



Sociology of Advertising

General Information

Course #:	Sociology 2172a
Section #:	530
Term:	Fall
Year:	2022
Course Day & Time:	Mondays, 8:30 to 11:30 pm
Course Location:	BR 2001B

Instructor Information

Name:	Gale Cassidy
E-mail:	gcassidy@uwo.ca
Office hours:	After class or by appointment

Course Description

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. Advertising content, the mechanisms of persuasion, and the effect of advertising on human behaviour will be considered. A closer look will be taken at stereotyping in advertising and the representation of gender and various groups in advertising. The course will end with a study of social advertising.

Course Prerequisites & Antirequisites

None

Required Course Materials

The printed Custom Course Reader is available at the Campus Bookstore or used copies should be available. The e-text is available at the link provided on OWL.

Learning Outcomes & Brescia Competencies

After completing this course, students will be able to

- analyze advertising as a social institution from a sociological perspective. (Brescia Competencies: Inquiry & Analysis, Problem Solving)
- understand the historical development of advertising and its place within the commodity culture. (Brescia Competencies: Critical Thinking, Communication, Social Awareness & Engagement)
- demonstrate an understanding of the key critical debates regarding advertising's significance as a commercial tool and a cultural form. (Brescia Competencies: Critical Thinking, Valuing, Communication, Social Awareness & Engagement)
- see how advertisements create meaning that interacts with and impacts culture. (Brescia Competencies: Critical Thinking, Communication, Valuing)
- assess how advertisements stereotypically represent gender, race, sexuality, and age. (Brescia Competencies: Critical Thinking, Communication, Social Awareness & Engagement)
- identify the ethical dilemmas in the advertising industry. (Brescia Competencies: Social Awareness & Engagement)

Teaching Methodology and Expectations of Students

Attendance and Participation – Worth 10%

Written Assignments – Worth 15%

Students will complete 3 of 4 written assignments based on the course material.

Examinations – Worth 75%

The examinations are not cumulative and will cover all course material, including lectures, assigned readings, class discussions, 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 see me during my office hours. 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.

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. Videos shown in class will be available online.

Laptops and Cell Phones in the Classroom

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.

Copyright and Intellectual Property

PowerPoint lecture slides and notes, lists of readings, in-class activities, assignment guidelines, and other components of the course materials are typically the intellectual property of the instructor. Unauthorized reproduction through audio-recording, video-recording, photographing, sharing on social media, or posting on course-sharing websites is an infringement of copyright and is prohibited. Such action may be considered a Code of Conduct violation and lead to sanctions.

Evaluation

	Worth
Attendance & Participation	10%
Written Assignments – Throughout term	15%
Midterm Exam #1 – October 3 rd	20%
Midterm Exam #2 – November 14 th	25%
Final Exam – During the December exam period	30%

Academic Accommodation

For course components worth 10% or more of the total course grade, please see the Academic Policies and Regulations section at the end of this course outline or consult the Academic Calendar

For course components worth less than 10% of the total course grade, documentation will be required. Medical or other supporting documentation should be submitted to your Academic Advisor.

SCHEDULE OF TOPICS & READINGS

Date	Topics	Readings
Sept 12	Introduction	'Advertising in Canada' 'Advertising to Captive Audiences'
Sept 19	Constructing the Consumer	'Consumer Behaviour' 'Consumer Culture, Branding and Advertising'
Sept 26	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'
Oct 3	MIDTERM #1 EXAM WORTH 20%	
Oct 10	THANKSGIVING DAY – NO CLASSES	
Oct 17	How Advertising Appeals	'What is Sex in Advertising?' 'Beyond Subliminal' 'Advertising and Product Placement'
Oct 24	Stereotyping in Advertising	'Stereotypes in Advertising' 'Advertising Choices: Influences of Stereotypes and Taste'
Oct 31	FALL BREAK	
Nov 7	Advertising & Gender	'Gender and Advertising: How Gender Shapes Meaning'
Nov 14	MIDTERM #2 EXAM WORTH 25%	
Nov 21	Advertising & the Other	'Cultural Schemas for Racial Identity in Canadian Television Advertising' 'Advertising and Age, Sexual Orientation, and Ability'
Nov 28	Advertising & Children	'Advertising to Children' 'The Emergence of the Tween Market'
Dec 5	Social Advertising	'Using Your Powers for Good'
	FINAL EXAM WORTH 30%	

2022-23 BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS

1. POLICY REGARDING ACADEMIC ACCOMMODATION

The complete policy regarding Accommodation for Illness - Undergraduate Students can be found at

https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_135

Students who have long-term or chronic medical conditions which may impede their ability to complete academic responsibilities should seek Academic Accommodation through Student Accessibility Services

(https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_10).

Personal commitments (e.g., vacation flight bookings, work schedule) which conflict with a scheduled test, exam or course requirement are **not** grounds for academic accommodation.

Students who experience an illness or extenuating circumstance sufficiently severe to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:

1. For medical absences, submitting a **Student Medical Certificate (SMC)** signed by a licensed medical or mental health practitioner;
2. For non-medical absences, submitting **appropriate documentation** (e.g., obituary, police report, accident report, court order, etc.) to their Academic Advisor. Students are encouraged to contact their Academic Advisor to clarify what documentation is acceptable.

Request for Academic Consideration for a Medical Absence

When a student requests academic accommodation (e.g., extension of a deadline, a makeup exam) for work representing 10% or more of the student's overall grade in the course, it is the responsibility of the student to provide acceptable documentation to support a medical or compassionate claim. All such requests for academic accommodation **must** be made through an Academic Advisor and include supporting documentation.

