

COMMS 104: ADVERTISING AND SOCIETY

Semester Two, 2018

Lectures: **Wednesday 14:00-16:00**

Convenor: **Dr Allan Cameron**
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GTAs: **TBC** (contact details/ office hours will be announced on Canvas)

Please read this course outline carefully. It contains important information about how the course is taught, administered, and assessed.

This information, and any updates, can be found on Canvas. You will need to make sure you are familiar with Canvas and check it regularly.

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COURSE OVERVIEW

Often dubbed the 'art of capitalism', advertising has become one of the most profound and pervasive influences on our culture. It is a zone where art and commerce meet: where emotional appeals to self and spirit encounter the forces of economic rationalism. An informed perspective on advertising is therefore crucial to an understanding of the workings of contemporary culture.

Advertising and Society pursues a critical examination of advertising, exploring its effects on our notions of society and self within the context of larger economic, social, political and global shifts. Beginning with an overview of the development of advertising, the course will introduce a methodological framework for understanding how advertisements create meaning, and then go on to examine how such meanings interact with, and impact upon, the culture at large.

By the end of this course, students should be able to:

- Demonstrate an understanding of the historical development of advertising and its place within commodity culture
- Demonstrate an understanding of the key critical debates regarding advertising's significance as a commercial tool and a cultural form
- Analyse formal devices and signifying practices used by print, television and online advertisements
- Critically assess the way that advertisements participate in discourses of nation, gender, race and class

As with other 15-point courses, the University of Auckland's expectation is that students spend 10 hours per week on this course. You should manage your academic workload and other commitments accordingly. Students attend a two-hour lecture each week. They take part in a one-hour tutorial each week from Week 2 onwards. This leaves 7 hours a week outside the classroom to study for tutorials, assignments and the exam.

ASSESSMENT

1. Assignment 1: 10% | Research Exercise
Deadline: Monday 13 August, 4pm

2. Assignment 2: 20% | Essay | 1000 words
Deadline: Monday 10 September, 4pm

3. Assignment 3: 20% | Essay | 1000 words
Deadline: Monday 1 October, 4pm

4. Tutorial participation: 10% | You must participate actively in at least ten out of eleven tutorials to be eligible for the full mark (and must also complete assigned worksheets before each tutorial).

5. Examination: 40% (Date TBC)

Your overall course mark is the sum of your assignments, exam and participation marks. There is no plussage on this paper.

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LECTURE OUTLINE/ REQUIRED READING

The following schedule may be subject to minor alterations. Any changes will be announced in lectures and posted on Canvas.

1. Advertising and the Everyday Wed 18 Jul

Yeshin, Tony. 'The Advertising Context'. *Advertising*. London: Cengage, 2006. 1-28. ISBN: 9781844801602.

2. The Rise of Consumer Culture Wed 25 Jul

Leiss, William, Stephen Kline, Sut Jhally and Jacqueline Botterill. 'Advertising in the Transition from Industrial to Consumer Society'. *Social Communication in Advertising: Consumption in the Mediated Marketplace*. 3rd ed. New York: Routledge, 2005. 67-92. ISBN: 0415966760.

3. From Segmentation to Superbrands Wed 1 Aug

Leiss, William, Stephen Kline, Sut Jhally and Jacqueline Botterill. 'Late Modern Consumer Society'. *Social Communication in Advertising: Consumption in the Mediated Marketplace*. 3rd ed. New York: Routledge, 2005. 295-332. ISBN: 0415966760.

4. Audiences and Effects Wed 8 Aug

Sturken, Marita and Lisa Cartwright. 'Viewers Make Meaning'. *Practices of Looking: An Introduction to Visual Culture*. Oxford: Oxford University Press, 2001. 45-71. ISBN: 0198742711.

ASSIGNMENT ONE DEADLINE: Monday 13 August, 4pm

5. Semiotic Analysis Wed 15 Aug

O'Shaugnessy, Michael and Jane Stadler. 'Semiology' and 'Reading Images and Advertisements'. *Media and Society*. 5th ed. Melbourne: Oxford University Press, 2012. 131-60. ISBN: 9780195574340.

6. Globalisation and Nationalism Wed 22 Aug

Frith, Katherine Toland and Barbara Mueller. 'The Globalization Scenario'. *Advertising and Societies*. New York: Peter Lang, 2003. 14-27. ISBN: 9780820462073.

Hall, Stuart. 'National Cultures as "Imagined Communities"'. *Modernity and its Futures*. Ed. Stuart Hall, David Held and Tony McGrew. Cambridge: Polity Press, 1992. 291-303 ISBN: 074560966X.

