



SYLLABUS

COMM 3444

Advertising & Society
Summer 2021 (12-week term)
3 credit hours
Online

COURSE OVERVIEW

Instructor

Instructor: Yue Li

Email address: li.7232@osu.edu (preferred contact method)

Office hours: Wednesdays 1:00-3:00 pm

Zoom: <https://osu.zoom.us/j/95697027986?pwd=T2x3NjlXMjRVcUUxVGwycnRzRG5jdz09>

Teaching assistant: Elizabeth Riggs

Email address: riggs.160@osu.edu (preferred contact method)

Office hours: Wednesdays 12:00 – 2:00 pm

Zoom: <https://osu.zoom.us/j/93730815363?pwd=NTJVVWdkvZEsbE1yTmdmV0lsaFZ3Zz09>

Course description

This course will be delivered 100% online. 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 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 learning outcomes

Students will understand the impact of advertising on a variety of institutions in society as well as how it impacts individual members of society. Students will be able to understand the interrelated system of players such as advertisers, the media industry, and consumers to better grasp advertising and its impact on society.

HOW THIS ONLINE COURSE WORKS

Mode of delivery: This course will be presented fully online. Course content will take the form of required readings, asynchronous lectures and videos, weekly asynchronous small group interactions with other students and the instructor and/or graduate teaching assistant.

Pace of online activities: Each week, students can go to the modules tab on the Carmen course website to begin. Each week will have its own module wherein all required content and assignments for that week can be found. The “start here” section of the weekly module will begin with an introduction video from the professor explaining what the topic of the week is and what to expect. From there, students will find a roadmap explaining all the requirements of the week and can click through to complete everything needed for that week in one place.

Credit hours and work expectations: This is a **3-credit-hour course**. According to Ohio State policy (go.osu.edu/credithours), students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.

Attendance and participation requirements: Because this is a 100% distance-education course, your attendance is based on your online activity and participation. We do not have any in-person lectures or exams as the course can be done completely online. Recorded lectures will be uploaded to Carmen each week by Monday. The lectures should be viewed within the week that they are posted to be sure you are up to date with the course materials.

The following is a summary of everyone's expected participation:

Viewing lectures and other posted videos:

- These can be found on Carmen within the weekly modules. In some cases, you will find a link within the Carmen module that will take you to another site to view a video (i.e., Kanopy). More than one lecture video may appear in the upload. The videos are short to provide the most optimal viewing experience and to increase attention and engagement.
- The lectures will be my voice over a PowerPoint presentation, to make it easier to access, but please make certain you have a strong Internet connection for watching the lectures and audio equipment (headphones are helpful).

- Per the Code of Conduct, you may not share recorded lectures. This is a copyright violation

Weekly assignments

As noted above, assignments will include weekly content quizzes, reflections, and group interaction. The details, expectations, and due dates for each assignment will be found in the weekly module on Carmen.

Readings

Required readings are listed on the syllabus as well as within each weekly module on Carmen. These readings include chapters from your textbook as well as additional articles posted online.

COURSE MATERIALS AND TECHNOLOGIES

Textbooks

Required

The textbook and/or courseware for this course is being provided via CarmenBooks. Through CarmenBooks, students obtain publisher materials electronically through CarmenCanvas, saving them up to 80% per title. The fee for this material is included as part of tuition and is listed as *CarmenBooks fee* on your Statement of Account. In addition to cost-savings, materials provided through CarmenBooks are available immediately on or before the first day of class. There is no need to wait for financial aid or scholarship money to purchase your textbook.

Unless you choose to opt-out of the program, you do NOT need to purchase any materials for this course at the bookstore. For more information on the program or information on how to opt out, [please visit the CarmenBooks website](#).

Sheehan, K. (2014). *Controversies in Contemporary Advertising (2nd Edition)*. Thousand Oaks, CA: Sage Publications Inc.

Access this eBook through the CarmenBooks reader link in the course navigation.

Additional required readings posted on Carmen.

Course technology

Technology support

For help with your password, university email, Carmen, or any other technology issues, questions, or requests, contact the Ohio State IT Service Desk. Standard support hours are available at ocio.osu.edu/help/hours, and support for urgent issues is available 24/7.

