

Autumn 2018
Communication 3444
Advertising & Society

Professor
Dr. Emily Moyer-Gusé moyer-guse.1@osu.edu 3068 Derby Hall Office Hours: Mondays 9:00-10:00 and by appointment

Meeting Times and Locations

Fridays 8:15-10:05am

360 Journalism

Required Readings

Sheehan, K. (2013). *Controversies in Contemporary Advertising (2nd Edition)*. Thousand Oaks, CA: Sage Publications Inc.

Additional required readings posted on Carmen.

Course Description

This class is designed to introduce you to the ways in which advertising influences and is influenced by society. In this class we will consider economic, legal & regulatory, ethical, and social issues that surround advertising. We will look at both intended and unintended effects of advertising on society. For example, we will address such issues as the history of advertising, regulation of advertising, and how advertising impacts our economy, our culture, perceptions of various groups within society, children and adolescents, health and risk behaviors, and politics.

Office Hours and Email

Email is the quickest and easiest way to get answers to brief questions of clarification. You can generally expect a response to email questions within 24 hours. However, please do not email with questions that can be answered by reviewing the syllabus or other official course documents. If you have more involved questions, these should be reserved for a one-on-one session during office hours. If you ask a question via email that I cannot adequately answer in that format, I will suggest that you

see me in office hours or after class. I encourage you to make use of office hours. This is a good way to review exams, ask questions about assignments or about course content you may not understand.

Course Requirements

Readings: Please read the assigned material before each class meeting. The required readings are designed to be a starting point for our class discussions and activities. This will allow you to see connections and ask questions about the related material presented in lecture. If you do not read before class, you will be unable to complete many of the class assignments successfully. For this reason, reading prior to class is a requirement.

Lecture and Discussion: Questions and discussion are encouraged during class. The lectures are designed to highlight, explain, update, and enhance material in the text as well as cover issues that the text does not. I encourage you to participate by asking questions, answering questions, and offering comments.

In-Class Participation Assignments: You will regularly be asked to complete written class assignments and/or quizzes. Some class assignments will be completed individually while others will be completed with one or more other students. Some will be carried out entirely in class while others will require you to do something before or after class on your own time. Because many of these assignments involve your participation in some discussion, group, or activity these assignments **cannot be made up outside of class**. That is, you must be in class in order to earn these points. However, I will drop your two lowest scores providing you some cushion should you need to miss a class on a day that a class assignment is given. If you need to miss more than one class period due to an illness or other emergency, please be in touch with me immediately so that we can work together to find a solution. This opportunity to make up assignments will only be considered if the illness or emergency situation A) can be documented and B) is brought to my attention within 24 hours of the missed class.

Exams: There will three exams based on material covered in class and in the assigned readings. The exams are not cumulative. Both lecture material and reading assignments will be tested. Exams will be composed of multiple choice questions.

Online assignments: This class uses a hybrid format, meaning that some of the course material will be conducted online. The online content is designed to give you a chance to get additional information as well as apply course concepts that are covered during our in-person meetings in a real world context. Detailed information about each online assignment is provided on the course website.

Grading Scale

<i>Grade</i>	<i>Percent</i>	<i>Grade</i>	<i>Percent</i>
A	93%-100%	C	73%-76%
A-	90%-92%	C-	70%-72%
B+	87%-89%	D+	67%-69%
B	83%-86%	D	63%-66%
B-	80%-82%	D-	60-62%
C+	77%-79%	E	<60%

Your grade in this course will be determined according to your performance on the following criteria and using the OSU standard grading scheme (above).

Exam 1	20%
Exam 2	20%
Exam 3	20%
Online assignments	25%
<u>Class assignments</u>	<u>15%</u>
TOTAL	100 %

There will **NOT** be opportunities for any student to re-take exams, re-complete assignments, or complete additional work in order to raise his/her grade outside what is laid out in this syllabus.

Providing extra assignments for one student or “bumping up” a grade for one student invalidates the standards applied to the class and is unfair to every student. For this reason, please do not ask me to reconsider your grade when the semester is over unless there has been an error in how it was calculated.

