

Advertising & Society - COMM 3444 - SU 16

SYLLABUS - v1

Course Overview

Instructor

George Pearson

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Office 3049, Derby Hall

Office Hours: Monday 12-2 (online only); Tuesday 12-2 (online and in person)

Course TA

J.C. Abdallah

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Office Hours:

Description

This class is designed to introduce you to the ways in which advertising influences and is influenced by society. In this class we will consider the economic, legal & regulatory, ethical, and social issues that surround advertising. We will look at both intended and unintended effects of advertising on society. For example, we will address such issues as the history of advertising, regulation of advertising, and how advertising impacts our economy, our culture, perceptions of various groups within society, children and adolescents, health and risk behaviors, and politics.

Course Objectives

1. Understand the current status of advertising regulations and trends in America.
2. Develop an understanding of communication theories that are used to explain advertising effects.
3. Demonstrate the ability to critique advertisements using concepts and theories discussed in class.

Course Reading

There is one required textbook for this class:

Sheehan, K.B. (2014). *Controversies in Contemporary Advertising* (2nd ed.). Los Angeles, CA: Sage Publications Inc.

A first edition of the above book will be okay as well. Other readings will be available on Carmen.

Course Technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

- Self-Service and Chat support: <http://ocio.osu.edu/selfservice>
- Phone: 614-688-HELP (4357)
- Email: 8help@osu.edu
- TDD: 614-688-8743

IT skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen

Technology skills necessary for this specific course

- CarmenConnect text, audio, and video chat
- Recording a slide presentation with audio narration / Recording, editing, and uploading video

Some advice will be provided on how to use these technologies during the course. However, it is the student's responsibility to learn these technologies as appropriate for the assignments.

Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Word processing software
- Webcam: built-in or external webcam, fully installed
- Microphone: built-in laptop or tablet mic or external microphone
- Software for editing audio/video (suggestions of this will be provided on Carmen)

Weekly Structure

One of the advantages of an online course is that it is flexible how you want to manage your time. However, the course does require you to collaborate and discuss ideas with your peers. Therefore each week you are expected to approximately follow the weekly guidelines set out below.

This does mean that each week is front loaded (i.e. you can expect to be busier on Monday through Wednesday than Thursday and Friday).

Monday to Wednesday Morning - You are expected to complete the readings and watch the instructional videos, ready to engage in group discussions.

By the end of Wednesday - Students must complete the weekly quizzes by the end of Wednesday each week.

Wednesday Afternoon to End of Thursday - Group discussion posts take place.

Friday - Discussion leaders report back and discuss with large scale groups.

Assessments

Grade Breakdown

Assessment	% of final grade	How many	% of final grade per time
Discussion posts	20	Weekly	NA
Discussion leading	10	2	5
Weekly quizzes	20	12 (worst 2 scores will be dropped, best 10 kept)	2
Advertisement Analysis	10	1	10
Presentation	20	1	20
Multiple Choice Tests	20	3 (worst score will be dropped, best 2 scores kept)	10
<i>Extra Credit Studies</i>	<i>(up to 3 additional points)</i>		

The above table shows how your final grade will be composed. You can also see how many of each assignment there is (i.e. how many times you will have to do it).

Discussion Posts

GradGened out of 20 points

Each week you will be expected to take part in group discussions. Group discussions will be led and prompted by that week's discussion leader(s). If group members find their discussion leaders are not posting the questions on time, or are not aiding the discussion, they should contact the TA (J.C.) as soon as possible.

Discussions will take place over the course of Wednesday through Thursday each week. Groups may decide they all want to agree a set time to meet to discuss the materials each week, or they may prefer a more drawn out back and forth over the two day period. Either is fine and this decision should be made by the groups.

You are expected (from week 2 onwards) to be making around three to four discussion posts per week. You should not be looking to make a point based on your own thoughts and then leaving. Instead, you should seek to engage with what other group members are saying, and responding to them.