- **Self-Service and Chat support:** ocio.osu.edu/help
- **Phone:** 614-688-4357(HELP)
- **Email:** servicedesk@osu.edu
- **TDD:** 614-688-8743

Technology skills needed for this course

- Basic computer and web-browsing skills
- Navigating Carmen (go.osu.edu/canvasstudent)
- CarmenZoom virtual meetings (go.osu.edu/zoom-meetings)
- Recording a slide presentation with audio narration (go.osu.edu/video-assignment-guide)
- Recording, editing, and uploading video (go.osu.edu/video-assignment-guide)

Required equipment

- Computer: current Mac (MacOs) or PC (Windows 10) with high-speed internet connection
- Webcam: built-in or external webcam, fully installed and tested
- Microphone: built-in laptop or tablet mic or external microphone
- Other: a mobile device (smartphone or tablet) to use for BuckeyePass authentication

Required software

- Microsoft Office 365: All Ohio State students are now eligible for free Microsoft Office 365. Full instructions for downloading and installation can be found at go.osu.edu/office365help.

Carmen access

You will need to use BuckeyePass (buckeyepass.osu.edu) multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:

- Register multiple devices in case something happens to your primary device. Visit the BuckeyePass - Adding a Device help article for step-by-step instructions (go.osu.edu/add-device).
- Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click **Enter a Passcode** and then click the **Text me new**

codes button that appears. This will text you ten passcodes good for 365 days that can each be used once.

- Download the Duo Mobile application (go.osu.edu/install-duo) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service

If none of these options will meet the needs of your situation, you can contact the IT Service Desk at 614-688-4357(HELP) and IT support staff will work out a solution with you.

GRADING AND FACULTY RESPONSE

How your grade is calculated

Following are the percentages for each assignment category There will NOT be opportunities for any student to re-take exams, re-complete assignments, or complete additional work in order to raise their grade outside what is laid out in this syllabus. **Providing extra assignments for one student or “bumping up” a grade for one student invalidates the standards applied to the class and is unfair to every student.** For this reason, please do not ask me to reconsider your grade when the semester is over unless there has been an error in how it was calculated.

ASSIGNMENTS	PERCENTAGE
Reflection assignments	15%
Group interaction assignments	15%
Weekly content quiz	15%
Exam 1	27.5%
Exam 2	27.5%

See course schedule below for due dates.

Grading scale

GRADE	PERCENTAGE	GRADE	PERCENTAGE
A	93%-100%	C	73%-76%
A-	90%-92%	C-	70%-72%

B+	87%-89%	D+	67%-69%
B	83%-86%	D	63%-66%
B-	80%-82%	D-	60-62%
C+	77%-79%	E	<60%

Please note: Carmen Canvas, OSU's grading and class management software, does not round fractions up. Please take that into account in computing grades. I do not manually round up grades. There will be opportunities for extra credit for students who choose to earn those points.

Descriptions of major course assignments

Readings

Please read the assigned material for each week before going through the online module (i.e., lectures, quizzes, assignments). This will allow you to see connections and better understand the related material presented in lectures.

Weekly Reflection Assignment

Each week you will be asked to respond to a prompt that will allow you to reflect on some aspect(s) of that week's content. This will be a brief written assignment that will require you to spend some time thinking about the content from that week before writing a brief response. Some of these reflections are designed to help you identify questions you may have or areas where the week's content is a little unclear. When these are identified, you are encouraged to raise them on the "ask the instructor" discussion board for clarification.

Weekly Group Interaction Assignment

In this course, you have been randomly assigned to a smaller learning group (roughly 7-8 people) with whom you will have an opportunity to interact each week via the course discussion board set up for your group. Each week you will have specific instructions within the module for how you can discuss that week's content with your group members. These assignments may include a series of prompts to respond to, an asynchronous debate, or an opportunity to share an example of a case study or sample ad you've found that relates to course concepts. In each case, you'll be expected to post your responses and interact with those of several of your classmates in order to complete this weekly assignment.

Weekly Content Quiz

Each week you will be given an assignment to complete that will enhance your understanding of the topic(s) covered that week. You will be asked to complete a brief quiz to help you assess what you've learned from the weekly lecture videos and readings. These assignments are due each week and due dates are posted on the syllabus and Carmen.