Course Policies

Exams: All exams are to be taken in class on the designated exam dates. No early or late exams are allowed except in the case of an extreme emergency. In the rare event that an emergency arises, it is your responsibility to: 1) inform the professor prior to the scheduled exam time, and 2) provide the professor with written documentation of the emergency (e.g., medical note from a certified physician). Such documentation must be presented before the missed exam whenever possible (and by the next class period when this is not possible). Please note that make-up exams may be of a different format or cover course content in a different ratio than the original. Also note that if you arrive after the first person has completed/left the exam, you will not be allowed to take the exam (i.e., you will receive a zero on the exam).

Assignments & Deadlines: Each assignment is due on the designated date at the beginning of class. Late assignments are marked down 10% per day including weekends. Assignments received after class begins, on the due date will be considered late and therefore will be marked down by one grade. Do not slide assignments under office doors as you have no control over when I will receive it. Always keep a copy of your assignments on hand for your records.

Use of Email and Carmen: You are responsible for all information sent to you via your OSU email account and/or posted on the Carmen Website. Therefore, it is important for you to check your OSU email account regularly and be sure to purge your account of unneeded email so that new messages can get through. Similarly, check the Carmen website regularly for any updates or announcements.

Respect for Fellow Students and Professor:

Disruptions: Please silence your phone during class. If you choose to come to class, you should give your full attention to any person who is speaking (e.g., the professor, TA, or another student). During class, avoid reading newspapers, using phones, sleeping, talking while others are talking, etc. Students engaging in these or other disruptive behaviors during class will be asked to leave, suffering any grade penalties that may result. Texting and email checking on your phone are disruptive to the professor and to those around you. Please excuse yourself from class if you must engage in this activity during class time.

Technology Policy: Students are NOT allowed to take photographs, record video, or record audio during class. I do not permit the use of phones in class as they introduce a variety of potential disruptions. Please excuse yourself from class if you need to attend to your phone for any reason. If a student disrupts the class and/or violates the technology policy, I will ask the student to stop whatever action they are engaging in or to leave the classroom.

Academic Integrity

All students at the Ohio State University are bound by the code of student conduct (see http://studentaffairs.osu.edu/resource_csc.asp). Any evidence of academic misconduct will be reported to the Committee on Academic Misconduct in accordance with the Ohio State University Code of Student Conduct and the rules of faculty governance. Academic misconduct is any activity that compromises the academic integrity of the institution or subverts the educational process. Examples of academic misconduct include, but are not limited to:

1. Violation of course rules as contained in the course syllabus or other information provided to the student; violation of program regulations as established by departmental committees and made available to students;
2. Knowingly providing or receiving information during examinations such as course examinations and candidacy examinations; or the possession and/or use of unauthorized materials during those examinations;
3. Knowingly providing or using assistance in the laboratory, on field work, in scholarship or on a course assignment;
4. Submitting plagiarized work for an academic requirement. Plagiarism is the representation of another's work or ideas as one's own; it includes the unacknowledged word-for-word use and/or paraphrasing of another person's work, and/or the inappropriate unacknowledged use of another person's ideas;
5. Submitting substantially the same work to satisfy requirements for one course or academic requirement that has been submitted in satisfaction of requirements for another course or academic requirement, without permission

of the instructor of the course for which the work is being submitted or supervising authority for the academic requirement;

6. Falsification, fabrication, or dishonesty in creating or reporting laboratory results, research results, and/or any other assignments;
7. Serving as, or enlisting the assistance of a substitute for a student in the taking of examinations;
8. Alteration of grades or marks by the student in an effort to change the earned grade or credit;
9. Alteration of academically-related university forms or records, or unauthorized use of those forms or records; and
10. Engaging in activities that unfairly place other students at a disadvantage, such as taking, hiding or altering resource material, or manipulating a grading system.

