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

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

1. Course Reading Package available at the Campus Bookstore in UCC.
2. Additional readings may be posted on OWL.
Method of Evaluation

- Exams will consist of multiple-choice questions.

Evaluation Breakdown

<table>
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<tr>
<th>Exam</th>
<th>Worth</th>
<th>Date</th>
<th>Make-up Exam Date</th>
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| Midterm #1 Exam     | 30%   | Monday, January 27\textsuperscript{th} 2020 @ 3:30 pm  
Tuesday, January 28\textsuperscript{th} 2020 @ 12:30 pm | Friday, February 7\textsuperscript{th} @ noon |
| Midterm #2 Exam     | 30%   | Monday, March 9\textsuperscript{th} 2020 @ 3:30 pm  
Tuesday, March 10\textsuperscript{th} 2020 @ 12:30 pm | Friday, March 20\textsuperscript{th} @ noon |
| Final Exam          | 40%   | During April, 2020 Exam Period | Friday, May 8\textsuperscript{th} @ noon |

How to Contact Me

Email – gcassidy@uwo.ca
Office – SSC 5405 on Tuesdays between 2:30 and 4:30 pm or by appointment
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.

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 online or in the library.

Examinations

The examinations are NOT cumulative and will cover all course material, including lectures, assigned readings, class discussions, films, guest presenters, etc. They may consist of multiple-choice and short answer 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.
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!

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. Make-up exams and extensions for assignment deadlines will be granted with approved documentation only. If you have a conflict with one of the exam dates, 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.

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, 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 missed exam.
Policy on Laptops and other Electronics/Phones in Class

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.

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.