Advertising and Society
COMM 3444
Spring 2019
Tuesdays and Thursdays Online Class

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appiah.2@osu.edu Office Hours: TTH 11:00 AM – 1:00 PM

TA: Olivia Bullock (bullock.181@buckeyemail.osu.edu), 3056 Derby Hall
Office Hours: Monday 11:00 – 1:00 (Online Only)

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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 (30%) will consist of multiple choice and short answer questions.
2. Final. Final (30%) will co nsist of multiple choice questions.
3. Final Paper (30%) Critical Essay (approx. 6 pages) addressing assigned advertising questions.
4. Online Discussions/Comments. (10%) students will provide feedback and responses to questions from lectures and other class activities.
5. Syllabus Quiz (5 points) consists of a short knowledge test covering the syllabus.

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 or Late Exams or Assignments unless previously agreed upon by the professor prior to the due date. Documentation is required with the request.

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.

TECHNOLOGY GUIDELINES

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at https://ocio.osu.edu/help/hours, and support for urgent issues is available 24x7.

- **Carmen:**
  - Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit Carmen.osu.edu. Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
  - Help guides on the use of Carmen can be found at https://resourcecenter.odee.osu.edu/carmen
  - **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**
    - **Carmen accessibility**
- **Secured Media Library:**
  - Media materials for this course will be made available via the Secured Media Library. **go.osu.edu/SecuredMediaLibrary**
  - To obtain additional help for use of the Secured Media Library, please email emedia@osu.edu
  - Frequently Asked Questions and support can be found at https://resourcecenter.odee.osu.edu/secured-media-library
- **Proctorio**
  "Proctorio, an online proctoring tool, will be used during this course. Proctorio offers you flexibility to take your exams at the time and in the location of your choosing. Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection. During the course of an exam, Proctorio will record the testing environment, therefore students should select private spaces for the exam session where disruptions are unlikely and where recording devices can be enabled. Instructions for Proctorio use will be provided. To use Proctorio you must be **over 18 years of age**. Additionally, the tool has **limitations in its accessibility** for students reliant upon screen readers and keyboard navigation. If you have concerns about using an online proctoring tool for the reasons listed above or in general, please work with your instructor to find an equivalent alternative. Additional information on academic integrity at Ohio State and recommended proctoring options are available."

- **Carmen Connect**
  - Office hours will be held through Ohio State's conferencing platform, Carmen Connect. A separate guide to accessing Carmen Connect and our office hours is posted on the course Carmen page under Files.
  - Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Carmen Connect for the student to live chat with the professor or TA in the virtual office hours room.
  - Help guides on the use of Carmen Connect can be found at https://resourcecenter.odee.osu.edu/carmenconnect
- **Self-Service and Chat support:** http://ocio.osu.edu/selfservice
- **Phone:** 614-688-HELP (4357)
- **Email:** 8help@osu.edu
- **TDD:** 614-688-8743

Baseline technical skills necessary for online courses
- Basic computer and web-browsing skills
- Navigating Carmen

Necessary equipment
- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Web cam and microphone

Necessary software
- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products <u>free of charge</u>. To install, please visit https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733

Discussion Topics and Readings

Tuesday, January 8   Introduction to the Course

Thursday, January 10   **I. The Process of Advertising**

- Russell, J. T., & Lane, R. W. (2002). *Advertising Procedure* (Chapter 2, Roles of Advertising, pp. 23-51). Upper Saddle River, NJ: Prentice Hall.

- White, R. (1999). Brands and Advertising. In J. P. Jones (Ed.). *How to Use Advertising to Build Strong Brands* (pp. 55-68). Thousand Oaks, CA: Sage.

Tuesday, January 15   **II. Contemporary History of Advertising**

- Video: History of Advertising

Thursday, January 17

- Sivulka, J. (2012). *Soap, Sex, and Cigarettes* (2nd Ed). Belmont, CA: Wadsworth Publishing—Chapter 7: 1960-1975 The Creative Revolution

- Sivulka, J. (2012). *Soap, Sex, and Cigarettes* (2nd Ed). Belmont, CA: Wadsworth Publishing—Chapter 8: From Positioning to Image Building: 1975 to 1990.

Tuesday, January 22   **III. Materialism & the Image-Based Culture of Advertising**

- Belk, R. W. & Pollay, R. W. (1985). Images of Ourselves: The Good Life in Twentieth Century Advertising. *Journal of Consumer Research, 11*, 887-897.

