



The University of Western Ontario
SOCIOLOGY 2172a 001
Advertising and Society
Fall 2018

Tuesdays, 12:30 to 2:30 pm, SH 3345

Instructor: Professor Gale Cassidy

Office Hours: Tuesdays, 2:30 – 3:30 pm
Department of Sociology, Office: SSC 5405

Email: gcassidy@uwo.ca

Course Description:

The social role of advertising and public relations in society. Special emphasis is given to advertising content, the mechanisms of persuasion, and controversies over advertising effects on human behavior and socialization.

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. A closer look will be taken at the representation of gender and various groups in advertising, children and advertising, and social advertising.

Prerequisite(s): None

Antirequisite(s): None

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.

Required Text(s):

1. Einstein, Mara. 2017. Advertising: What Everyone Needs to Know. Oxford University Press: NY.
2. Course Reading Package Available at the Campus Bookstore in UCC.
3. Additional readings may be assigned during the course. Students will be notified in class and on OWL.

Method of Evaluation:

Multiple Choice Exams

Evaluation Breakdown:

Exam	Worth	Date	Make-up Exam Date
Midterm Exam	40%	Friday, October 26 th 2018 @ 6:30 pm*	Friday, November 9 th @ noon
Final Exam	60%	During December, 2018 Exam Period	Friday, January 11 th @ noon

* May be changed depending on room availability

How to Contact Me:

Email – gcassidy@uwo.ca

Office – SSC 5405

Phone – 519-661-2111 X83693

How to get important information:

All announcements, including class cancellations, additional readings, exam details, grades, etc., will be posted on OWL as an announcement with an email notification.

Important Policies

Policies on Examinations:

No electronic devices will be allowed during examinations.

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.

Policy on Missed Exams:

Make-up exams will be granted with approved documentation only. If you have a conflict with an exam date, it is your responsibility to discuss it with the Academic Counseling office as soon as possible, but no later than one week before the regularly scheduled exam and provide documentation of the conflict. If approved, you will be allowed to schedule a make-up exam.

If you miss an exam (this includes make-up exams) due to illness or for any other unforeseen reason, please notify me by email **within 24 hours** of the missed exam because I need to know that you missed the exam. You then must provide notification and documentation to your Academic Counselor **within 48 hours**. If your problem is medical in nature, you should be seen by your doctor on the date of the exam. If your Academic Counselor agrees that your reasons are legitimate and are supported by your medical doctor's documentation, you will be allowed to write a make-up exam.

Policy on Make-up Exams:

There will be a Sociology group make-up exam following each exam for students needing to write a make-up exam (with approved accommodation from your academic counseling office). The make-up exam may or may not be in the same format as the original exam.

If a student misses a make-up exam due to sickness or another documented reason, then the next exam will be re-weighted and contain material from the missed exam. In cases where there is no approved justification for the absence, the student will receive a grade of zero on the exam.

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 their laptop 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. No texting is permitted in class. It is considered a violation of the student code of conduct.

Personal Response Systems (“clickers”) may be used. If clickers are to be used in class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning. Students must use only their own clicker. The use of somebody else’s clicker in class constitutes a scholastic offence. The possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence.

Policy on Accommodation for Medical Illness

Western’s policy on Accommodation for Medical Illness can be found at 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.

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 519 661-2111 x 82147 for any specific question regarding an accommodation.

Information regarding accommodation of exams is available on the Registrar’s website: 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:

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

Mental Health

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

Topics to be Covered

Tentative Dates Week Beginning	Topics
Sept. 10	Introduction
Sept. 17	Overview & Types of Advertising
Sept. 24	Impact of Advertising
Oct. 1	Constructing the Consumer
Oct. 8	FALL BREAK – NO CLASSES
Oct. 15	How Advertising Appeals
Octo. 22	NO CLASSES – Due to Upcoming Exam
FRIDAY, OCTOBER 26TH – MIDTERM EXAM WORTH 40% May be changed depending on room availability	
Oct. 29	Advertising & Culture
Nov. 5	Stereotyping in Advertising
Nov. 12	Advertising & the Other
Nov. 19	Advertising & Gender
Nov. 26	Advertising & Children
Dec. 3	Social Advertising
FINAL EXAM WORTH 60%	