

*Spring 2019*  
*Communication 3444*  
***Advertising & Society***  
***Online Course***

<i>Professor</i>	
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<i>Graduate Teaching Assistants</i>	
<p style="text-align: center;"><b>Yue Li</b>  <a href="mailto:li.7232@buckeyemail.osu.edu">li.7232@buckeyemail.osu.edu</a>            3001 Derby Hall</p> <p style="text-align: center;">Online Office hours:            Monday 10:00-11:00</p> <p style="text-align: center;">In person office hours by            appointment</p>	<p style="text-align: center;"><b>Lisa Rhee</b>  <a href="mailto:rhee.104@osu.edu">rhee.104@osu.edu</a>            3056 Derby Hall</p> <p style="text-align: center;">Online office Hours:            Monday 3:00-4:00;</p> <p style="text-align: center;">In person office hours by            appointment</p>

### ***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.

## *Required Readings*

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

Additional required readings posted on Carmen.

## *Course Technology*

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.

- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)
- **Email:** [8help@osu.edu](mailto:8help@osu.edu)
- **TDD:** 614-688-8743

### **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](http://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](http://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.**

### **Secured Media Library**

- Some of the videos for this course will be posted in the University's Secured Media Library. The link will be posted on the class Carmen page and you will be automatically directed to the correct video.
- Help guides on the use of Secured Media Library can be found at <https://resourcecenter.odee.osu.edu/securedmedialibrary>

## Carmen Zoom

- Office hours will be held through Ohio State's conferencing platform, Carmen Zoom.
- 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 Zoom for the student to live chat with the professor or TA in the virtual office hours room.
- Carmen Zoom can be accessed at: <https://osu.zoom.us/>
- Help guides on the use of Carmen Zoom can be found at <https://resourcecenter.odee.osu.edu/carmenzoom>

## 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 setting up and using Proctorio can be found at: <https://resourcecenter.odee.osu.edu/carmencanvas/getting-started-proctorio-students>
- 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 contact your instructor to find an equivalent alternative.

## 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 free of charge. To install, please visit [https://osuitsm.service-now.com/selfservice/kb\\_view.do?sysparm\\_article=kb04733](https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733)

### Online Videos and Lectures

- Because this is a distance-education course, your “attendance” is based on your online activity and participation. We do not have any in-person lectures or exams as the course can be done completely online. Recorded lectures will be uploaded to Carmen each week by Monday. The lectures should be viewed within the week that they are posted to be sure you are up to date with the course materials.
- More than one lecture may appear in the upload. The videos are short to provide the most optimal viewing experience and to increase attention and engagement.
- The lectures will be my voice over a PowerPoint presentation, to make it easier to access, but please make certain you have a strong internet connection for watching the lectures and audio equipment (headphones are helpful).
- It is not feasible for me to help you with technical problems. **University Tech support can help you (614-688-HELP).**
- Per the Code of Conduct, you may not share recorded lectures. This is a copyright violation.

## *How to Communicate with the Professor*

**“Ask the Professor” discussion board:** If your question is something that you believe may be of interest to others in the class, please use the “Ask the Professor” discussion board on Carmen. Unless your question is something of a private nature or something very particular to your situation, ask me by posting to the “Ask the Professor” discussion board. I will check these questions daily and you can expect a reply within 24 hours on weekdays (longer on weekends).

**Email:** For private questions, or those that are very specific to your individual situation, you can email the course TA (contact info above). TAs will respond to email within 24 hours on weekdays (longer on weekends). Please do not email with questions that can be answered by reviewing the syllabus or other official course documents.

**Office Hours:** For more in-depth questions, please use office hours. This is the appropriate way to review exams, ask questions about assignments, grading, or about course content you may not understand. Office hours are digital via Carmen Zoom at the times indicated on page 1 of this syllabus (or by appointment).

## *Course Requirements*

### **Readings**

Please read the assigned material for each week before going through the online module (i.e., lectures, quizzes, assignments). This will allow you to see connections and better understand the related material presented in lectures.

### **Weekly Topic Assignments**

Each week you will be given an assignment to complete that will enhance your understanding of the topic(s) covered that week. You will routinely be asked to complete brief quizzes and assignments to help you assess what you've learned from the weekly lecture videos and readings. These assignments are due each week and due dates are posted on the syllabus and Carmen. Late work will be penalized according to the course policy unless you are unable to complete the work due to an illness or other emergency. **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 assignment.** Please note, technological problems will not be considered for making up late work. (See policy below).

### **Exams**

There will be two 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.

## ***Grades***

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.

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

Exam 1	30%
Exam 2	30%
<u>Weekly assignments</u>	<u>40%</u>
TOTAL	100%

### **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%

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## *Course Policies*

**Exams:** All exams are to be taken online, using Proctorio, on the designated exam dates. You are required to take the exam alone on the scheduled day. The exam will be open for a 24-hour period on the date listed on the schedule below starting at 12 a.m. and closing at 11:59 p.m. The exam may be taken at an alternative time when approved by the instructor for one of the following reasons: (a) the absence is a university excused activity, necessary documentation is provided, and arrangements for make-up are made in advance; or (b) the absence is due to a medical or family emergency, necessary documentation is provided, and arrangements for makeup are made within 24 hours of the missed exam. If the requirements for (a) or (b) are not fully met, you will receive 0 points for the exam. In the rare event that an emergency arises, it is your responsibility to: 1) inform the professor, and 2) provide the professor with written documentation of the emergency (e.g., medical note from a certified physician). Please note that make-up exams may be of a different format or cover course content in a different ratio than the original.