Each discussion post does not need to be especially long. Approximately a paragraph may be all that is needed, although you are free to make longer or shorter posts where you feel appropriate.

Due to the size of the class we will not be grading each group's discussion posts each week. Instead we will grade a selection of groups each week. Each group will have our involvement at least three times during the course. We may simply grade and give feedback to students on the quality of the discussion posts, or if we see anything interesting, we may try and develop the conversation by adding in a few further questions.

Discussion Leading

Graded out of 10 points

Discussion leaders are responsible for guiding their group's discussions for that week. One or two students per group will lead the discussions each week. Everyone will discussion lead two times over the course of the semester.

Discussion leaders will also report back to the wider class at the end of the week. Further information on discussion leading can be found on Carmen.

Weekly Quizzes

Graded out of 20 points. 2 points each. 12 quizzes with lowest two scores dropped.

There will be weekly quizzes to take each week. These quizzes will be based off the readings and instructional material. Quizzes are due by the end of Wednesday each week (except week 1).

These quizzes are designed to aid you in your reading and understanding of the materials. As of such, while you may only take each quiz once and there is a time limit to complete the quiz you may, and are encouraged, to use notes and the readings to help answer quiz questions.

Most quizzes will be multiple choice, and quiz grades will be awarded immediately on completion.

Advertisement Analysis

Graded out of 10 points.

All students will complete one written advertisement analysis. This will be approximately 300 to 400 words long, and submitted on Carmen by the end of Friday the following week (in other words Friday the week after we discuss the material in class).

This assessment will require students to find a relevant commercial or advertisement that they feel applies to the week's readings, and apply what we have learned in class to the advert/commercial.

Students may complete the assignment on any one of the four 'Issues in Advertising' topics (weeks 4 through 7). Students may sign up for which week they will complete the assignment on Carmen.

Presentation

Graded out of 20 points.

Students will complete a short (approximately four to five minute) presentation. At minimum this will need to be a audio recorded presentation with slides, however students are encouraged to be more creative, and fully edited video presentations are welcomed.

Students may select any of the four special topics to present on (Politics, Sport, Health and Children). For their presentation students will be provided with additional readings.

The students are expected to review, assess and apply the additional reading materials provided.

The presentations will be uploaded to the Dropbox on Carmen by the end of Friday the following week (in others words one week after we discuss the material in class).

Further information on this will be provided in the coming weeks on Carmen.

Multiple Choice Tests

Graded out of 20 points. 10 points each. 3 tests with the lowest score dropped.

There are three multiple choice tests during the course. These will be based on all the material in the course up to the point of that exam.

The tests have a strict time limit of forty minutes, therefore you will need to know the material before completing the test.

It is the student's responsibility to make sure that they have a reliable internet access and a working computer for the test.

Extra Credit (Extra Credit Studies & C-Rep)

Up to three points of extra credit studies.

Extra Credit

Students can complete additional studies for extra credit. The studies will state how much extra credit will be awarded for that study. Please note, only up to 3 points of extra credit may be awarded in total for the class. Doing additional extra credit activities beyond 3 points will mean that the additional credit will not be granted even if these extra credit points are made up from multiple locations. For instance doing 2 extra credit points via C-Rep and two study extra credits will still lead to only 3 points being awarded, although 4 have been earned.

C-Rep Studies

Students who want to earn extra credit can participate in the Communication Research Experience Program (C-REP). C-REP is designed to give students direct exposure to the topics, goals, methods, and ethical issues of communication research. You can earn up to 3% extra credit. Each hour of participation is worth 1% of extra credit. Participation can take the form of:

- Completing C-REP research studies, OR
- Completing C-REP alternative written assignments, OR
- Completing a combined total of research studies and alternative writing assignments.

