Advertising and Society
COMM 3444
Autumn 2016
Mondays—Wednesdays—Fridays 3:00 to 3:55
209 West Eighteenth Avenue - Room: 160

Instructor: Osei Appiah, Ph.D. Office: 3050 Derby Hall, 614-247-7724
appiah.2@osu.edu Office Hours: MW 9:30 AM – 11:30 AM

TA: Lindsey Morr (email: morr.25@osu.edu), office hours 3:30 to 5:00 pm T/Th 3049 Derby

Texts: Required readings are online. Please read the assigned materials before each class meeting. The class lectures will interpret, demonstrate, and extend the information and ideas in the readings, so be sure to take careful notes during each class. The exams will be based on both the lectures and the readings.

Course Requirements:
1. **Midterm**. Midterm (33%) will consist of multiple choice and short answer questions.
2. **Final**. Final (33%) will consist of multiple choice questions.
3. **Final Paper** (33%) Critical Essay (approx. 6 pages) addressing assigned advertising questions
4. **Class Assignments** (1%) In-class assignments and presentations.

Class Participation:
All students are encouraged to participate in class discussion, as well as any in-class assignments. The goal of this requirement is to make each class session a lively, stimulating, and intellectually rewarding learning venture for everyone. To a substantial extent, the benefits derived from this course are facilitated by students’ willingness to expose their viewpoints to the scrutiny of the professor and their peers.

Course Overview:
This course examines traditional and controversial aspects of advertising content and practice, and will discuss the impact of advertising on our economy and our culture. The focus of this course is on developing critical and analytical methods of evaluating advertising content, philosophies, and practices. A special emphasis of this course will be placed on the social psychology of advertising, that is, how advertising has influenced our social roles, social aspirations, social identities, and has become a socializing agent that informs us about issues of gender, age, ethnicity, and social class.

Academic Misconduct:
It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct (http://studentaffairs.osu.edu/resource_csc.asp).

NO Make-Up Exams unless previously agreed upon by the professor prior to the exam.

*Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.*
Wednesday, August 24  
Introduction to the Course

Friday, August 26  
**I. The Process of Advertising**


Monday, August 29


Wednesday, August 31  
**II. Contemporary History of Advertising**

- Video: History of Advertising

Friday, September 2


Monday, September 5  
**NO CLASS—Labor Day**


Wednesday, September 7  
**III. Materialism & the Image-Based Culture of Advertising**


Friday, September 9


Monday, September 12

Wednesday, September 14


Friday, September 16

**IV. Youth and Advertising**

- Video: Merchants of Cool

Monday, September 19


Wednesday, September 21

- Video: Pack of Lies: The Advertising of Tobacco

Friday, September 23


Monday, September 26


Wednesday, September 28


Friday, September 30  

V. Minorities and Advertising, Gender

• Video: Tough Guise

Monday, October 3


Wednesday, October 5


• Dove Self-Esteem Campaign

Friday, October 7

• Midterm Review

Monday, October 10  

MIDTERM

Wednesday, October 12  

VI. Minorities and Advertising, Race & Ethnicity


Friday, October 14  

NO CLASS—Autumn Break

Monday, October 17

Wednesday, October 19


Friday, October 21

**VII. Minorities and Advertising, Sexual Orientation**


Monday, October 24


Wednesday, October 26

**VIII. Political Advertising & Candidate Preference**


Friday, October 28


Monday, October 31


Wednesday, November 2

**IX. Advertising & Health**

- Videotape: Bitter Medicine: Pills, Profit, and the Public Health

Friday, November 4


Monday, November 7


Wednesday, November 9


Friday, November 11 NO CLASS—Veterans Day Observed

Monday, November 14 X. Social Responsibility of Advertising


Wednesday, November 16 FINAL PAPER DUE


Friday, November 18 XI. Social Media & Advertising


Monday, November 21

• In-Class Assignment

Wednesday, November 23 NO CLASS—Thanksgiving Break

Friday, November 25 NO CLASS—Thanksgiving Break

Monday, November 28


• Griffith, E. (2015, June 3). How Facebook’s video-traffic explosion is shaking up the advertising world. Fortune.
• Hackett, R. (2016, March 1). Snapchat video traffic has caught up with Facebook. Fortune.


Wednesday, November 30  
**XII. Advertising & Brand Communities**


Friday, December 2  
**XIII. Advertising & Sports**


Monday, December 5

• Bee, C. C., & Madrigal, R. (2012). It’s not whether you win or lose; it’s how the game is played: The influence of suspenseful sports programming on advertising. *Journal of Advertising, 41*(1), 47-58.

Wednesday, December 7  
Review for Final Exam

Friday, December 9  
**FINAL EXAM 12:00 PM TO 1:45 PM**