**Assignments & Deadlines:** Each assignment is due on the designated date. Late assignments are marked down 10% per day including weekends. In an online course, it is your responsibility to have consistent access to a reliable Internet connection and all required software noted above. You should build in extra time to resolve technical problems so that you are able to do that while still meeting deadlines. For assistance with tech issues, please contact OCIO (details provided above in section on technology). Deadlines will **not** be extended for technological problems. If, however, you have an emergency or illness that precludes you from meeting a deadline, please let us know that right away. Provided that the emergency is brought to my attention within 24 hours of the deadline and can be documented, late penalties may be waived.

**Technology issues:** Technical failure does not constitute an excuse for submitting work late. This rule is critical in online courses. You are, per course requirements, obligated to have regular access to a working computer/laptop and high-speed internet access. It is your responsibility to make sure your devices are in working order, which includes hardware and software. Technical problems which are documented by the University's Office of the Chief Information Officer ([https://osuitsm.service-now.com/selfservice/system\\_status](https://osuitsm.service-now.com/selfservice/system_status)) will be permitted as these are outside of your control. If you experience a problem with an OSU system (email, Carmen) which OCIO have not reported, it will be

your responsibility to raise a ticket with them. Only after they confirm your situation was out of your control will an accommodation be made. Note that a situation like this is extremely rare. If you find yourself experiencing a technical issue that impacts your ability to take part in essential class activities, your first response should be to make alternate arrangements.

**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 daily 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.

## *Copyright Disclaimer*

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

## *Diversity*

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

## *Title IX*

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at [titleix@osu.edu](mailto:titleix@osu.edu)

## **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](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.

## *Accessibility accommodations for students with disabilities*

### **Requesting accommodations**

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: [slds@osu.edu](mailto:slds@osu.edu); 614-292-3307; [slds.osu.edu](http://slds.osu.edu); 098 Baker Hall, 113 W.12th Avenue.



*\*\*Weekly modules are released by 9:00am EST on Mondays.  
Unless otherwise noted, all weekly assignments within a certain week's module are due by 11:59pm EST the following Sunday.\*\**

### ***Classroom Schedule & Readings***

<b><i>Week 1</i></b>	<b><i>Topic</i></b>	<b><i>Readings</i></b>	<b><i>What's Due?</i></b>
1/6-1/10	Introduction: Course Overview & Syllabus Quiz  What is Advertising?	The Syllabus  <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.	Weekly Assignment #1: Syllabus Quiz
<b><i>Week 2</i></b>			
1/13-1/17	History of Advertising	McDonald, C., & Scott, J. (). A brief history of advertising (pg. 17-34). In, <i>The Sage Handbook of Advertising</i> . Thousand Oaks, CA: Sage.  <u>Chapter 16</u> : Online Advertising: The Ever Changing Landscape  VIDEO: <a href="#">Why Companies Should Respect our Online Privacy</a>	Weekly Assignment #2
<b><i>Week 3</i></b>			
1/20-1/24 (OSU is closed 1/20)	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,	Weekly Assignment #3

		Advertising and society: Controversies and consequences (pp. 6-18). Wiley-Blackwell	
<i>Week 4</i>			
1/27-1/31	Regulation of advertising; Legal issues	<u>Chapter 4</u> : How Advertising is Regulated: Government and Industry	Weekly Assignment #4
<i>Week 5</i>			
2/3-2/7	Image-Based Advertising; Advertising and materialism	<u>Chapter 2</u> : Are Goods Bad? Living in a Consumer Culture  VIDEO: The Overspent American	Weekly Assignment #5
<i>Week 6</i>			
2/10-2/14	Advertising & Politics	<u>Chapter 14</u> : Political Advertising: Do “We The People” Still Matter?	Weekly Assignment #6
<i>Week 7</i>			
2/17-2/21	Review & Exam 1	Exam 1 study guide	<i>You must take the exam between 12:00am and 11:59pm on 2/21</i>
<i>Week 8</i>			
2/24-2/28	Advertising & stereotypes	<u>Chapter 6</u> : Advertising Choices: Influences of Stereotypes and Taste <u>Chapter 8</u> : Advertising and Race: Examining the Melting Pot	Weekly Assignment #8
<i>Week 9</i>			
3/2-3/6	Advertising and	<u>Chapter 7</u> : Gender and	Weekly Assignment #9

	Gender/Beauty	Advertising: How Gender Shapes Meaning  <u>Chapter 9</u> : Advertising and Age, Sexual Orientation, and Ability: Marginalized or Mainstreamed?  VIDEO: Killing Us Softly 4	
<i>Week 10</i>			
3/16-3/20	Commercialization in Childhood	VIDEO: Consuming kids: The Commercialization of Childhood	Weekly Assignment #10
<i>Week 11</i>			
3/23-3/27	Children's perceptions of advertising; Cognitive development & persuasion	<u>Chapter 10</u> : Children and Advertising: Emerging Consumers, Problematic Strategies	Weekly Assignment #11
<i>Week 12</i>			
3/30-4/3	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	Weekly Assignment #12
<i>OSU Spring Break</i>			
3/9-3/13	No Classes or Assignments		

<i>Week 13</i>			
4/6-4/10	Advertising for controversial products	<u>Chapter 11</u> : Advertising Controversial Products: Bans and Beliefs  <u>Chapter 12</u> : Tobacco and Alcohol Advertising: Industries in Flux  Video: Big Bucks, Big Pharma	Weekly Assignment #13
<i>Week 14</i>			
4/13-4/17	Review & Exam 2	Exam 2 study guide	<i>You must take the exam between 12:00am and 11:59pm on 4/17</i>

\* Note: Course schedule is subject to change. In such a case, announcements will be made via email and Carmen announcements.