Completing your C-REP requirement must take place during the semester. You should definitely NOT wait until the last minute to sign up for participation because people tend to procrastinate and research opportunities will be limited. In fact, it is probably wise to complete your C-REP requirement as early as possible in the semester when demands on your time are the lightest. The C-REP Student Guide on the School of Communication website tells you everything you need to know about this requirement: <http://www.comm.ohio-state.edu/images/stories/PDFs/crepstudentguideupdate.pdf>

Please direct any questions regarding C-REP to Aysenur Dal at dal.1@osu.edu

Extra Credit Studies

Some additional studies, not available on C-Rep, may occasionally be posted to Carmen. These will appear in the Extra Credits module on Carmen.

Policies

Late Assignments

All assignments will be handed in on time. Deadlines should be considered fixed.

Late submissions for the discussions posts, discussion leading, quizzes and multiple choice tests will not be accepted.

Late submissions for the video presentation and advertisement analysis will be accepted up to 48 hours after the deadline, but will receive a 50% grade deduction. Assignments received more than 48 hours after the deadline will not be accepted.

If you believe you will have any problems making a deadline for an assignment you are advised to contact me at the earliest opportunity.

Technical Problems

Technical problems will not be accepted as a valid excuse for late submission. It is the student's responsibility to ensure they have ample time to submit assignments so that any technical issues do not hinder their submission.

Problems with internet connections, broken computers, corrupted files etc. will not be accepted.

The only technical excuse that may be accepted is if there is a widespread problem with Ohio State's technical systems as acknowledged by the Office of the Chief Information Office (OCIO). Any listed problems with OSU's technical systems can be listed here: https://osuitsm.service-now.com/selfservice/system_status.

Any problems listed by the OCIO will be considered for whether they could legitimately have prevented you from submitting your assignment on time.

Illness

Self-reported illnesses will not be accepted as a valid excuse for late or missing assignments.

Any medical absences that cause late submissions will require a signed note requesting the time off / extension from a medical professional. Medical absences should also be sought at the earliest opportunity. If, for whatever reason, students are unable to see a doctor before the deadline, they should email me at the earliest opportunity and explain when they will be able to see a doctor to gain the medical note.

If there are any further confusions or complications regarding this matter, please email me.

Personal Life Events

Students needing time off for personal crises and personal issues will be dealt with on a case-by-case basis.

However, given that all deadlines are posted in advance and there are no deadlines that require students to be in an exact time and place, only unforeseen events will be accepted. Planned events such as weddings, holidays etc. will not be accepted.

As a rule, the only event likely to be accepted as valid reasoning is a family illness or death or another personal issue that is affecting your study. However, all excuses will be treated on a case-by-case basis, and evidence may be requested where necessary.

Long-Term Issues

Students are advised to inform me of any long-term issues they feel may impact their performance in the class. These include any personal life events, long-term physical and mental illnesses, external commitments, etc.

Students are also strongly advised to seek out the help of student advocacy if they feel their are potential long-term problems that may effect their performance in this and other classes.

More information on student advocacy can be found at: <http://advocacy.osu.edu/>

Note on these policies

I am very aware that University is an incredibly stressful and difficult time, and therefore while some of these policies may seem strict, I will always work with students who have an issue which may be affecting their performance in the class. I strongly believe that your grade should be a reflection of the best work that you can do. With than in mind, while the above policies are set, I want to stress that I encourage students to be forthcoming regarding any issue which is affecting them.

Grade Challenges

Awarded grades are final. The only accepted grade challenges that will be accepted are where a genuine objective mistake has been made (e.g. where I have graded you as not completing an assignment when you have).

Appeals to round grades, or appeals to re-grade will not be met.

Academic Integrity

Ohio State's academic integrity policy

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute "Academic Misconduct."

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

Academic integrity within this class

All work you perform for this class should be unique and your own work.

Ohio State's TurnItIn system will be used to check for any potential plagiarism during the class. (<https://resourcecenter.odee.osu.edu/carmen/turnitin-suite-students>)

The multiple choice-tests and quizzes should be completed by yourself without outside help. Students found to be sharing questions, or sharing answers will be reported for academic misconduct.

Written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow APA style (or another clear referencing system) to cite the ideas and words of your research sources.

In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.