Accommodations

Any student who may need an accommodation based on the impact of a disability, you should contact me to arrange an appointment as soon as possible. At the appointment we can discuss the course format and explore possible accommodations. I rely on the Office for Disability Services for assistance in verifying the need for the accommodation and developing accommodation strategies. The office can be contacted at 614-292-3307 and is located in room 150 Pomerene Hall.

Classroom Schedule & Readings

Date	Topic	Readings
Fri 8/24	Introduction: Course Overview & Orientation	---
Fri 8/31	What is Advertising—Advertising & the Consumer	<u>Chapter 1</u> : Advertising, Its Supporters, and Its Critics Potter, W. J. (2005). Advertising. In, <i>Media literacy</i> (pg. 132-151). Thousand Oaks, CA: Sage.
Fri 9/7	History of Advertising	---
Fri 9/14	Economic function of Advertising; Constructing audiences	<u>Chapter 3</u> : Advertising and the Media: Changes and Challenges Pardun, C. J. (2009). The economic impact of advertising: What's the controversy? In, <i>Advertising and society: Controversies and consequences</i> (pp. 6-18). Wiley-Blackwell

Fri	9/21	Exam #1	---
Fri	9/28	Regulation of advertising/Legal issues	<u>Chapter 4</u> : How Advertising is Regulated: Government and Industry ---
Fri	10/5	Advertising, Image, and Materialism	<u>Chapter 2</u> : Are Goods Bad? Living in a Consumer Culture
Fri	10/12	Advertising and politics; Exam review	<u>Chapter 14</u> : Political Advertising: Do "We The People" Still Matter?
Fri	10/19	Exam #2	
Fri	10/26	Advertising & stereotypes	<u>Chapter 6</u> : Advertising Choices: Influences of Stereotypes and Taste <u>Chapter 8</u> : Advertising and Race: Examining the Melting Pot <u>Chapter 9</u> : Advertising and Age, Sexual Orientation, and Ability: Marginalized or Mainstreamed?
Fri	11/2	Youth & Advertising	<u>Chapter 10</u> : Children and Advertising: Emerging Consumers, Problematic Strategies
Fri	11/9	Advertising and food	Roberto, C. A., Baik, J., Harris, J. L., & Brownell, K. D. (2010). Influence of licensed characters on children's taste and snack preferences. <i>Pediatrics</i> , 126, 88-93. Kotler, J. A., Schiffman, J. M., Hanson, K. G. (2012). The influence of media characters on children's food choices. <i>Journal of Health Communication</i> , 1-13.

Fri 11/16	Advertising for drugs/alcohol	<u>Chapter 11</u> : Advertising Controversial Products: Bans and Beliefs <u>Chapter 12</u> : Tobacco and Alcohol Advertising: Industries in Flux
Fri 11/23	Thanksgiving Break: No School	
Fri 11/30	Exam #3	---

* Note: Course schedule is subject to change. In such a case, announcements will be made in class.

Online Assignments

Assignment	Topic	Due Date
Online #1	Advertising & Online Privacy <u>Chapter 16</u> : Online Advertising: The Ever Changing Landscape VIDEO: Why Companies Should Respect our Online Privacy	9/10
Online #2	Advertising & Materialism VIDEO: The Overspent American	9/24
Online #3	Advertising and Gender/Beauty <u>Chapter 7</u> : Gender and Advertising: How Gender Shapes Meaning VIDEO: Killing Us Softly 4	10/22
Online #4	Advertising & Education/Schools Kanner, A. D. (2008). <i>Today's class brought to you by...</i> A report to the Campaign for a Commercial-Free Childhood. VIDEO: Captive Audience: Advertising Invades the Classroom	10/29

Online #5	Children and advertising VIDEO: Consuming kids: The Commercialization of Childhood	11/5
Online #6	Direct to Consumer Pharmaceutical Advertising VIDEO: Big Bucks Big Pharma	11/19
Online #7	Changing Media Landscape <u>Chapter 5</u> : Beyond Subliminal: The Pervasiveness of Persuasion	11/26