Exams

There will be two exams based on material covered in class and in the assigned readings. The exams are not cumulative. Both lecture material and reading assignments will be tested. Exams will be composed of multiple-choice questions.

EXTRA CREDIT Students may earn up to three points of extra credit by participating in the School of Communication's Communication Research Experience Program (C-REP). One hour of research participation is equal to one point of extra credit. A non-research participation alternative is also available if you do not wish to participate in studies or are ineligible to participate in a research study. The C-REP Summer 2021 Student Guide will be posted on Carmen as soon as it is available, and it has more details about research participation. If you want to obtain an alternate assignment or need to unlock your C-REP account, you will need contact the C-REP coordinator, Olivia Bullock, at bullock.181@osu.edu. Additional extra credit opportunities will be announced via Carmen throughout the term.

Late assignments

Assignments & Deadlines: Each assignment is due on the designated date. Late assignments are marked down 10% per day including weekends. In an online course, it is your responsibility to have consistent access to a reliable Internet connection and all required software noted above. You should build in extra time to resolve technical problems so that you are able to do that while still meeting deadlines. For assistance with tech issues, please contact OCIO (details provided below in section on technology). Deadlines will **not** be extended for technological problems. If, however, you have an emergency or illness that precludes you from meeting a deadline, please let us know that right away. Provided that the emergency is brought to my attention within 24 hours of the deadline and can be documented, late penalties may be waived.

Technology issues: Technical failure does not constitute an excuse for submitting work late. This rule is critical in online courses. You are, per course requirements, expected to have regular access to a working computer/laptop and high-speed internet access. It is your responsibility to make sure your devices are in working order, which includes hardware and software. Technical problems which are documented by the University's Office of the Chief Information Officer (https://osuitsm.service-now.com/selfservice/system_status) will be permitted as these are outside of your control. If you experience a problem with an OSU system (email, Carmen) which OCIO have not reported, it will be your responsibility to raise a ticket with them. Only after they confirm your situation was out of your control will an accommodation be made. Note that a situation like this is extremely rare. If you find yourself experiencing a technical issue that impacts your ability to take part in essential class activities, your first response should be to make alternate arrangements.

Exams: All exams are to be taken online, using Proctorio, on the designated exam dates. You are required to take the exam alone on the scheduled day. The exam will be open for a 24-hour period on the date listed on the schedule below starting at 12 a.m. and closing at 11:59 p.m. The exam may be taken at an alternative time when approved by the instructor for one of the following reasons: (a) the absence is a university excused activity, necessary documentation is provided, and arrangements for make-up are made in advance; or (b) the absence is due to a medical or family emergency, necessary documentation is provided, and arrangements for makeup are made within 24 hours of the missed exam. If the requirements for (a) or (b) are not fully met, you will receive 0 points for the exam. Please note that make-up exams may be of a different format or cover course content in a different ratio than the original.

Instructor feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-4357(HELP)** at any time if you have a technical problem.)

- **Grading and feedback:** For large weekly assignments, you can generally expect feedback within **7-10 days**.
- **Email:** I will reply to emails within **24 hours on days when class is in session at the university**.
- **Discussion board:** I will check and reply to messages in the discussion boards every **24 hours on school days**.

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

Carmen:

- Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit Carmen.osu.edu. Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
- Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
- **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.**

Secured Media Library

- Some of the videos for this course will be posted in the University's Secured Media Library. The link will be posted on the class Carmen page and you will be automatically directed to the correct video.

- Help guides on the use of Secured Media Library can be found at <https://resourcecenter.odde.osu.edu/securedmedialibrary>

Carmen Zoom:

- Office hours will be held through Ohio State's conferencing platform, Carmen Zoom. A separate guide to accessing Carmen Zoom and our office hours is posted on the course Carmen page under Files.
- Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Carmen Zoom for the student to live chat with the professor or TA in the virtual office hours room.
- [Carmen Zoom](#) help guide

Proctorio:

- Proctorio, an online proctoring tool, will be used during this course. Proctorio offers you flexibility to take your exams at the time and in the location of your choosing. **Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection.** During the course of an exam, Proctorio will record the testing environment, therefore students should select private spaces for the exam session where disruptions are unlikely and where recording devices can be enabled.
- Instructions for setting up and using Proctorio can be found at: <https://resourcecenter.odde.osu.edu/carmencanvas/getting-started-proctorio-students>
- To use Proctorio you must be **over 18 years of age**.
- Additionally, the tool has **limitations in its accessibility** for students reliant upon screen readers and keyboard navigation. If you have concerns about using an online proctoring tool for the reasons listed above or in general, please contact your instructor to find an equivalent alternative.
- Proctorio offers free [24/7 student support](#) through web chat or email.

Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen

Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Web cam and microphone

Necessary software

- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs, including Microsoft Word and Mac Pages, have these abilities.

- OSU students have access to Microsoft Office products free of charge. To install, please visit https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733

OTHER COURSE POLICIES

How to Communicate with the Instructor

“Ask the Instructor” online discussion board: If your question is something that you believe may be of interest to others in the class, please use the “Ask the Instructor” online discussion board on Carmen. Unless your question is something of a private nature or something very particular to your situation, ask me by posting to the “Ask the Instructor” discussion board. The graduate teaching assistant and I will check these questions daily and you can expect a reply within 24 hours on weekdays (longer on weekends).

Email: For private questions, or those that are very specific to your individual situation, you can email the course TA (contact info above). TAs will respond to email within 24 hours on weekdays (longer on weekends). Please do not email with questions that can be answered by reviewing the syllabus or other official course documents.

*It is not feasible for me to help you with technical problems. **University Tech support can help you (614-688-HELP).**

Office Hours: For more in-depth questions, please use office hours. This is the appropriate way to review exams, ask questions about assignments, grading, or more involved questions about course content you may not understand. Office hours are digital via Carmen Zoom at the times indicated on page 1 of this syllabus (or by appointment).

Use of Email and Carmen: You are responsible for all information sent to you via your OSU email account and/or posted on the Carmen Website. Therefore, it is important for you to check your OSU email account daily and be sure to purge your account of unneeded email so that new messages can get through. Similarly, check the Carmen website regularly for any updates or announcements.

Discussion and communication guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **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. A more conversational tone is fine for non-academic topics.
- **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.
- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.
- **Backing up your work:** Consider composing your academic posts in a word processor, such as Microsoft Word, where you can save your work, and then copying into the Carmen discussion.

Academic integrity policy

Policies for this online course

- **Written assignments:** Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow **APA** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in--but no one else should revise or rewrite your work.
- **Reusing past work:** 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.
- **Falsifying research or results:** All research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>

Student Services and Advising

University Student Services can be accessed through BuckeyeLink. More information is available here:

<https://contactbuckeyelink.osu.edu/>

Advising resources for students are available here:

<http://advising.osu.edu>

Copyright for instructional materials

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Statement on Title IX

All students and employees at Ohio State have the right to work and learn in an environment free from harassment and discrimination based on sex or gender, and the university can arrange interim measures, provide support resources, and explain investigation options, including referral to confidential resources.

If you or someone you know has been harassed or discriminated against based on your sex or gender, including sexual harassment, sexual assault, relationship violence, stalking, or sexual exploitation, you may find information about your rights and options at titleix.osu.edu or by contacting the Ohio State Title IX Coordinator at titleix@osu.edu. Title IX is part of the Office of Institutional Equity (OIE) at Ohio State, which responds to all bias-motivated incidents of harassment and discrimination, such as race, religion, national origin and disability. For more information on OIE, visit equity.osu.edu or email equity@osu.edu.

Commitment to a diverse and inclusive learning environment

The Ohio State University affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different from them. We are committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among each member of our community; and encourages each individual to strive to reach his or her own potential. Discrimination against any individual based upon protected status, which is defined as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

Land Acknowledgement

We would like to acknowledge the land that The Ohio State University occupies is the ancestral and contemporary territory of the Shawnee, Potawatomi, Delaware, Miami, Peoria, Seneca, Wyandotte, Ojibwe and Cherokee peoples. Specifically, the university resides on land ceded in the 1795 Treaty of Greenville and the forced removal of tribes through the Indian Removal Act of 1830. I/We want to honor the resiliency of these tribal nations and recognize the historical contexts that has and continues to affect the Indigenous peoples of this land.

