Online Learning Courses

Welcome to Sociology 2172 001! I have taught Advertising and Society for many years at Western. This is an online course, so there will be no scheduled ‘classes’ or ‘lectures’. 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!

Although this academic year might be different, Western University is committed to a thriving campus. We encourage you to check out the Digital Student Experience website https://www.uwo.ca/se/digital/ to manage your academics and well-being. Additionally, the following link provides available resources to support students on and off campus: https://www.uwo.ca/health/.

Technical Requirements

Stable Internet Connection
Microphone
Webcam
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 behaviour 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.

Prerequisites & Antirequisites: 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 through the Campus Bookstore at Western.
2. Additional readings may be posted on OWL.

How to Contact Me
Send a message on OWL
Email – gcassidy@uwo.ca

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

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<th>Worth</th>
<th>Due Date</th>
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<tr>
<td>Project/Presentation</td>
<td>25%</td>
<td>November 23rd</td>
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| Written Reflections    | 15%   | September 21st
|                        |       | October 12th
|                        |       | November 9th
|                        |       | November 30th             |
| Participation in Activities & Discussions | 20% | Throughout the course |
| Quizzes                | 20%   | September 28
|                        |       | October 19                |
| Final Exam             | 20%   | TBA                       |
Project/Presentation (25%)
Students in the course will choose to prepare a project or 20 minute recorded presentation related to the sociological analysis of advertising. An outline of the proposed project or presentation will be required early in the semester – due date to be announced. A rubric for grading will be made available.

Written Reflections (15%)
Students will submit 3 out of 4 reflections – 500 words each – throughout the semester. They will be asked to reflect on a statement, question, or video and back up their responses with researched data.

Participation (20%)
Students will have the opportunity to obtain 20% of their grade by engaging in the course, for example, by responding to discussion questions, polls, activities, etc.

Quizzes (20%)
Students will be given 2 online quizzes, consisting of multiple-choice questions, based on all course material, including PP slides, recordings, assigned readings, videos, guest presenters, etc. throughout the course.

Final Exam (20%)
The final exam will NOT be cumulative. Questions will cover all course material, including PP slides, recordings, assigned readings, videos, guest presenters, etc. They may include multiple choice, short answer questions, definitions, and true/false questions.

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. 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 DON’T ASK!

Important Policies

Policies for Assignment Deadlines:
Written reflections must be posted on OWL by the due date. Late submissions will be penalized 5% per day.

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:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for 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 (www.turnitin.com).

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.

Academic Consideration for Missed Work

Students who are seeking academic consideration for missed work during the semester may submit a Self-Reported Absence (SRA) form online provided that the absence is 48 hours or less and the other conditions specified in the Senate policy are met. Two important exceptions to this rule: SRAs will NOT be allowed for final examinations or assessments worth more than 30% of a given course. Students whose absences are expected to last longer than 48 hours, or where the other conditions detailed in the policy are not met (e.g., work is worth more than 30% of the final grade, the student has already used 2 self-reported absences, the absence is during the final exam period), may receive academic consideration by submitting a Student Medical Certificate (for illness) or other appropriate documentation (for compassionate grounds) to your Home Faculty Academic Counselling office.
All students pursuing academic consideration, regardless of type, must contact their instructors no less than 24 hours following the end of the period of absence to clarify how they will be expected to fulfill the academic responsibilities missed during their absence. Students are reminded that they should consider carefully the implications of postponing tests or midterm exams or delaying submission of work, and are encouraged to make appropriate decisions based on their specific circumstances.

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

**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.