



The University of Western Ontario
SOCIOLOGY 2172A-001

Advertising and Society

Winter, 2023

Monday's, 3:30-5:30pm, HSB-40

In-person

Instructor: Professor Alyssa Holden

Office Hours: Friday from 1-2pm via Zoom, or by appointment

Department of Sociology

Email: aholden5@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.

Prerequisite(s): None.

Anti-requisite(s): None

Course Objectives and Learning Outcomes:

Course Material:

There is no required text for this course. Articles and book chapters will be provided on OWL, or the library course reserves. There will be a link to the library course reserve provided on OWL.

Communication:

Students are responsible for checking the course OWL site (<http://owl.uwo.ca>) on a regular basis for news and updates. This is the primary method by which information will be disseminated to all students in the class. Students may email me (Professor Alyssa Holden) at aholden5@uwo.ca if they have any questions or concerns about course content, exams, or the assignment. Teaching assistants will also be available with some extra office hours to help students with the written assignment. The dates and times for these bonus office hours will be announced on OWL. Please reach out if this time is not convenient

for you, and we can arrange time to meet. Please do not be intimidated or afraid to reach out for help or assistance. We cannot help you if you do not ask. If there is an issue, please communicate this to me or the TA's ASAP.

When emailing, please allow 48 hours for a response. While we always do our best to respond to emails promptly, we may receive dozens and dozens of emails during midterms or finals. Please use proper email etiquette in your communications to your professor or TA. Label your subject line "2172B" so your professor or TA can easily identify and find your emails.

Method of Evaluation:

The evaluation methods described in the course outline are essential requirements for the course.

Examinations (70%):

All exams will be multiple choice. The midterm exam is weighted at 30% and will take place during class time on **Monday, February 6th**. You will have 1.5 hours to complete the mid-term exam. The final exam will be announced during the December exam period and will be weighted at 40%. No notes, devices, or aides will be permitted during the exams unless a student has an accommodation. 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.

Students with an approved absence from an in-class test or exam will be required to write a makeup exam. Course professor or teaching assistant(s) may not be available to respond to questions during the makeup exam. Students should be aware that the make-up test will not necessarily be in the same format, be of the same duration, or cover the same material as the original test.

Written Assignments (30%):

There will be one written assignment for this course, due on OWL **Friday, March 10th at 11:59pm.**

This assignment will be a critical analysis of an advertisement, using techniques and theories from course content. The assignment will be 1500-2000 words. Students will have the option to pick the advertisement they wish to analyze from 10 preselected advertisements (*no video advertisements allowed, just still image ads from print or online*). Late submissions will receive a 5% per day penalty. After 7 days, late submissions will not be accepted. Assignments submitted to OWL are date and time

stamped. *Turnitin.com* is integrated into the new OWL software and your essay will be scanned upon submission. More details will be given on this assignment on OWL.

Lecture attendance:

It is expected that you attend every single lecture. Lecture material will be an essential part of both examinations. While slides are posted online on OWL after class, lecture slides will be redacted and contain only minimal information to guide student notetaking.

Contingency plan for an in-person class pivoting to 100% online learning:

In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, affected course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). The grading scheme will **not** change. Any remaining assessments will also be conducted online as determined by the course instructor.

Student Absences:

If you are unable to meet a course requirement due to illness or other serious circumstances, please follow the procedures below.

Assessments worth 10% or more of the overall course grade:

For work totaling 10% or more of the final course grade, students must provide valid medical or supporting documentation to their Home Faculty Academic Counselling Office as soon as possible. Make-up exams or an extension to the assignment will be given after receiving confirmation from Academic Counselling.

Absences from Final Examinations:

Students must provide valid medical or supporting documentation to their Home Faculty Academic Counselling Office as soon as possible. Academic Counselling will determine eligibility to write a Special Examination (the name given by the University to a makeup Final Exam).

You may also be eligible to write the Special Exam if you are in a “Multiple Exam Situation” (e.g., more than 2 exams in 23-hour period, more than 3 exams in a 47-hour period).

Note: missed work can *only* be excused through one of the mechanisms above. Being asked not to attend an in-person course requirement due to potential COVID-19 symptoms is **not** sufficient on its own. Students should check the Western website to see what directives for Covid are to be followed. Western has been and will continue to follow directives established by the Middlesex-London Health Unit. That directive will state whether students should or should not come to campus/class and any other requirements (e.g., masks are mandatory). Please check on your own and do not email the instructor, the Department Undergraduate Advisor/Coordinator or the Faculty of Social Science Academic Counselling Office.

Course Schedule:

<u>Week #</u>	<u>Date</u>	<u>Topic and Task</u>
1	January 9	What is Advertising?
2	January 16	The History of Advertising
3	January 23	Symbols and Signs: Making meaning out of advertising
4	January 30	The big picture: Conflict, functional and critical perspectives
5	February 6	<u><i>Midterm exam (30%)</i></u>
6	February 13	Gendered Representations in Advertising
	February 20	<i>Reading Week, no class</i>
7	February 27	Racialized Representations in Advertising
8	March 6	Consumption, Culture and Class Pt. I <u><i>Ad analysis (30%) due Friday, March 10 at 11:59pm</i></u> <i>March 7, 2023: Last day to drop a second-term half course, or a second-term full course without academic penalty*</i>
9	March 13	Consumption, Culture and Class Pt. II
10	March 20	Children and advertising
11	March 27	Social Media and the Future of Advertising

12	April 3	Course Conclusions and Review
<i>Final Exam (40%) TBA</i>		

Important Policies

Academic Consideration for Missed Work: Students must provide valid medical or supporting documentation in order to receive accommodation for missed work worth 10% or more of the final grade in the course. All required documentation for absences must be submitted to the Academic Counselling office of a student's Home Faculty. Individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds or for other reasons.

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

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf. The student

medical certificate is available at

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

Religious Accommodation: When a course requirement conflicts with a religious holiday that requires an absence from the University or prohibits certain activities, students should request accommodation for their absence in writing at least two weeks prior to the holiday to the course instructor and the Academic Counselling office of their Faculty of Registration. Please consult University's list of recognized religious holidays (updated annually) at

<https://multiculturalcalendar.com/ecal/index.php?s=c-univwo>.

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.

Accessibility Options: Students with disabilities or accessibility challenges should work with Accessible Education (formerly SSD

http://academicsupport.uwo.ca/accessible_education/index.html), which provides recommendations

for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here: [Academic Accommodation for Students with Disabilities](#).

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:

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

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.

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 (<https://www.turnitin.com/>).

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

Please visit the Social Science Academic Counselling webpage for information on adding/dropping courses, academic considerations for absences, appeals, exam conflicts, and many other academic related matters: [Academic Counselling - Western University \(uwo.ca\)](#).

Western is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts at

https://www.uwo.ca/health/student_support/survivor_support/get-help.html .To connect with a case manager or set up an appointment, please contact support@uwo.ca.

2022-2023