Academic accommodation for illness will be granted only if the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete their academic responsibilities. Minor ailments typically treated by over-the-counter medications will not normally be accommodated.

The following conditions apply for students seeking academic accommodation on medical grounds:

1. Students must submit their Student Medical Certificate (SMC) along with a request for relief specifying the nature of the accommodation being requested no later than two business days after the date specified for resuming responsibilities. An SMC can be downloaded from https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf;
2. In cases where there might be an extended absence or serious issue, students should submit their documentation promptly and consult their Academic Advisor for advice during their recovery period;
3. Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, scheduled tests or examinations, and other academic requirements;

4. Students **must** communicate with their instructors **no later than 24 hours** after the end of the period covered by the SMC to clarify how they will fulfil the academic expectations they may have missed during the absence;
5. Appropriate academic accommodation will be determined by the Dean's Office/Academic Advisor in consultation with the course instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements, arranging Special Exams (make-ups), re-weighting course requirements, or granting late withdrawal without academic penalty.

2. ACADEMIC CONCERNS

If you feel that you have a medical or personal challenge that is interfering with your work, contact your instructor and Academic Advisor as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. Retroactive requests for academic accommodation on medical or compassionate grounds are not normally considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult your Academic Advisor (https://brescia.uwo.ca/enrolment_services/academic_advising/book_an_appointment.php). If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines; please contact your Academic Advisor or see the list of sessional dates in the Academic Calendar (<https://www.westerncalendar.uwo.ca/SessionalDates.cfm?SelectedCalendar=Live&ArchiveID=>).

You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. *Note that dropping a course may affect OSAP eligibility and/or Entrance Scholarship eligibility.*

3. ABSENCES

Short Absences: If you miss a class due to a minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover any readings and arrange to borrow notes from a classmate. Contact the course instructor if you have any questions.

Please note that for asynchronous online courses, attendance or participation requirements maybe different than for synchronous or in-person courses.

Extended Absences: If you have an extended absence, you should contact the course instructor and an Academic Advisor. Your course instructor and Academic Advisor can discuss ways for you to catch up on missed work and arrange academic accommodations if appropriate and warranted.

It is important to note that the Academic Dean may refuse permission to write the final examination in a course if the student has failed to maintain satisfactory academic standing throughout the year or for too frequent absence from the class or laboratory (https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=5&SelectedCalendar=Live&ArchiveID=#Page_64).

4. 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: https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_20.

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. Note that such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. Students are advised to consult the section on Scholastic Discipline for Undergraduate Students in the Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Academic Dean's Office, or the Registrar. A claim that "you didn't know it was wrong" is not accepted as an excuse.

The penalties for a student guilty of a scholastic offence (including plagiarism) include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

Plagiarism:

Students must write their essays and assignments in their own words. Whenever students take an idea or a passage 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 academic offence.

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

Computer-marked Tests/exams:

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. Software currently in use to score computer-marked multiple-choice tests and exams performs a similarity review as part of standard exam analysis.

5. PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS

All appeals of a grade must be directed first to the course instructor. If the student is not satisfied with the decision of the course instructor, a written appeal is to be sent to the School Chair. If the response of the Chair is considered unsatisfactory to the student, they may then submit a written appeal to the Office of the Dean. If the student is not satisfied with the decision of the Dean, they may appeal to the Senate Review Board Academic (SRBA), if there are sufficient grounds for the appeal and if the matter falls within the jurisdiction of the SRBA. For information on academic appeals consult your Academic Advisor or see the Student Academic Appeals – Undergraduate in the Academic Calendar

https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_14.

Note that final course marks are not official until the Academic Dean has reviewed and signed the final grade report for the course. If course marks deviate from acceptable and appropriate standards, the Academic Dean may require grades to be adjusted to align them with accepted grading practices.

6. PREREQUISITES

Unless you have either the prerequisites for a course or written Special Permission from the Dean to enroll in it, you will be removed from the course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisite(s).

7. SUPPORT

Support Services

The Brescia University College Registrar's website, with a link to Academic Advisors, is at <http://brescia.uwo.ca/academics/registrar-services/>. Students can access supports through Brescia's Student Life Centre (<http://brescia.uwo.ca/life/student-life/>) and Learning Development & Success at Western (<https://www.uwo.ca/sdc/learning/>).

Mental Health and Wellness

Students may experience a range of issues that can cause barriers to your learning, such as increased anxiety, feeling overwhelmed, feeling down or lost, difficulty concentrating and/or lack of motivation. Services are available to assist you with addressing these and other concerns you may be experiencing. You can obtain information about how to obtain help for yourself or others through **Health & Wellness at Brescia**, https://brescia.uwo.ca/student_life/health_and_wellness/index.php and **Health and Wellness at Western**, http://uwo.ca/health/mental_wellbeing/index.html.

Sexual Violence

All members of the Brescia University College community have a right to work and study in an environment that is free from any form of sexual violence. Brescia University College recognizes that the prevention of, and response to, Sexual Violence is of particular importance in the university environment. Sexual Violence is strictly prohibited and unacceptable and will not be tolerated. Brescia is committed to preventing Sexual Violence and creating a safe space for anyone in the Brescia community who has experienced Sexual Violence.

If you or someone you know has experienced any form of Sexual Violence, you may access resources at https://brescia.uwo.ca/safe_campus/sexual_violence/index.php.

Portions of this document were taken from the Academic Calendar, the Handbook of Academic and Scholarship Policy, and the Academic Handbook of Senate Regulations. This document is a summary of relevant regulations and does not supersede the academic policies and regulations of the Senate of the University of Western Ontario.
