



The University of Western Ontario

SOCIOLOGY 2172A SECTION 650

Advertising & Society Fall 2021

Instructor: Professor Gale Cassidy

Office Hours: By appointment on Zoom

Online Learning Courses

Welcome to Sociology 2172a 650! 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 interesting as my in-class courses. Online courses are probably a new way of learning for many 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. 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

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. I will be also available to meet with you in scheduled Zoom sessions or individual meetings if requested.

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

Grading Element	Worth	Week of
Written Reflections	25%	Throughout the course
Participation	10%	Throughout the course
Midterm Exam	30%	October 18 th
Final Exam	35%	During December Exam Period

Written Reflections

Students will submit 5 reflections – 500 – 600 words each – throughout the semester. They will be asked to reflect on a statement, question, or video and back up their responses with researched evidence. A late penalty of 5% per day including weekends will be applied.

Participation

Students will have the opportunity to obtain 10% of their grade by engaging in the course completing the weekly polls and responding to discussion questions.

Midterm & Final Exams

The midterm and final examinations will be done online in OWL and proctored on Zoom. The exams are NOT cumulative and will cover all course material, including PP slides, recordings, assigned readings, videos, guest presenters, etc. for the weeks outlined on the Schedule of Classes. It 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:***

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.

https://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:

https://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/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.

TENTATIVE SCHEDULE OF TOPICS & READINGS

Week Of	TOPICS & READINGS
Sept. 13	OVERVIEW OF ADVERTISING 'Advertising in Canada' 'Advertising to Captive Audiences'
Sept. 20	HISTORY OF ADVERTISING
Sept. 27	CONSTRUCTING THE CONSUMER 'Consumer Behaviour' 'Consumer Culture, Branding and Advertising'
Oct. 4	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. 11	HOW ADVERTISING APPEALS 'What is Sex in Advertising?' 'Beyond Subliminal'
Oct. 18	MIDTERM EXAM
Oct. 25	HOW ADVERTISING APPEALS 'Advertising and Product Placement'
Nov. 1	FALL BREAK
Nov. 8	STEREOTYPING 'Stereotypes in Advertising'
Nov. 15	ADVERTISING & GENDER 'Gender and Advertising: How Gender Shapes Meaning'
Nov. 22	ADVERTISING & THE OTHER 'Cultural Schemas for Racial Identity in Canadian Television Advertising' 'Advertising and Age, Sexual Orientation, and Ability'
Nov. 29	ADVERTISING & CHILDREN 'Advertising to Children' 'The Emergence of the Tween Market'
Dec. 6	SOCIAL ADVERTISING 'Using Your Powers for Good'
FINAL EXAM	