that you may choose could include:

- Visit to Manly or Bondi Beach (to identify how surfing culture has become a part of popular culture used in advertising).
- Visit to the Art Gallery (to identify artworks that may carry symbolic meaning or subliminal messaging as a storytelling medium).
- Visit a Westfield Shopping centre (to identify how women are portrayed in shop front fashion advertising in this country).
- Visit the city (to decode the functional, emotional and symbolic messaging contained in global brand advertising).

Assessment and Grading

There are three main assessment items in this course: a Mid Semester Examination, a Major Paper, and a Final Examination. The two examinations are closed book individual assessment items, while the major paper is a group assessment item. In addition there are two other assessment items in this course: Participation and My Education (see earlier section for details about these).

Task	Assessment	Grade (%)	SLO	Due
1.	Mid Semester Examination	30%	a, b, c, d, e, f, g	Week 6
2.	Major Paper	20%	a, b, d, e, f, h	Week 9
3.	My Education	10%	a, d, h	Week 10
4.	Final Examination	30%	a, b, c, d, e, f, g, h	Week 12
5.	Participation	10%	a, b, c, d, e, f, g, h	Weeks 2 - 11

Mid Semester Examination (30%)

The Mid Semester Examination (to be held Week 6 in the lecture) will comprise a number of compulsory questions covering Week 1-4 materials from the lecture series, interactive discussion questions and the set readings. Duration – 1.5 hours.

Major Paper (20%)

The Major Paper topic will be provided in Week 3 and centres around researching and analysing a major theoretical issue or area in advertising, and the discussion or critiquing of examples. The major paper will require considerable research, as well as applied thinking. It is to be undertaken by teams of two people. Maximum word length is 2,000 words, excluding the Table of Contents, Abstract, Bibliography and Appendices. Academic referencing is absolutely mandatory. Non-referenced papers receive an automatic fail. Referencing must be complete and use Harvard format.

The paper is due in Week 9 at the start of the lecture. Absolutely no extensions will be granted. The paper should be cleanly typed, double-spaced on A4 paper with pages numbered and 2cm margins. A Table of Contents, an Abstract (150 words max.), sub-headings and a Bibliography should be included. Appendices are optional. Staple the paper with a cover sheet, which provides your names, and course details. NOTE: Do not use plastic or board covers or folders (if you do your paper will be returned to you unmarked).

Assessment will be based on the following:

- Critical thinking about underlying theories, concepts, assumptions and arguments – 40% demonstrate in-depth applied analytical skills in critiquing advertising – 25%
- ability to utilise ideas from theorists in academic journals – 25%;
- demonstrated clarity, format, clarity and logic, correct spelling/grammatical – 10%.

Final Examination (30%)

The Final Examination (to be held in Week 12 in the lecture) will comprise a number of compulsory questions covering Week 1-12 materials from the lecture series, interactive discussion questions and the set readings. Duration – 3 hours.

Participation (10%)

Participation is a vital part of your grade. Students are also expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Assessment of participation by the lecturer is based on a 'mixed' quantitative/qualitative criteria i.e. the amount of participation will be considered x the quality of the participation (the quality of comments in terms of insights, and evidence of critical thinking) Note that it is possible to score full marks in this component of the course, just as it is possible to not score any marks.

The success of this course is to a substantial extent dependant on student participation. Hence an emphasis is placed on student participation in this course, and participation is an assessable item. It is expected that participation will take four forms:

- Asking questions about the contents of the lecture materials
- Responding to the set discussion questions in groups
- Critiquing the advertising examples against a set brief
- Analysing and discussing case study set questions

Please review the following table as a guide:

Grade	Discussion	Reading
A range	Outstanding: consistent contributor; offers original analysis and comments; always has ideas on topics of the readings; takes care not to dominate discussion.	Obviously has completed all readings; intelligently uses resultant understanding to formulate comments and questions for the discussion.
B+	Very Good: frequent, willing, and able contributor; generally offers thoughtful comments based on the readings.	Has done most of the readings; provides competent analysis of the readings and applies insights from class appropriately.
B / B-	Satisfactory: frequent contributor; basic grasp of key concepts but little original insight; comments/questions are of a general nature.	Displays familiarity with some readings and related concepts, but tends not to analyse them.
C range	Poor: sporadic contributor; comments/questions betray lack of understanding of key concepts; often digresses in unhelpful ways.	Displays familiarity with few readings; rarely demonstrates analytical thought.
D / F	Very Poor: rarely speaks; merely quotes text or repeats own comments or those of others.	Little to no apparent familiarity with assigned material or application to relevant discussion.

My Education (10%)

Each of the My Education submissions is worth 5 marks. They will be reviewed for their reflective thinking on the event/activity, as well as the ability to make connections with the Advertising & Society course. Like the Participation component, it is possible to score full marks for the My Education assessments.

