



## **Sociology 2172b/001 & 002**

### **Advertising and Society**

### **Winter 2017**

---

**Instructor:** Professor Gale Cassidy  
**Office:** SSC 5405  
**Phone:** 519-661-2111 X83693  
**Email:** [gcassidy@uwo.ca](mailto:gcassidy@uwo.ca)

---

#### **Section 001**

Lectures: **Wednesdays** 3:30 pm to 5:30 pm  
Classroom: SSC 2050

#### **Section 002**

Lectures: **Tuesdays** 12:30 pm to 2:30 pm  
Classroom: SH 3345

**Office hours:** Wednesdays 2:00 to 3:00 pm, after class, or by appointment

---

#### **Learning Outcomes**

After successfully completing this course, students will be able to

- analyze advertising as a social institution from a sociological perspective.
- understand the historical development of advertising and its place within the commodity culture.
- demonstrate an understanding of the key critical debates regarding advertising's significance as a commercial tool and a cultural form.
- see how advertisements create meaning and how such meanings interact with and impact the culture.
- assess how advertisements represent gender, race, sexuality, and age in limited stereotypical ways.
- identify the ethical dilemmas in the advertising industry.

#### **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.

#### **Course Materials**

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

#### **Prerequisites and Antirequisites**

None

**Evaluations**

	<b>Worth</b>
<b>Midterm Exam</b>	40%
<b>Final Exam</b>	60%

**OWL Website**

It is very important that you access the OWL website throughout the course. Important information you will require will be posted there, including the course syllabus, weekly schedule, PowerPoint slides, marks, class cancellations, etc. Ensure that you will receive emails that are sent to your UWO email account by me using OWL.

**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 lectures notes will not be supplied to students. Some videos shown in class may be available in the library, but others will not be available for private viewing.

**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 consist of multiple choice and true/false 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. 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. PLEASE DONT ASK!

### **A Note on Plagiarism**

Students must write their assignments in their own words. Whenever students take an idea 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 scholastic offence (the Scholastic Offence Policy can be viewed in the Western Academic Calendar).

#### *Plagiarism Checking*

Students may be required to submit their assignments to turnitin.com on the class WebCT website after they are completed. These papers will be subject to submission for textual originality.

### **Policy on Laptops and other Electronics/Phones in Class**

Laptops are permitted in class but if it is observed that students are on social networking sites such as Facebook or Twitter, they will be told to close the lid and they will not be permitted to use it for the remainder of the class. Be sure that all cell phones are turned off at the beginning of class.

### **Policy on Accommodation for Medical Illness**

[www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_medical.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf)

Students must see the Academic Counsellor and submit all required documentation in order to be approved for certain accommodation:

[http://counselling.ssc.uwo.ca/procedures/medical\\_accommodation.html](http://counselling.ssc.uwo.ca/procedures/medical_accommodation.html)

### **Accessibility Options**

Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 661-2111 x 82147 for any specific question regarding an accommodation. [www.registrar.uwo.ca/examinations/accommodated\\_exams.html](http://www.registrar.uwo.ca/examinations/accommodated_exams.html)

### **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 the following web site:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

### **Student Support**

Students who are in **emotional/mental distress** should refer to Mental Health@Western [http://uwo.ca/health/mental\\_wellbeing/index.html](http://uwo.ca/health/mental_wellbeing/index.html) for a complete list of options how to obtain help.