MID-SEMESTER BREAK: 27 August – 8 September

ASSIGNMENT TWO DEADLINE: Monday 10 September, 4pm

7. Gender and Sexuality I Wed 12 Sep

Cortese, Anthony J. 'Visual Attraction, Body Display, and Advertising'. *Provocateur: Images of Women and Minorities in Advertising*. 3rd ed. Lanham MD: Rowman and Littlefield, 2008. 29-55. ISBN: 0-7425-2497-3.

Kirkham, Pat and Alex Weller. 'Cosmetics: A Clinique Case Study'. *Gender, Race, and Class in Media: A Text-Reader*. 2nd ed. Ed. Gail Dines and

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Jean McMahon Humez. Thousand Oaks CA: Sage, 2003. 268-73. ISBN: 0-7619-2261-X.

8. Gender and Sexuality II

Wed 19 Sep

Gill, Rosalind. 'Advertising and Postfeminism'. *Gender and the Media*. Cambridge: Polity Press, 2007. 78-112. ISBN: 9780745619156.

9. Race and Ethnicity

Wed 26 Sep

Wilson, Clint C. and Félix Gutiérrez. 'Advertising: The Media's Not-So-Silent Partner'. *Race, Multiculturalism, and the Media: From Mass to Class Communication*. 2nd ed. Thousand Oaks CA: Sage, 1995. 109-138. ISBN: 0803946295.

ASSIGNMENT THREE DEADLINE: Monday 1 October, 4pm

10. Culture and Postmodernism

Wed 3 Oct

Strinati, Dominic. 'Postmodernism and Popular Culture'. *The Media Studies Reader*. Ed. Tim O'Sullivan and Yvonne Jewkes. London: Arnold, 1997. 421-33. ISBN: 0340645261.

Goldman, Robert and Stephen Papson. 'Advertising in the Age of Accelerated Meaning'. *The Consumer Society Reader*. Ed. Juliet B. Schor and Douglas B. Holt. New York: The New Press, 2000. 81-98. ISBN: 1565845986.

11. Advertising 2.0

Wed 10 Oct

Spurgeon, Christina. 'Advertising and the New Media of Mass Conversation'. *Advertising and New Media*. Oxford: Routledge, 2008. 24-45. ISBN: 0415430356.

12. Recap/Exam Prep

Wed 17 Oct

FINAL EXAM: Date TBC. Please check your exam timetable.

TUTORIALS

You are required to actively participate in **one tutorial per week (from week 2 onwards)**. Each tutorial provides the opportunity for students to discuss the previous work's lecture and reading material, and to prepare for the assignments and the exam. Each week a tutorial preparation document will be posted on Canvas to guide you in your preparation before class. Tutorials are not 'small lectures'. **Tutorial discussions and activities require that you have read the chapter, attended the lecture and completed the tutorial preparation.** You are encouraged to ask questions, to venture opinions, and to formulate and debate ideas. As university students you are expected to demonstrate intellectual curiosity about the media and engage seriously with the issues examined in the lectures and assigned reading. Please note that tutorials are a place for everyone to express their ideas in a collegial and respectful environment.

GRADUATE TEACHING ASSISTANTS

Graduate teaching assistants (GTAs) provide intellectual, administrative and personal support to students and act as their advocates in the final examiners' meeting for the course. In tutorials, GTAs facilitate discussion about the lectures, readings, and assignments, and they answer questions

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about course-related matters. They direct students to relevant resources, assess student work and hold office hours for student consultation. Please note that GTAs are appointed on a part-time basis and are not usually available outside their office hours, except by appointment.

GTAs will not read complete drafts of papers, but if asked, they offer advice on ideas, research plans and, in some instances, on small sections of prose. For more extensive help with writing please consult one of the resources listed in **Additional Learning Support**.

If you have any queries or concerns about the course, you should contact your GTA in the first instance. If an issue remains unresolved, then contact the convenor. Lecturers and GTAs will not be available to go over material covered in classes that you have missed.

TUAKANA ARTS UNDERGRADUATE MENTORING PROGRAMME

This programme is designed to assist Maori and Pasifika students. The Tuakana mentoring programme provides opportunities for students to work in collaborative environments. The Tuakana mentor provides one-on-one support to students.

Tuakana Mentor, Media and Communication: TBC

LEARNING RESOURCES

LIBRARY SERVICES

<http://www.library.auckland.ac.nz/>

These services will be vital for your research for assignments and the exam.

