

Communication 3444: Advertising and Society
Spring 2016

Professor	Teaching Assistant for students with last names A thru L	Teaching Assistant For students with last names M thru Z
Dr. Amy Nathanson 3142a Derby Hall nathanson.7@osu.edu Office phone: 247.7952 Office Hours: Tuesdays 1-2 p.m., or by appointment	Golnoosh Behrouzian 3028 Derby Hall Behrouzian.1@buckeyemail.osu.edu Office Hours: Tues/Thurs 9 am- 11am & by appt.	Chris Loiewski 3056 Derby Hall Loiewski.1@buckeyemail.osu.edu Office Hours: Thursday 2:45PM-3:45PM & Friday 11AM-12PM, or by appt.

Each student is assigned a primary teaching assistant (TA) according to the first letter of your last name (see table above). Please send your TA any questions or concerns about the class, including grades. After taking an exam, you can go over answers with your TA to learn from your mistakes. You are also free to see any of the TAs (or me) during office hours if you have a conflict with your primary TA's office hours.

Meeting Times and Location

Tuesday/Thursday 11:10 a.m. – 12:30 p.m., Jennings Hall 001

Required Reading

Sheehan, K. B.(2014). *Controversies in Contemporary Advertising* (2nd ed.). Los Angeles, 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.

Course Requirements

Readings: Please read the assigned material before each class meeting. This will allow you to see connections and ask questions about the related material presented in lecture.

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. If you must miss a class, be prepared to get notes from a classmate. *Neither the professor nor the TAs will supply lecture notes.*

In-Class Assignments: You will regularly be asked to complete in-class assignments. Students can expect roughly 8 to 12 of these assignments throughout the semester, though you will not know in advance which days these will occur. These assignments **cannot be made up outside of class**. That is, you must be in class in order to earn these points. **There are no exceptions to this policy, even for "legitimate" class absences.** However, I will drop your three lowest scores providing you some cushion should you need to miss a class on a day that an in-class assignment is given.

Exams: There will be three exams based on material covered in class and in the assigned readings. Throughout the semester, newer material will build on older material. Thus, each exam is inherently cumulative. Both lecture material and reading assignments will be tested. The exams will consist of a combination of multiple choice and short answer questions dealing with lecture content and the readings.

A general note: Graduating seniors (and other students) who “need” this course to graduate should work especially hard to ensure that they will pass this class. There will NOT be opportunities for students to re-take exams or re-complete assignments in order to raise their grade. It is the student’s responsibility to ensure that he or she receives a passing final grade by working diligently and responsibly throughout the semester. Exceptions will NOT be made.

Grading

Your grade in this course will be determined according to your performance on the following.

Exam 1	30%
Exam 2	30%
Exam 3	30%
<u>In-class assignments</u>	<u>10%</u>
TOTAL	100 %

The grading scale for this course will follow the standard OSU grading scheme, which is:

A = 93-100%	C = 73-76%
A- = 90-92%	C- = 70-72%
B+ = 87-89%	D+ = 67-69%
B = 83-86%	D = 60-66%
B- = 80-82%	E = 0-59%
C+ = 77-79%	

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.

The final exam is scheduled at the University-mandated final exam time (Monday, May 2, 2016 at 10:00 a.m.). No early final exams will be offered.

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: Please turn off watches, phones, etc. during class. If you choose to come to class, you should give your full attention to any person who is speaking (whether it is the professor or another student). During class, avoid reading newspapers, sending text messages/email, updating your Facebook page, sleeping, talking while others are talking, etc. ***Students engaging in these or other disruptive behaviors during class will be asked to leave.***

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 feels he or she 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.

Lecture Schedule and Readings

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

DATE	TOPIC
Jan 12-14	Introduction; What is Advertising? Reading: Comm 3444 course syllabus posted on Carmen; Chapter 1
Jan 19-21	What is Advertising? Advertising and the Consumer Reading: Chapters 2 & 5
Jan 26-28	History of Advertising; Economic Function of Advertising Reading: Potter (2005) posted on Carmen
Feb 2-4	Advertising and the Media Industry: Constructing Audiences Reading: Chapter 3
Feb 9-11	Regulation of Advertising/Legal Issues; Catch-up & review Reading: Chapter 4
Feb 16-18	Exam 1 on Feb 16 Advertising, Image, and Materialism; Advertising and Politics Reading: Chapter 14
Feb 23-25	Advertising and Politics; Advertising and Stereotypes Readings: Chapters 6 & 8 & 9
March 1-3	Advertising, Sex, and Gender Reading: Chapter 7
March 8-10	Youth and Advertising; Advertising in Schools Reading: Chapter 10; Wartella & Jennings (2001) article posted on Carmen
March 15-17	SPRING BREAK

March 22-24	Catch-up & Review; Exam 2 on March 24
March 29-31	Direct-to-Consumer Drug Advertising; Advertising and Health Reading: Chapter 13; Strasburger & Wilson (2002) article posted on Carmen
April 5-7	Advertising Controversies: Alcohol and cigarettes Reading: Chapters 11 & 12
April 12-14	Public Communication Campaigns and Social Marketing Reading: Chapter 15
April 19-21	New Directions in Advertising; Catch-up & review Reading: Chapters 16 & 17
May 2	Exam 3 on Monday, May 2 at 10:00 a.m.