

BRESCIA UNIVERSITY COLLEGE

DEPARTMENT OF SOCIOLOGY

SOCIOLOGY 2172a Section 530

Advertising & Society

Fall 2021

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Online Learning Courses

Welcome to Sociology 2172a 530! I have taught Advertising and Society for many years at Brescia. I have tried to make this online course every bit as successful as my in-class courses. Online courses are probably a new way of learning for most of you. Virtual learning offers accessibility to learning at Western with flexibility to plan your studies around work and family commitments; online courses are accessible 24 hours a day, 7 days a week. Through access to OWL, you are expected to complete activities, assignments, and discussions by the scheduled due dates. Students should be prepared to commit 6 to 8 hours per week on this course. Some students may find virtual learning more challenging, compared to learning in on-campus classrooms. There are numerous strategies that can help students succeed in online learning. I will be posting them on OWL. I hope you enjoy this course!

This is a synchronous online course, so there will be no in-person 'lectures'. We will have our 'lectures' on Zoom every Monday afternoon.

Class Time: Mondays 12:30 to 2:30 pm

Zoom Lectures: <https://westernuniversity.zoom.us/j/97931934096> Passcode: will be posted on OWL.

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)

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.

Required Readings

1. The E-book version or printed copy of the Course Reading Package is available through the Campus Bookstore at Western. Used copies dated **September 2019 or later** can also be used.
2. Additional readings may be posted on OWL.

Prerequisites & Antirequisites: None

How to Contact Me

You are welcome to communicate with me through messages on OWL. I will receive your messages in this course site. Please do NOT email me. I will respond to messages on OWL within 48 hours Monday to Friday between 9 and 5. Please refrain from messaging me with questions that have already been addressed in OWL or in the course outline. I will be also available to meet with you in scheduled Zoom sessions or individual meetings if requested.

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 will not be supplied to students. Assigned videos shown in class are not available for private viewing if they are not in the library. Please don’t ask to borrow them.

Evaluation Breakdown – Further details will be provided at the beginning of the course on OWL.

	Worth	Due Date
Participation in Polls & Discussions	10%	Throughout the course
Written Reflections	25%	Throughout the term
Midterm Exam #1 Midterm Exam #2	20% 20%	October 4 th November 15 th
Final Exam	25%	December Exam Period

Written Reflections

Students will submit 5 reflections – 500 to 600 words each – throughout the semester. They will be asked to reflect on a statement, question, or video and back up their responses with researched evidence. A late penalty of 5% per day including weekends will be applied.

Participation

Students will have the opportunity to obtain 10% of their grade by engaging in the course, for example, by responding to discussion questions, polls, activities, etc.

Midterms & Final Exam

The midterms and final examination will be done online in OWL and proctored on Zoom. The exams are NOT cumulative and will cover all course material, including PP slides, recordings, assigned readings, videos, guest presenters, etc. for the weeks outlined on the Schedule of Classes. It could include multiple choice or short answer questions, definitions, and true/false questions.

Copyright and Intellectual Property

PowerPoint lecture slides and notes, lists of readings, in-class activities, assignment guidelines, and other components of the course materials are typically the intellectual property of the instructor. Unauthorized reproduction through audio-recording, video-recording, photographing, sharing on social media, or posting on course-sharing websites is an infringement of copyright and is prohibited. Such action may be considered a Code of Conduct violation and lead to sanctions

Grades

Due to privacy regulations, I am unable to send marks or discuss issues regarding grades by email. Please discuss them with me over a Zoom appointment. Final exam grades will be posted on OWL once they have been 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. PLEASE DON'T ASK!

Date	SCHEDULE OF TOPICS & READINGS
Sept. 13	OVERVIEW OF ADVERTISING 'Advertising in Canada' 'Advertising to Captive Audiences'
Sept. 20	HISTORY OF ADVERTISING
Sept. 27	CONSTRUCTING THE CONSUMER 'Consumer Behaviour' 'Consumer Culture, Branding and Advertising'
Oct. 4	MIDTERM EXAM #1
Oct. 11	HOLIDAY
Oct. 18	ADVERTISING & CULTURE 'Culture and Advertising Appeals' 'Image-Based Culture: Advertising and Popular Culture' 'Always Fresh, Always There. Tim Hortons and the Consumer-Citizen.' 'Sport, Beer Advertising, and Corporate Nationalism in Canada'
Oct. 25	HOW ADVERTISING APPEALS 'What is Sex in Advertising?' 'Beyond Subliminal'
Nov. 1	FALL BREAK
Nov. 8	HOW ADVERTISING APPEALS 'Advertising and Product Placement'
Nov. 15	MIDTERM EXAM #2
Nov. 22	ADVERTISING & GENDER 'Gender and Advertising: How Gender Shapes Meaning'
Nov. 29	ADVERTISING & THE OTHER 'Cultural Schemas for Racial Identity in Canadian Television Advertising' 'Advertising and Age, Sexual Orientation, and Ability'
Dec. 6	SOCIAL ADVERTISING 'Using Your Powers for Good'
FINAL EXAM	

2021-22 BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS

1. POLICY REGARDING ACADEMIC ACCOMMODATION

The complete policy regarding [Accommodation for Illness - Undergraduate Students](https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12) can be found at https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12 .