The Subject Librarian for Film, Television and Media Studies is Sarah Etheridge.

The **Audiovisual Collection** is located on the Ground Floor, General Library. Search the catalogue for film and media titles, and then provide the item number to staff at the lending desk.

STUDENT LEARNING SERVICES

<http://www.library.auckland.ac.nz/student-learning/>

SLS caters to the learning needs of all students, from undergraduates to postgraduates. They can help you improve your academic writing, even if it is already quite good, and if needed they can facilitate the development of effective academic learning and performance skills. SLS specialises in helping those who encounter difficulties in their studies, but can also help students who are doing well to do even better. SLS is located in Room 320, Information Commons, 9 Symonds St. General queries can be directed to sls@auckland.ac.nz

THE DELNA PROGRAMME

<http://www.delna.auckland.ac.nz/>

The University DELNA programme is designed to assist students by providing a profile of their abilities that can then be used as a basis for their further development of academic skills.

ENGLISH LANGUAGE ENRICHMENT (ELE)

<http://www.library.auckland.ac.nz/services/student-learning/ele>

Those who are already aware (or whose DELNA results reveal) that they need help with English reading, listening, speaking or writing should enrol at the

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English Language Enrichment Centre in the Information Commons. You will be able to direct your own learning with help from staff, who will help you get started and monitor your progress.

PRESENTATION OF COURSEWORK

You will lose marks for your assignments if you fail to meet the following instructions:

- **Type** your work
- **Use a plain, 12 pt font**
- **Double-space** your writing
- **Allow a 1-inch left and right margin** for the marker's comments
- **Keep electronic and hard copies of your assignments** as backup

ACADEMIC REFERENCING. Citing source material is an essential academic and research skill. All coursework assignments require full citation of references, including full titles, page numbers, and publication details. You must reference the sources from which you have taken ideas, arguments and/or specific quotations. **For this course you must use the MLA referencing style.** Please consult one or both of the following websites for information on referencing:

Referencite: <http://cite.auckland.ac.nz/>
OWL MLA Guide: <http://owl.english.purdue.edu/owl/resource/747/01/>

ACADEMIC INTEGRITY OF COURSEWORK

Please visit the following web page to learn about the University's guidelines and policies on academic honesty and plagiarism:

<https://www.auckland.ac.nz/en/about/teaching-learning/academic-integrity.html>

Plagiarism is committed when you fail to indicate clearly your use of other people's ideas, facts, research, information etc. You must acknowledge sources. Anything that is the work of another student, a lecturer, a published author, on the Internet, in the newspaper etc., must be fully referenced.

The University of Auckland regards plagiarism as a serious form of cheating. Such academic misconduct may result in **a mark of zero** and the assignment being withheld. The most serious cases may result in **suspension or expulsion from the University and/or a fine**. All students in this course are required to submit their coursework assignments through turnitin.com, software designed to reveal the direct and paraphrased use of published material.

All cases of plagiarism will be brought before the Department's Disciplinary Committee. Cases of plagiarism will remain in the Department's records and may be passed on to other departments at the University of Auckland.

SUBMISSION OF COURSEWORK

Electronic submission of assignments via **Canvas** is the only way student work will be officially received, dated and recorded.

Please make note of the **deadline** (a time and a date are both specified). Assignments received after the specified time **will be treated as late**.

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Please **check** to ensure that you have successfully submitted your assignment, and **retain copies** of any work submitted. You must not submit assignments to a GTA or lecturer.

DEADLINES, EXTENSIONS AND LATE PENALTIES

Deadlines for coursework are non-negotiable. In extreme circumstances, such as illness, you may seek an extension but you will require a doctor's certificate. Extensions must be personally negotiated with your Graduate Teaching Assistant (GTA) **at least two days** before the assignment is due. Extensions must be registered with your GTA and an extension form attached to the front of your assignment. **All late assignments will be penalised ONE MARK PER DAY.**

VERY LATE ASSIGNMENTS

An assignment handed in after the marked assignments have been returned to students, but before the end of the teaching semester will **not** be marked. However, it may be used for consideration of final marks. It is better to hand in a late assignment by the end of the teaching semester (Friday 27 October) than no assignment at all.

AEGROTAT AND COMPASSIONATE CONSIDERATION

Information regarding the granting of aegrotat passes or compassionate consideration of grades is contained in the University Calendar under 'Examination Regulations'. Applications are not usually approved unless the student has completed both pieces of coursework and passed them both with a C+ or higher. **You must contact the Examinations Office (not the FTVMS Department)** if you need to apply for an aegrotat pass.