

BRESCIA UNIVERSITY COLLEGE

DEPARTMENT OF SOCIOLOGY

SOCIOLOGY 2172b Section 530

Advertising & Society

Winter 2019

Instructor: Professor Gale Cassidy

Email: gcassidy@uwo.ca

Lectures: 12:30 to 2:30 pm

Classroom: BR 136

Office Hours: After class or by appointment

Course Description

This course introduces students to the **sociological analysis of advertising** and the role that it plays in society. The history of advertising and the relationship between advertising and popular culture will be studied. Advertising content, the mechanisms of persuasion, and the effect of advertising on human behaviour will be considered. A closer look will be taken at the representation of gender and various groups in advertising, children and advertising, and social advertising.

Learning Outcomes

Upon successful completion of this course, students will be able to

- analyze advertising as a social institution from a sociological perspective. (Brescia Competencies: Inquiry & Analysis, Problem Solving)
- understand the historical development of advertising and its place within the commodity culture. (Brescia Competencies: Critical Thinking, Communication, Social Awareness & Engagement)
- demonstrate an understanding of the key critical debates regarding advertising's significance as a commercial tool and a cultural form. (Brescia Competencies: Critical Thinking, Valuing, Communication, Social Awareness & Engagement)
- see how advertisements create meaning that interacts with and impacts culture. (Brescia Competencies: Critical Thinking, Communication, Valuing)
- assess how advertisements stereotypically represent gender, race, sexuality, and age. (Brescia Competencies: Critical Thinking, Communication, Social Awareness & Engagement)
- identify the ethical dilemmas in the advertising industry. (Brescia Competencies: Social Awareness & Engagement)

Required Readings

1. Course Reading Package Available at the Campus Bookstore in UCC.
2. Additional readings may be assigned. Students will be notified in class and on OWL.

Prerequisites

None

Evaluations

	Worth
Midterm Exam #1 – Monday, February 4 th , during class time	30%
Midterm Exam #2 – Monday, March 11 th , during class time	30%
Final Exam – During final exam period	40%

Class Attendance

Good class attendance is critical to getting the most out of this course. There is a direct correlation between attendance in class and marks achieved by students. While readings and class lectures fit together, some material will only be covered in class. You are responsible for everything that occurs during class time including discussions, videos, guest speakers, etc. You are also responsible for any announcements made during class. It is a good idea to “buddy up” with a classmate, in order to exchange notes if you must miss a class, since class notes and PowerPoint slides will not be supplied to students or posted online. Videos shown in class are not available for private viewing if they are not in the library. Please don't ask to borrow them.

Cell Phones and Laptops in the Classroom

The use of cell phones for any reason is not permitted in the classroom. Students accessing their cell phones for any reason will be considered disruptive and may be subject to sanctions under the Student Code of Conduct, including, but not limited to, being asked to leave the class. Also, laptops are to be used only for taking notes in class. Using them for any other purpose could also result in sanctions.

Examinations

The examinations are not cumulative and will cover all course material, including lectures, assigned readings, class discussions, films, guest presenters, etc. They will include multiple choice questions. Computer-marked multiple-choice tests and/or exams WILL be submitted for similarity reviews by software that will check for unusual coincidences in answer patterns that may indicate cheating. No electronic devices are permitted in exams.

Grades

Due to privacy regulations, I am unable to send marks or discuss issues regarding grades by email. Please see me during my office hours. Midterm exam grades will be posted to the OWL site when they become available (within one week of the exam). Final exam grades will not be available until approved by the department. PLEASE NOTE: There will be NO extra work assigned for the purpose of improving grades. It is unfair to other students in the class who are not given the same opportunity. Also, I am unable to increase marks unless warranted.

2018-19 BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS**1. POLICY REGARDING MAKEUP EXAMS AND EXTENSIONS OF DEADLINES**

When a student requests academic accommodation (e.g., extension of a deadline, a makeup exam) for work representing 10% or more of the student's overall grade in the course, it is the responsibility of the student to provide acceptable documentation to support a medical or compassionate claim. All such requests for academic accommodation **must** be made through an Academic Advisor and include supporting documentation. Academic accommodation for illness will be granted only if the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete her academic responsibilities. Minor ailments typically treated by over-the-counter medications will not normally be accommodated. Documentation shall be submitted as soon as possible to the student's Academic Advisor indicating the period of illness and when the student should be able to resume academic responsibilities. Students must submit their documentation along with a request for relief specifying the nature of the accommodation being requested no later than two business days after the date specified for resuming responsibilities. Appropriate academic accommodation will be determined by the Dean's Office in consultation with the student's instructor(s). Please note that personal commitments (e.g., vacation flight bookings, work schedule) which conflict with a scheduled test, exam or course requirement are **not** grounds for academic accommodation.

A UWO Student Medical Certificate (SMC) is **required** if a student is seeking academic accommodation on medical grounds. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. A SMC can be downloaded from: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf. The student must request documentation sufficient to demonstrate that her ability to meet academic responsibilities was seriously affected. Please note that under University Senate regulations documentation stating simply that the student "was seen for a medical reason" or "was ill" is **not** adequate to support a request for academic accommodation.