More information on OSU's land acknowledgement can be found here:

<https://mcc.osu.edu/about-us/land-acknowledgement>

Your mental health

As a student you may experience a range of issues that can cause barriers to learn, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. No matter where you are engaged in distance learning, The Ohio State University's Student Life Counseling and Consultation Service (CCS) is here to support you. If you find yourself feeling isolated, anxious or overwhelmed, on-demand resources are available at go.osu.edu/ccsondemand. You can reach an on-call counselor when CCS is closed at 614-292-5766, and 24-hour emergency help is also available through the 24/7 National Prevention Hotline at 1-800-273-TALK or at suicidepreventionlifeline.org. The Ohio State Wellness app is also a great resource available at go.osu.edu/wellnessapp.

COVID-19 and Illness Policies

Student illness or absence

If *you* are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able. All materials are available on Carmen, including lecture recordings and slides. Alternate assignments or extensions may be arranged.

ACCESSIBILITY ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

Requesting accommodations

The university strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability including mental health, chronic or temporary medical conditions, please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. **SLDS contact information:** slds@osu.edu; 614-292-3307; 098 Baker Hall, 113 W. 12th Avenue.

Accessibility of course technology

This online course requires use of CarmenCanvas (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.

- Canvas accessibility (go.osu.edu/canvas-accessibility)
- Streaming audio and video
- CarmenZoom accessibility (go.osu.edu/zoom-accessibility)
- Collaborative course tools

COURSE SCHEDULE

For each week, you should review the weekly “module” on Carmen. Within that module, you will find all of the videos, articles, and assignment details needed to complete that week’s assignments. Weekly modules are released by 9:00am on Mondays.

Week 1	Topic	Readings	What’s Due? *All due dates are by 11:59pm unless otherwise noted here
5/12-5/14	Introduction: Course Overview & Syllabus	The Syllabus	Interactive assignment (initial post Wednesday; Responses Friday)

	<p>What is Advertising?</p> <p>History of Advertising</p>	<p><u>Textbook Chapter 1:</u> <i>Advertising, Its Supporters, and Its Critics</i></p> <p><u>Textbook Chapter 16:</u> Online Advertising: The Ever Changing Landscape</p> <p>[Recommended, but not required] Chapter (posted on Carmen): <i>Advertising</i></p> <p>[Recommended, but not required] Chapter (posted on Carmen): <i>A brief history of advertising</i></p>	<p>Reflection (Sunday)</p> <p>Content quiz (Sunday)</p>
Week 2			
5/17-5/21	<p>Economic function of Advertising; Constructing audiences</p>	<p><u>Textbook Chapter 3:</u> <i>Advertising and the Media: Changes and Challenges</i></p> <p>Chapter (posted on Carmen): <i>The economic impact of advertising: What's the controversy?</i></p>	<p>Interactive assignment (initial position statement Wednesday; Responses Friday; Revised position statement Sunday)</p> <p>Reflection (Sunday)</p> <p>Content quiz (Sunday)</p>
Week 3			
5/24-5/28	<p>Regulation of advertising; Legal issues</p>	<p><u>Textbook Chapter 4:</u> <i>How Advertising is Regulated: Government and Industry</i></p>	<p>Interactive assignment (initial position statement Wednesday; Responses Friday; Revised position statement Sunday)</p>

		Chapter (posted on Carmen): <i>Puffery and Advertising: Puff the Magic Ad Man</i>	Reflection (Sunday) Content quiz (Sunday)
Week 4			
6/1-6/4 *5/31 Memorial Day – no classes, offices closed	Image-Based Advertising; Advertising and materialism	<p><u>Textbook Chapter 2: Are Goods Bad? Living in a Consumer Culture</u></p> <p>Article (posted on Carmen): <i>Child viewers may struggle to recognize adverts in videos from virtual play dates.</i></p> <p>Article (posted on carmen): <i>How the power of persuasion goes way beyond mere advertising.</i></p>	<p>Interactive assignment (initial post Wednesday; Responses Friday)</p> <p>Reflection (Sunday)</p> <p>Content quiz (Sunday)</p>
Week 5			
6/7-6/11	Advertising & Politics	<p><u>Textbook Chapter 14: Political Advertising: Do “We The People” Still Matter?</u></p> <p>Article (posted on Carmen): <i>TV political ads are regulated but online anything goes</i></p> <p>Article (posted on Carmen): <i>You’d be better off lighting your money on fire than giving it to a</i></p>	<p>Interactive assignment (initial position statement Wednesday; Responses Friday; Revised position statement Sunday)</p> <p>Reflection (Sunday)</p> <p>Content quiz (Sunday)</p>