Students who have long-term or chronic medical conditions which may impede their ability to complete academic responsibilities should seek Academic Accommodation through Student Accessibility Services (https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_10).

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.

Students who experience an illness or extenuating circumstance sufficiently severe to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:

1. Submitting a **Self-Reported Absence** form provided that the conditions for submission are met;
2. For medical absences, submitting a **Student Medical Certificate (SMC)** signed by a licensed medical or mental health practitioner;
3. For non-medical absences, submitting **appropriate documentation** (e.g., obituary, police report, accident report, court order, etc.) to their Academic Advisor. Students are encouraged to contact their Academic Advisor to clarify what documentation is acceptable.

Requests for Academic Consideration Using the Self-Reported Absence Portal

Students who experience an unexpected illness or injury or an extenuating circumstance of 48 hours or less that is sufficiently severe to render them unable to meet academic requirements should self-declare using the online Self-Reported Absence portal. This option should be used in situations where the student expects to resume academic responsibilities within 48 hours. Note that the excused absence includes all courses and academic requirements within the up to 48 hours, it is not intended to provide an excused absence from a single course while students fulfill their academic responsibilities in other courses during that time.

The following conditions are in place for self-reporting of medical or extenuating circumstances:

1. Students will be allowed a **maximum of two self-reported absences** between September and April and one self-reported absence between May and August;
2. The duration of the absence will be for a maximum of 48 hours from the time the Self-Reported Absence form is completed through the online portal, or from 8:30 am the following morning if the form is submitted after 4:30 pm;
3. The excused absence will terminate prior to the end of the 48 hour period if the student undertakes significant academic responsibilities (writes a test, submits a paper) during that time;
4. Self-reported absences will **not** be allowed for scheduled final examinations; midterm examinations scheduled during the December examination period; or for final lab examinations scheduled during the final week of term;
5. Self-report absences may **not** be used for assessments worth more than 30% of any course;
6. Any absences in excess of 48 hours will require students to present a Student Medical Certificate (SMC), or appropriate documentation;
7. Students **must** communicate with their instructors **no later than 24** hours after the end of the period covered by the Self-Reported Absence form to clarify how they will fulfil the academic expectations they may have missed during the absence.

Request for Academic Consideration for a Medical Absence

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 their academic responsibilities. Minor ailments typically treated by over-the-counter medications will not normally be accommodated.

The following conditions apply for students seeking academic accommodation on medical grounds:

1. Students must submit their Student Medical Certificate (SMC) 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. An SMC can be downloaded from http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf ;
2. In cases where there might be an extended absence or serious issue, students should submit their documentation promptly and consult their Academic Advisor for advice during their recovery period;
3. Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, scheduled tests or examinations, and other academic requirements;
4. Students **must** communicate with their instructors **no later than 24 hours** after the end of the period covered by the SMC to clarify how they will fulfil the academic expectations they may have missed during the absence;
5. Appropriate academic accommodation will be determined by the Dean's Office/Academic Advisor in consultation with the course instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements, arranging Special Exams (make-ups), re-weighting course requirements, or granting late withdrawal without academic penalty.

The [full policy on requesting accommodation due to illness](http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12) can be viewed at:

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12

2. ACADEMIC CONCERNS

If you feel that you have a medical or personal challenge 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 are not normally considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult your Academic Advisor

(https://www.brescia.uwo.ca/enrolment_services/academic_advising/index.php). If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines; please refer to <http://brescia.uwo.ca/academics/registrar-services/> or the list of official sessional dates in the Academic Calendar (<http://www.westerncalendar.uwo.ca/SessionalDates.cfm?SelectedCalendar=Live&ArchiveID=>).

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.*

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.

Please note that for asynchronous online courses, attendance or participation requirements maybe different than for synchronous or in-person courses.

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 and warranted.

It is important to note that the Academic 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://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=5&SelectedCalendar=Live&ArchiveID=#SubHeading_68).

4. SCHOLASTIC OFFENCES

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence at: http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_20.

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. 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 Scholastic Discipline for Undergraduate Students in the Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Academic Dean's Office, 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.

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 is to be sent to the School Chair. If the response of the Chair is considered unsatisfactory to the student, they may then submit a written appeal to the Office of the Dean. If the student is not satisfied with the decision of the Dean, they may appeal to the Senate Review Board Academic (SRBA), if there are sufficient grounds for the appeal and if the matter falls

within the jurisdiction of the SRBA. For information on academic appeals consult your Academic Advisor or see the Student Academic Appeals – Undergraduate in the Academic Calendar http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_14.

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.

6. PREREQUISITES

Unless you have either the prerequisites for a course or written Special Permission from the 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/> . Students can access supports through Brescia's Student Life Centre (<http://brescia.uwo.ca/life/student-life/>) and Learning Skills Services at Western (<https://www.uwo.ca/sdc/learning/>)

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 obtain information about how to obtain help for yourself or others through **Health & Wellness at Brescia** (https://brescia.uwo.ca/student_life/health_and_wellness/index.php) and **Health and Wellness at Western**, http://uwo.ca/health/mental_wellbeing/index.html.

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 https://brescia.uwo.ca/safe_campus/sexual_violence/index.php .

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.
