Advertising and Society
COMM 3444
Spring 2019
Tuesdays and Thursdays 9:30 AM – 10:55 AM

Instructor:  Osei Appiah, Ph.D.  Office: 3050 Derby Hall, 614-247-7724
          appiah.2@osu.edu                      Office Hours:  TTH 11:00 AM – 1:00 PM

TA:  William Needleman (needleman.11@buckeyemail.osu.edu), 3075 Derby Hall
     Office Hours: Tuesday 1 – 3 pm, Tuesdays & Thursday

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 (33.3%) will consist of multiple choice and short answer questions.
2. Final. Final (33.3%) will consist of multiple choice questions.
3. Final Paper (33.4%) Critical Essay (approx. 6 pages) addressing assigned advertising questions.

Class Participation:
All students are encouraged to participate in class/group/online discussions. 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.

**Religious Holidays:**
Students who will be observing a religious holiday on a class date or assignment due date must provide date/event written notification to the instructor within the first two weeks of the quarter so that alternative arrangements can be made.

**Discussion Topics and Readings**

**Tuesday, January 8**
Introduction to the Course

**Thursday, January 10**

**I. The Process of Advertising**


**Tuesday, January 15**

**II. Contemporary History of Advertising**

- Video: History of Advertising

**Thursday, January 17**


**Tuesday, January 22**

**III. Materialism & the Image-Based Culture of Advertising**


**Thursday, January 24**


Tuesday, January 29


Thursday, January 31  

**IV. Youth and Advertising**

- Video: Merchants of Cool

Tuesday, February 5


Thursday, February 7


Tuesday, February 12


Thursday, February 14


Tuesday, February 19  

**PAPER ASSIGNMENT**


Thursday, February 21


Tuesday, February 26


Thursday, February 28 Midterm Review

Tuesday, March 5 MIDTERM

Thursday, March 7 V. Minorities and Advertising, Gender


• Video: Tough Guise

March 11 to March 15 SPRING BREAK

Tuesday, March 19


• Dove Self-Esteem Campaign

Thursday, March 21 VI. Minorities and Advertising, Race & Ethnicity


Tuesday, March 26


Thursday, March 28

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


Tuesday, April 2

**VIII. Political Advertising & Candidate Preference**


Thursday, April 4


Tuesday, April 9

**IX. Advertising & Health**

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


**FINAL PAPER DUE**

Thursday, April 11  

**X. Social Responsibility of Advertising**


Tuesday, April 16


Thursday, April 18  

**XI. Social Media & Advertising**


• Final Exam Review

FINAL EXAM Monday April 29th, 8:00 am to 9:45 am