Grading Criteria

DESCRIPTOR	ALPHA	NUMERIC	GPA	REQUIREMENT/EXPECTATION
Outstanding (High Distinction)	A	93+	4.0	Maximum grade: In addition to description for grade "A-", the student shows detailed understanding of materials about which he or she can show independent analytical ability. This means the ability to question an issue from different perspectives and evaluate responses in an objective manner.
Excellent (Distinction)	A-	90 - 92	3.7	Student shows understanding of literature beyond the textbook/class hand-outs/class notes, and the work shows a high level of independent thought, presents informed and insightful discussion and demonstrates a well-developed capacity for evaluation.
Very good (High Credit)	B+	87 - 89	3.3	Shows evidence of a capacity to generalise from the taught content, or the material in literature, or from class lectures in an informed manner. Also, the work demonstrates a capacity to integrate personal reflection into the discussion and an appreciation of a range of different perspectives.

DESCRIPTOR	ALPHA	NUMERIC	GPA	REQUIREMENT/EXPECTATION
Good (Credit)	B	83 - 86	3.0	The work is well organised and contains coherent or logical argumentation and presentation.
Good (Credit)	B-	80 - 82	2.7	Student shows understanding of literature beyond the textbook and/or notes, and, there is evidence of additional reading.
Average (Good Pass)	C+	77-79	2.3	The work demonstrates a capacity to integrate research into the discussion and a critical appreciation of a range of theoretical perspectives. Also, the work demonstrates a clear understanding of the question and its theoretical implications and demonstrates evidence of additional reading.
Adequate (Pass)	C	73 - 76	2.0	Shows clear understanding and some insight into the material in the textbook and notes, but not beyond. A deficiency in understanding the material may be compensated by evidence of independent thought and effort related to the subject matter.
Below Average (Borderline Pass)	C-	70-72	1.7	Shows some understanding of the material in the textbook and notes. A deficiency in any of the above may be compensated by evidence of independent thought related to the subject matter.
Inadequate (Borderline Fail)	D+	67 - 69	1.3	Fails to show a clear understanding or much insight into the material in the textbook and notes
Poor (Fail)	D	60 - 66	0.7 - 1.0	Besides the above for D+, student has not shown interest or engagement in the class work or study.
Poor (Fail)	F	<60	0	Shows little or no understanding of any of the material
Incomplete	I			Please see CAPA policy in the Faculty Handbook.

Course Materials

Required Textbook

Pardun, C. J. (Ed.). (2013). *Advertising and Society: an introduction*. John Wiley & Sons. Second Edition. ISBN. 9780470673096

There will also be a set of readings that will include selected chapters from different textbooks, academic journal articles, industry articles from newspapers and industry magazines, and websites.

The required readings appear below in the table in the next section. The expectation is that students will read them prior to the following week's lecture and interactive discussion.

In addition, *B&T Weekly* and *Advertising News* (available at newsstands) are useful sources of contemporary applied Australian advertising material.

Library and research facilities

The Sydney College of TAFE library facilities are available for your use. Please use the library to access the journal databases.: <http://sydneytafe.edu.au/library-online>

More information on CAPA Sydney library and research facilities can be obtained by looking through your Orientation Pack or by speaking to a CAPA Sydney staff member.

Weekly Schedule

The following schedule details the topics that will be delivered in a sequential order on a weekly basis during the CAPA semester, the interactive activities that will be undertaken at each of the weekly sessions, and details relating to assessable items in the course. A document detailing the interactive discussion questions relating to each specific topic will be distributed at the session dealing with that topic. Aside from Week 1, the set readings for each topic will be distributed at the session prior to the session dealing with the topic, enabling students to read the relevant material prior to the lecture and associated interactive discussions about them. It is strongly recommended that the set readings be undertaken prior to attending the relevant session in order to maximise personal learning, and individual academic performance.

Date	Topic	Activity	Readings
Week 1:	Introduction to Advertising & Society	Class Course Overview / Lecture Online Seminar Discussion Questions	Text: Chapter 1 Chapter 1 Belch, G. Belch, M. Kerr, G. Powell, I. Waller, D. Xavier, R. (2009) <i>Advertising and Promotion</i> , McGraw Hill, Sydney
Week 2:	How Advertising Works	Class Lecture / Class Activities Online Seminar Discussion Questions	Wells, W. Moriarty, S. & Burnett, J. (2006) Chapter 1. <i>Advertising Principles & Practice</i> , 7 th Edition, Pearson Prentice Hall, New Jersey Vakratsas, D., & Ambler, T. (1999). How advertising works: what do we really know? <i>The Journal of Marketing</i> , Vol 63:1, Jan pp. 26-43.
Week 3:	The Economic Impact of Advertising	Class Lecture / Class Activities	Text: Chapter 2