- Schor, J. (2003). The New Politics of Consumption: Why Americans Want So Much More than They Need. In G. Dines, & J. M. Humez (Eds.), *Gender, Race, Class in Media: A Text-Reader* (pp. 183-195). Thousand Oaks, CA: Sage.

Thursday, January 24

- Messaris, P. (1997). *The Role of Images in Advertising*. Thousand Oaks, CA: Sage. (Chapter 1, Pictures and Reality, pp. 3-52)

- Messaris, P. (1997). *The Role of Images in Advertising*. Thousand Oaks, CA: Sage. (Chapter 2, Visual Form and Style, p. 53-89)

Tuesday, January 29

- Messaris, P. (1997). *The Role of Images in Advertising*. Thousand Oaks, CA: Sage. (Chapter 6, Showing the Unspoken, p. 219-264)

Thursday, January 31   **IV. Youth and Advertising**

- Video: Merchants of Cool

Tuesday, February 5

- John, D. R. (1999). Through the Eyes of a Child: Children's Knowledge and Understanding of Advertising. In M. C. Macklin, & L. Carlson (Eds.), *Advertising to Children: Concepts and Controversies* (pp. 3-26). Thousand Oaks, CA: Sage.

Thursday, February 7

- Livingston, S., & Helsper, E., J (2006). "Does advertising literacy mediate the effects of advertising on children? A critical examination of two linked research literatures in relation to obesity and food choice*," Journal of Communication, 56*, 560-584.

Tuesday, February 12

- Duke, J. C., Lee, Y. O., Kim, A. E., Watson, K. A., Arnold, K. Y., Nonnemaker, J. M. , Porter, L. (2014). Exposure to cigarette television advertising among youth and young adults. Pediatrics, 134(1). Retrieved at: http://pediatrics.aappublications.org/content/134/1/e29.full.print

Thursday, February 14

- Peracchio, L. A, & Luna, D. (1999). How Do We Persuade Children Not to Smoke? In M. C. Macklin, & L. Carlson (Eds.), *Advertising to Children: Concepts and Controversies* (pp. 211-227). Thousand Oaks, CA: Sage.

- Connolly, G. N. (2004). Sweet and spicy flavours: New brands for minorities and youth. Tobacco Control, 13, 211-212.

Tuesday, February 19   **PAPER ASSIGNMENT**

- *The Nation's Health* (2002, March). Cigarette warnings a success in Canada [article]

- Goodall, C., & Appiah, O. (2008). Adolescents' Perceptions of Canadian Cigarette Package Warning Labels: Investigating the Effects of Message Framing. *Health Communication*, 23, 117-127.

Thursday, February 21

- Pomeranz, J., Munsell, C. & Harris, J. J. (2013). Energy drinks: An emerging public health hazard for youth. Journal of Public Health Policy, 34(2), 254-271.

- Harris, J. L. & Schwartz, M. B., Brownell, K. D. (2010). Evaluating fast food nutrition and marketing to youth. Retrieved at: http://fastfoodmarketing.org/media/FastFoodFACTS_Report_Summary_2010.pdf

- Harris, J. L. & Schwartz, M. B., Brownell, K. D. (2011). Evaluating sugary drink nutrition and marketing to youth. Retrieved at: http://banpac.org/pdfs/sfs/2011/sugary_drink_facts_rep_summ_10_31_11.pdf

Tuesday, February 26

- Fleming-Milici, F. & Harris, J. L. (2016). Television food advertising viewed by preschoolers, children and adolescents: Contributors to different in exposure for black and white youth in the United States. Pediatric Obesity, 1 – 8.

Thursday, February 28   **Midterm Review**

Tuesday, March 5   **MIDTERM**

Thursday, March 7   **V. Minorities and Advertising, Gender**

- Grau, S. L., & Yorgos, C. (2016). Gender stereotypes in advertising: A review of current research. *International Journal of Advertising, 35*(5), 761-770.

- Video: Tough Guise

March 11 to March 15 SPRING BREAK

Tuesday, March 19

- Simon, C. (2001, January). Hooked. *Ms., 11* (1), 54-59.

- Law, C., & Labre, M. P. (2002). Cultural standards of attractiveness. A 30-year look at changes in male images in magazines. *Journalism & Mass Communication Quarterly, 79* (3), 697-711.

- Grabe, S., Ward, L. M., Hyde, J. S. (2008). The role of the media in body image concerns among women: A Meta-analysis of experimental and correlation studies. *Psychological Bulletin, 134*(3), 460-476.