		<p><i>politician to spend on TV ads.</i></p> <p>Chapter (posted on Carmen): <i>Political Advertising: Necessary, Necessary Evil, or Evil Necessarily?</i></p>	
Week 6			
6/14-6/18	Review & Exam 1	Study notes, videos, and readings to prepare for exam	You must take the exam between 12:00am and 11:59pm on 6/18
Week 7			
6/21-6/25	Advertising & stereotypes	<p><u>Textbook Chapter 6:</u> <i>Advertising Choices: Influences of Stereotypes and Taste</i></p> <p><u>Textbook Chapter 8:</u> <i>Advertising and Race: Examining the Melting Pot</i></p> <p>Article (posted on Carmen): <i>Gender Stereotypes Banned in British Advertising</i></p> <p>Article (posted on Carmen): <i>Ban on Harmful Gender Stereotypes in Ads Comes Into Force</i></p> <p>Article (posted on Carmen): <i>Can the</i></p>	<p>Interactive assignment (initial post Wednesday; Responses Friday)</p> <p>Reflection (Sunday)</p> <p>Content quiz (Sunday)</p>

		<i>Advertising Industry Stop Perpetuating Harmful Gender Stereotypes?</i>	
Week 8			
6/28-7/2	Advertising and Gender/Beauty	<u>Textbook Chapter 7:</u> <i>Gender and Advertising: How Gender Shapes Meaning</i> <u>Textbook Chapter 9:</u> <i>Advertising and Age, Sexual Orientation, and Ability: Marginalized or Mainstreamed?</i>	Interactive assignment (initial post Wednesday; Responses Friday) Reflection (Sunday) Content quiz (Sunday)
Week 9			
7/6-7/9 *7/5 Independence Day – no classes, offices closed	Children’s perceptions of advertising; Cognitive development & persuasion	<u>Textbook Chapter 10:</u> <i>Children and Advertising: Emerging Consumers, Problematic Strategies</i> Article (posted on Carmen): <i>Today’s class brought to you by... A report to the Campaign for a Commercial-Free Childhood.</i>	Interactive assignment (initial post Wednesday; Responses Friday) Reflection (Sunday) Content quiz (Sunday)
Week 10			
7/12-7/16	Advertising and Product Placement	<u>Textbook Chapter 5:</u> <i>Beyond Subliminal: The Pervasiveness</i>	Interactive assignment (initial post Tuesday; Responses Friday)

		<p><i>of Persuasion</i></p> <p>Article (posted on Carmen): <i>Future Product Placement in Films and Television will be Tailored to Individual Viewers</i></p>	<p>Reflection (Sunday)</p> <p>Content quiz (Sunday)</p>
Week 11			
7/19-7/23	Advertising for controversial products	<p><u>Textbook Chapter 11:</u> <i>Advertising Controversial Products: Bans and Beliefs</i></p> <p><u>Textbook Chapter 12:</u> <i>Tobacco and Alcohol Advertising: Industries in Flux</i></p> <p>Chapter (posted on Carmen): <i>Direct-to-Consumer Pharmaceutical Advertising: A Prescription for Everything?</i></p>	<p>Interactive assignment (initial position statement Wednesday; Responses Friday; Revised position statement Sunday)</p> <p>Reflection (Sunday)</p> <p>Content quiz (Sunday)</p>
Week 12			
7/26-7/30	Advertising & Social Responsibility	<p><u>Textbook Chapter 15:</u> <i>Socially Responsible Advertising: Does a Brand Have a Conscience?</i></p> <p><u>Textbook Chapter 17:</u> <i>Advertising: Being Ethical Advertisers in a Challenging Age</i></p>	<p>Interactive assignment (Wednesday)</p> <p>Reflection (Sunday)</p> <p>Content quiz (Sunday)</p>
Week 13			

8/2-8/4	Review & Exam 2	Study notes, videos, and readings to prepare for exam	You must take the exam between 12:00am and 11:59pm on 8/4
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