The course includes many opportunities for formal collaboration with your classmates. While study groups and peer-review of major written projects is encouraged, remember that comparing answers on a quiz or assignment is not permitted. If you're unsure about a particular situation, please feel free just to ask ahead of time.

Other sources of information on academic misconduct (integrity) to which you can refer include:

- The Committee on Academic Misconduct web pages (COAM Home)
- Ten Suggestions for Preserving Academic Integrity (Ten Suggestions)
- Eight Cardinal Rules of Academic Integrity (www.northwestern.edu/uacc/8cards.htm)

Accessibility accommodations for students with disabilities

Requesting accommodations

If you would like to request academic accommodations based on the impact of a disability qualified under the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, contact your instructor privately as soon as possible to discuss your specific needs. Discussions are confidential.

In addition to contacting the instructor, please contact the Student Life Disability Services at 614-292-3307 or ods@osu.edu to register for services and/or to coordinate any accommodations you might need in your courses at The Ohio State University. Go to <http://ods.osu.edu> for more information.

Accessibility of course technology

This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please

request accommodations with your instructor.

- Carmen (Desire2Learn) accessibility
- Streaming audio and video
- Synchronous course tools

Communication

Writing Style

While there is no need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. Informality (including an occasional emoticon) is fine for general discussion posts, however you should make sure that any informality does not come at the expense of successfully communicating your points.

Tone and civility

Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online.

If you feel upset by any of the discussion comments made by another student, or you feel a student may be speaking inappropriately to another student, you are encouraged to contact the TA (J.C.) in confidence.

Contacting The Instructor and TA

As a rule, we will respond to any emails within 24 hours. I will try to notify the class if I will be unable to respond during certain periods of the semester.

If I do not respond within 48 hours please feel free to email me again as occasionally emails will get lost in spam filters etc.

The class is very large (over 130 students). Therefore I may not have time to respond in detail to every student email. Please do not be offended if I simply refer you to the syllabus or another location on Carmen for certain information where necessary.

If you ask a question that may be relevant for other people to know, I may ask that you post it in the 'General Course Questions' section of the discussion forum and I will or the TA will respond to it there.

Similarly, you are advised to check this section before asking any general questions as it may have already been answered.

Course Schedule

Please note, for the 'Assignments Due' column, quizzes and discussions posts are due every week and aren't included here. Readings listed as 'KBS' refer to chapters in the book. Other listed readings will be available on Carmen.

Week	Dates	Area	Topic	Book Reading	Assignments Due
1	5/11-5/13	Intro	Syllabus and Set-Up	SKB 1	
2	5/16-5/20	Intro	History: Legal Issues and Economics	SKB 4 Potter (2005)	
3	5/23-5/27	Intro	Constructing an Audience & Campaigns	SKB 2 & 3	
4	5/30-6/3	Issues in Advertising	Materialism & Persuasion	SKB 5, Berger, Roloff, Roskos-Ewoldsen (2010)	Multiple Choice Test 1
5	6/6-6/10	Issues in Advertising	Stereotypes	SKB 6 (up to p. 82), 7, 8	Advertising Analysis: Materialism
6	6/13-6/17	Issues in Advertising	Advertising Controversial Products	SKB 11, 12	Advertising Analysis: Stereotypes
7	6/20-6/24	Issues in Advertising	Privacy & Social Responsibility	SKB 15 Hill (2012) Other readings TBC	Advertising Analysis: Controversial Products
8	6/27-7/1	Special Topics	Politics	SKB 14	Advertising Analysis: Privacy Multiple Choice Test 2
9	7/4-7/8	Special Topics	Sport	Reading TBC	Presentations: Politics
10	7/11-7/15	Special Topics	Health	SKB 13	Presentations: Sport
11	7/18-7/22	Special Topics	Children	SKB 10	Presentations: Health
12	7/25-7/29		Conclusions	SKB 16, 17	Presentations: Children
13	Final Test	No materials - Exam week			Multiple Choice Test 3