		Major Paper Briefing Online Seminar Discussion Questions	
Week 4:	Common Criticisms of Advertising	Class Lecture / Class Activities Mid Semester Exam Briefing Online Seminar Discussion Questions	Text: Chapter 3 Pollay, R, Mittal, B. (1993) <i>Here's the Beef: Factors, Determinants and Segments in Consumer Criticisms of Advertising</i> , Journal of Marketing, Vol 57, July, pp. 99-114 Kirkpatrick, J. (1986) <i>A Philosophical Defence of Advertising</i> , Journal of Advertising, Vol 15:2, June, pp. 42-48 & 64
Week 5:	Advertising, Sexism & Ageism	Class Lecture / Class Activities Online Seminar Discussion Questions	Text: Chapters 7 & 8 Ford, J. D. LaTour, M. (1993) <i>Differing Reactions to Female Role Portrayals in Advertising</i> , Journal of Advertising Research, September/October.
Week 6:	Advertising & Materialism	Class Lecture / Class Activities Mid Semester Exam Online Seminar Discussion Questions	Buijzen, M. Valkenburg, P. (2003) <i>The Effects of Television Advertising on Materialism, Parent-Child Conflict and Unhappiness: A Review of Research</i> , Journal of Applied Developmental Psychology, Vol 24: 4, September, pp. 437-456.
Week 7:	Political Advertising	Class Lecture / Class Activities Online Seminar Discussion Questions	Text: Chapter 4
Week 8:	Advertising, Popular Culture & the Arts	Class Lecture / Class Activities Online Seminar Discussion Questions	Fowles, J. (1996) <i>Advertising & Popular Culture – Foundations of Popular Culture</i> , Sage, United States.
Week 9:	Global Advertising & Cultural Impacts	Class Lecture / Class Activities Major Paper Due Online Seminar Discussion Questions	Pollay, R. Gallagher, K. (1990) <i>Advertising and Cultural Values: Reflections in the Distorted Mirror</i> , International Journal of Advertising, Vol 9, pp. 359-372 + Tomlinson, J. (1991) <i>Cultural Imperialism</i> , Wiley, United States
Week 10:	Advertising and social responsibility	Class	Text: Chapter 16

		Lecture / Class Activities My Education Task Due Online Seminar Discussion Questions	Coke Case Study
Week 11:	Advertising & Social Media	Class Lecture / Course Review Final Exam Discussion Online Seminar Discussion Questions	Kaplan, A.Haenlein, M. (2010) <i>Users of the World Unite! The Challenges & Opportunities of Social Media</i> , Business Horizons, Vol53, Issue 1, pp.59-68 Mangold, W. Faulds, D. (2009) <i>Social Media – The New Hybrid Element of the Promotion Mix</i> , Business Horizons, Vol52, Issue 4, pp.357-365
Week 12:	Final Examination	Major Paper Return Course Debrief	No Readings

Attendance, Participation & Student Responsibilities

Attendance

CAPA has a mandatory attendance policy. Students are also expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Students must read assignments BEFORE the class, and come in on time. Attendance is mandatory and is taken at the beginning of every class.

Missing classes for medical reasons

If you need to miss a class for medical reasons or for a family emergency, you must send an e-mail to let the Director of Academic Affairs (DAA) Julie Miller know at least one hour in advance of your class or meeting by emailing jmiller@capa.org. Note that calling the CAPA Centre (02 9217 5977) is acceptable only if you do not temporarily have access to the internet. An e-mail is still required as quickly as you can get access to the internet again. You will need to provide evidence of the reason for your absence. Unexcused absences will result in a grade reduction. In the event of a missed class or field trip, it is your responsibility to contact your instructor and make up any missed assignments.

Class Participation

Participation is a vital part of your grade: students are expected to participate orally in seminars and in online forums and discussions in a critical and evaluative manner; to interact with the faculty and fellow students with respect and tolerance; and to actively engage in discussion. Derogatory or inflammatory comments about the cultures, perspectives or attitudes of others in the class will not be tolerated.

Academic Integrity

The faculty expects from you, the student, a high level of responsibility and academic honesty. Because the value of an academic course depends upon the absolute integrity of the work done by the student, it is imperative that a student demonstrates a high standard of individual honour in his or her scholastic work and class behaviour.

Plagiarism and cheating will result in dismissal from the program. See the Handbook of CAPA Academic Policies for more information and resources on plagiarism.

Use of electronic equipment in class

All devices such as laptops, I-pods, I-pads, netbooks, notebooks and tablets, smartphones, cell phones, etc. are NOT allowed unless you have express permission from the faculty or you have been instructed to do so. If you require an accommodation to use any type of electronic equipment, inform the Director of Academic Affairs or the Resident Director at the beginning of Term.

Use of Electronic Translators

In Language courses students are NOT allowed to use electronic translators for writing texts in the target language: those submitting compositions and texts of whatever kind translated in such a fashion will receive a final F grade for the course.

Late Submission

Late submission of papers due, projects, journal entries, pieces of homework and portfolios is only permitted with prior approval. A request must be made to the relevant Faculty member no later than two days prior to the due date. Late submission without prior approval will result in a full alpha grade penalty. In either case, work cannot be submitted after feedback has been provided to the rest of the class on the relevant assessment or one week after the due date whichever comes first, after which point a grade of F will be given for the assessment.

Behaviour during Examinations

During examinations, you must do your own work. Unless specifically instructed by the lecturer or instructor, talking during an exam is not permitted, nor may you compare papers, copy from others, or collaborate in any way. Any failure to abide by examination rules will result in failure of the exam, and may lead to failure of the course and disciplinary action.