- Dove Self-Esteem Campaign

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

- Cortese, A. J. (2004). Provocateur: Images of Women and Minorities in Advertising (83-115). Lanham, MD: Rowan & Littlefield Publishers.

- Entman, R. M., & Rojecki, A. (2000). Advertising Whiteness. In R. M. Entman & A. Rojecki, *The Black Image in the White Mind*. Chicago: University of Chicago Press.

Tuesday, March 26

- Appiah, O., & Elias, T. (2010). Race-Specific Advertising on Commercial Websites. Effects of Ethnically Ambiguous Computer-Generated Characters in a Digital World (161-179). In M. S. Eastin, T. Daugherty, and N. M. Burns (Eds.) *Handbook of Research on Digital Media and Advertising*. Hershey, PA: IGI Global.

- Taylor, C. R., Landreth, S., & Bang, H. (2005). Asian Americans in Magazine Advertising: Portrayals of the "Model Minority." *Journal of Macromarketing, 25(2)*, 163-174.

Thursday, March 28   **VII. Minorities and Advertising, Sexual Orientation**

- Oakenfull, G. K., McCarthy, M. M., & Greenlee, T. B. (2008). Targeting a minority without alienating the majority: Advertising to gays and lesbians in mainstream media. *Journal of Advertising,* 191-198.

- Tsai, W. S. (2011). How minority consumers use targeted advertising as pathways to self-empowerment: Gay men's and lesbians' reading of out-of-the closet advertising. *Journal of Advertising, 40*(3), 85-97.

Tuesday, April 2   **VIII. Political Advertising & Candidate Preference**

- Jamieson, K. H. (1992). *Dirty Politics: Deception, Distraction, and Democracy*. New York: Oxford University Press—Chapter 5: Power of Ads to Shape News, 123-135.

- Jamieson, K. H. (1992). *Dirty Politics: Deception, Distraction, and Democracy*. New York: Oxford University Press—Chapter 6: Adbites, Ad Stories, and Newsads, 136-162.

Thursday, April 4

- Valentino, N. A., Hutchings, V. L., & Williams, D. (2004). The impact of political advertising on knowledge, Internet information seeking, and candidate preference. *Journal of Communication, 54* (2), 337-354.

- Lau, R. R., Sigelman, L., Rovner, I. B. (2007). The effects of negative political campaigns: A meta-analytic re-assessment, *The Journal of Politics, 69* (4), 1176-1209.

- Lee, Y. (2014). Gender stereotypes as a double-edge sword in political advertising: Persuasion effects of campaign theme and advertising style. *International Journal of Advertising, 33*(2), 203-234.

Tuesday, April 9   **IX. Advertising & Health**

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

- Auton, F. (2006). Direct-to-Consumer Advertising (DTCA) of Pharmaceuticals: An updated review of the literature debate since 2003. *Economic Affairs, 26*(3), 24-32.

- Frosch, D. L., Grande, D., Tam, D. M., & Kravitz, R. L. (2010). "A decade of controversy: Balancing policy with evidence in the regulation of prescription drug advertising," *American Journal of Public Health, 100*(1), 24-32.

- Ball, J., Liang, A., & Lee, W. (2009). Representation of African Americans in direct-to-consumer pharmaceutical commercials: A content analysis with implications for health disparities. *Health Marketing Quarterly, 26*, 372-390.

- Barker, K. K., & Estela, C., Guzman, V. (2015). Pharmaceutical direct-to-consumer advertising and US Hispanic patient-consumers. *Sociology of Health & Illness, 37*(8), 1337-1351.

- **FINAL PAPER DUE**

Thursday, April 11   **X. Social Responsibility of Advertising**

- Monllos, K. (2015, September 24). Kenneth Cole is revamping its brand identity by embracing its activist past. *Adweek.*

- Richards, K. (2015, December 15). How agencies are meeting Millennials' Demand for Socially Responsible Marketing. *Adweek*.

Tuesday, April 16

- Bronn, P. S., & Vrioni, A. (2001). Corporate social responsibility and cause-related marketing an overview. *International Journal of Advertising, 20*, 207-222.

- MacLellan, M. (2015). Brands up their game in ethical advertising. *Media & Tech Network*. Retrieved at: https://www.theguardian.com/media-network/2015/dec/10/unethical-advertising-outdated-trend-feelgood-marketing

Thursday, April 18   **XI. Social Media & Advertising**

- Bleier, A., & Eisenbeiss, M. (2015). Personalized online advertising effectiveness: The Interplay of what, when, and where. *Marketing Science, 34*(5), 2015, 669-688.

- Final Exam Review

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