Whenever possible, requests for academic accommodation should be initiated in advance of due dates, examination dates, etc. Students must follow up with their professors and Academic Advisor in a timely manner.

The full policy on requesting accommodation due to illness can be viewed at: <http://westerncalendar.uwo.ca/2017/pg117.html>

2. ACADEMIC CONCERNS

If you feel that you have a medical or personal problem that is interfering with your work, contact your instructor and Academic Advisor as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. Retroactive requests for academic accommodation on medical or compassionate grounds may not be considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult an Academic Advisor. If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines (refer to the Registrar's website, <http://brescia.uwo.ca/academics/registrar-services/> or the list of official dates <http://westerncalendar.uwo.ca/2017/pg7.html>). You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. *Note that dropping a course may affect OSAP eligibility and/or Entrance Scholarship eligibility.*

The Dean may refuse permission to write the final examination in a course if the student has failed to maintain satisfactory academic standing throughout the year or for too frequent absence from the class or laboratory (<http://westerncalendar.uwo.ca/2017/pg130.html>)

3. ABSENCES

Short Absences: If you miss a class due to a minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover

any readings and arrange to borrow notes from a classmate. Contact the course instructor if you have any questions.

Extended Absences: If you have an extended absence, you should contact the course instructor and an Academic Advisor. Your course instructor and Academic Advisor can discuss ways for you to catch up on missed work and arrange academic accommodations, if appropriate.

4. POLICY ON CHEATING & ACADEMIC MISCONDUCT

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf.

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. Students are urged to read the section on Scholastic Offences in the Academic Calendar. Note that such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. Students are advised to consult the section on Academic Misconduct in the Western Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Student Services Centre, or the Registrar. A claim that "you didn't know it was wrong" is not accepted as an excuse.

The penalties for a student guilty of a scholastic offence (including plagiarism) include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

Plagiarism:

Students must write their essays and assignments in their own words. Whenever students take an idea or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar).

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Computer-marked Tests/exams:

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating. Software currently in use to score computer-marked multiple-choice tests and exams performs a similarity review as part of standard exam analysis.

5. PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS

All appeals of a grade must be directed first to the course instructor. If the student is not satisfied with the decision of the course instructor, a written appeal signed by the student must be sent to the Department Chair. If the response of the department is considered unsatisfactory to the student, she may then submit a signed, written appeal to the Office of the Dean. Only after receiving a final decision from the Dean may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office, or you can consult an Academic Advisor. Students are advised to consult the section on Student Academic Appeals under Academic Rights and Responsibilities in the Western Academic Calendar (<http://westerncalendar.uwo.ca/2017/pg112.html>).

Note that final course marks are not official until the Academic Dean has reviewed and signed the final grade report for the course. If course marks deviate from acceptable and appropriate standards, the Academic Dean may require grades to be adjusted to align them with accepted grading practices

(http://www.uwo.ca/univsec/pdf/academic_policies/exam/evaluation_undergrad.pdf and http://www.uwo.ca/univsec/pdf/academic_policies/exam/finalgrades.pdf).

6. PREREQUISITES

Unless you have either the prerequisites for a course or written special permission from your Dean to enroll in it, you will be removed from the course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisite(s).

7. SUPPORT

Support Services

The Brescia University College Registrar's website, with a link to Academic Advisors, is at <http://brescia.uwo.ca/academics/registrar-services/>. The website for the Student Development Centre at Western is <http://www.sdc.uwo.ca/>.

Mental Health and Wellness

Students may experience a range of issues that can cause barriers to your learning, such as increased anxiety, feeling overwhelmed, feeling down or lost, difficulty concentrating and/or lack of motivation. Services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about mental health and wellness at Brescia at <http://brescia.uwo.ca/life/mental-health-wellness/>. Students who are in emotional/mental distress should refer to Mental_Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

Sexual Violence

All members of the Brescia University College community have a right to work and study in an environment that is free from any form of sexual violence. Brescia University College recognizes that the prevention of, and response to, Sexual Violence is of particular importance in the university environment. Sexual Violence is strictly prohibited and unacceptable and will not be tolerated. Brescia is committed to preventing Sexual Violence and creating a safe space for anyone in the Brescia community who has experienced Sexual Violence.

If you or someone you know has experienced any form of Sexual Violence, you may access resources at <http://brescia.uwo.ca/life/sexual-violence/>.

Portions of this document were taken from the Academic Calendar, the Handbook of Academic and Scholarship Policy and the Academic Handbook of Senate Regulations. This document is a summary of relevant regulations and does not supersede the academic policies and regulations of the Senate of the University of Western Ontario.

Date	Topic
Jan. 7	Overview
Jan. 14	Introduction
Jan. 21	Impact of Advertising / History of Advertising
Jan. 28	Constructing the Consumer
Feb. 4	MIDTERM EXAM WORTH 30%
Feb. 11	How Advertising Appeals
Feb. 18	SPRING BREAK – NO CLASSES
Feb. 25	Advertising & Culture
Mar. 4	Stereotyping in Advertising
Mar. 11	MIDTERM EXAM WORTH 30%
Mar. 18	Advertising & the Other
Mar. 25	Advertising & Gender
Apr. 1	Digital Advertising / Social Advertising
Apr. 8	Wrap Up
FINAL EXAM WORTH 40%	
