



The University of Western Ontario

SOCIOLOGY 2172B SECTION 001 Advertising & Society Winter 2022

Instructor: Professor Gale Cassidy

Office Hours: Mondays 2:00 to 3:00 pm or by appointment

Class Time: Mondays 3:30 to 5:30 pm

Classroom: SSC 2050 Lectures will be online on Zoom until restrictions are lifted.

Course Description:

This course introduces students to the **sociological analysis** of advertising and the role that it plays in society. Advertising has been called the greatest storyteller in society. In this course, the history of advertising and the relationship between advertising and popular culture will be studied. A closer look will be taken at consumerism, how advertising appeals, the representation of gender and various groups, including minority groups, those with disabilities, older individuals, etc. in advertising, the impact on children, 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. 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.

How to Contact Me

I will be available to meet with you before and after lectures, in my office hours on Mondays between 2:00 to 3:00 pm or by appointment. 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.

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

Evaluation element	Worth	Date
Midterm Exam #1	15%	January 24 th
Midterm Exam #2	35%	March 7 th
Participation	15%	Throughout term
Final Exam	35%	During April Exam Period

Participation

Students will have the opportunity to obtain 15% of their grade by engaging in the course, completing the online polls, and responding to posted discussion questions. More details will be posted on OWL.

Midterms & Final Exams

The midterms and final examinations are NOT cumulative and will cover all course material, including PP slides, assigned readings, videos, guest presenters, etc. for the weeks outlined on the Schedule of Classes. They could include multiple choice or 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. 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!

In keeping with departmental grade guidelines, it is expected that the class average for this course will be around 72%. Should the final overall grades yield a value significantly lower, grades will be adjusted upward to ensure an appropriate mean for the class.

Important Policies

Policies for Assignment Deadlines:

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/accommodation_illness.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: counselling.ssc.uwo.ca/procedures/academic_consideration.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/academics/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 (www.uwo.ca/health/mental_wellbeing/) for a complete list of options how to obtain help.

SCHEDULE OF TOPICS & READINGS

Date	Topics and Readings
Jan. 10	OVERVIEW OF ADVERTISING 'Advertising in Canada' 'Advertising to Captive Audiences'
Jan. 17	HISTORY OF ADVERTISING
Jan. 24	MIDTERM EXAM #1 Worth 15%
Jan. 31	CONSTRUCTING THE CONSUMER 'Consumer Behaviour' 'Consumer Culture, Branding and Advertising'
Feb. 7	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'
Feb. 14	HOW ADVERTISING APPEALS 'What is Sex in Advertising?' 'Beyond Subliminal'
Feb. 21	SPRING BREAK
Feb. 28	HOW ADVERTISING APPEALS 'Advertising and Product Placement'
Mar. 7	MIDTERM EXAM #2 Worth 35%
Mar. 14	STEREOTYPING 'Stereotypes in Advertising' 'Advertising Choices: Influences of Stereotypes and Taste'
Mar. 21	ADVERTISING & GENDER 'Gender and Advertising: How Gender Shapes Meaning'
Mar. 28	ADVERTISING & THE OTHER 'Cultural Schemas for Racial Identity in Canadian Television Advertising' 'Advertising and Age, Sexual Orientation, and Ability'
Apr. 4	SOCIAL ADVERTISING 'Using Your Powers for Good'
FINAL EXAM Worth 35%	
