

Advertising and Popular Culture
ADV 303 (Unique # 06210)
9:00am-10:00pm., M/Wed/Fri, BMC 3.206
Spring 2019

Instructor: Dr. Galit Marmor-Lavie

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Office Hours: Tuesday, between 1pm-3pm, or by appointment.

Course Description

In this class, we will explore the role of advertising in our society and in our popular culture. Does advertising influence popular culture? Or does popular culture influence advertising? These questions and more are at the heart of this course. We will examine various aspects of our culture, including music, fashion, popular discourse, politics, gender and race, while making the connection to the advertising discipline. Critical perspectives, theories and analysis will be applied in a very practical way.

Overarching Goals and Objectives

- 1) To wake up from an illusion we call reality.
- 2) Understanding the role and significance of advertising in popular culture
- 3) Learning how to observe and analyze advertising messages from a critical point of view
- 4) Developing creative, persuasive and “my own voice” skills throughout the course of the semester.

Teaching Methods and structure

The course will combine lecture, media, guest speakers, discussion and students’ participation.

Course Materials

A textbook is available for purchase at the University Co-op. Most of the readings will be assigned from the following book:

Ads, fads, & consumer culture: Advertising’s impact on American Character & Society. By Arthur Asa Berger. (2015, fifth edition). Published by Rowman & Littlefield.

Additional readings and course material will be available through the PCL online resources, and/or will be distributed in class. Due to the dynamic nature of the class and the possibility of

guest speakers' participation, readings and the actual course outline are subject to change. Students will be held accountable for any changes to the course schedule and changed reading material posted on Canvas. It is the students' responsibility **to check Canvas regularly and before each class.**

Assignments and Responsibilities

The following section provides a brief summary of the course assignments and responsibilities. Detailed explanations will be provided by the instructor during the course of the semester.

- 1) **Exam 1:** multiple-choice exam that will cover the material we have learned in class and in your readings up until that point.
- 2) **Exam 2:** multiple-choice exam that will cover the material we have learned in class and in your readings after exam 1.
- 3) **Exam 3 (final):** multiple-choice exam that will cover the material we have learned in class and in your readings for the entire semester (including exam 1 and 2). The emphasis though will be on the material from the third part of the semester.
- 4) **Reflection Map (Team work):** The purpose of this assignment is to reflect on your personal journey, while taking this class. Specifically, describe what has happened to your relationship with: 1) the world of advertising and consumer culture, and 2) with your own sense of self. It is your job to showcase creatively the aforementioned journey via a visual map.

Evaluation

The following percentage breakdown will constitute your final grade. Final grades will be made using plus/minus grades. At the end of the semester please refrain from asking to round up grades. Only students who excelled in their participation throughout the entire semester will be considered for that.

Assignment	Weight
Exam 1	20%
Exam 2	20%
Exam 3 (Final)	30%
Reflection Map	30%

Grade Distribution:

Point total	Grade
93 or more	A
90-92.99	A-
87-89.99	B+
83-86.99	B

80-82.99	B-
77-79.99	C+
73-76.99	C
70-72.99	C-
60-69.99	D
Below 60	F

Course Outline (Subject to change)

Students are expected to read thoroughly the reading assignments prior to each class. Additional reading and class materials will be provided in class and on Canvas throughout the semester. The class schedule is subject to change.

Class	Date	Focus	Assignment
1	Wed, Jan. 23	Introduction and syllabus (The Truman Show)	
2	Fri, Jan. 25	The Power of Advertising (p-1)	Preface of the book + Chapter 1
3	Mon, Jan. 28	The Power of Advertising (p-1)	Chapter 1 in the book (continued)
4	Wed, Jan. 30	The Power of Advertising: an example	“The Persuaders” movie
5	Fri, Feb. 1	The Power of Advertising: Consumer Culture (p-2)	Chapter 2 in the book
6	Mon, Feb. 4	The Power of Advertising: Consumer Culture (continued p-2)	Chapter 2 in the book
7	Wed, Feb. 6	Sexuality and Gender in Advertising (p-3)	Chapter 5 in the book
8	Fri, Feb. 8	Sexuality and Women in Advertising: Research Video	“Killing Us Softly 4” – Jean Kilbourne
9	Mon, Feb. 11	Sexuality and Gender in Advertising (Constructive examples p-3)	Chapter 5 in the book
10	Wed, Feb. 13	Communication Theory (p-4)	Chapter 3 in the book
11	Fri, Feb. 15	Communication Theory (p-4)	Chapter 3 in the book
12	Mon, Feb. 18	Exam Review	Be prepared for the review

13	Wed, Feb. 20	Exam 1	Study for Exam 1
14	Fri, Feb. 22	Marketing & Branding (p-6)	
15	Mon, Feb. 25	Marketing & Branding (p-6)	
16	Wed, Feb. 27	Reading/Analyzing Advertising: Perspectives and examples (p-5)	Chapter 8 in the book
17	Fri, Mar. 1	Reading/Analyzing Advertising: Perspectives and examples (p-5)	Chapter 8 in the book
18	Mon, Mar. 4	Harry Ransom Center (HRC experience)	1. Half group – mad men archive 2. Half group – exhibition
19	Wed, Mar. 6	Harry Ransom Center (HRC experience)	1. Half group – mad men archive 2. Half group – exhibition
20	Fri, Mar. 8	Marketing: Segmentation (p-7)	Chapter 7 in the book
21	Mon, Mar. 11	Reading/Analyzing Advertising: The “1984” Commercial (p-9)	Chapter 9 in the book
22	Wed, Mar. 13	Marketing: Differentiation (p-8)	Chapter 4 in the book
23	Fri, Mar. 15	Marketing: Differentiation (p-8)	Chapter 4 in the book
24	Mon, Mar. 18 - 23	Spring Break	
25	Mon, Mar. 25	Exam Review	Be prepared for the review
26	Wed, Mar. 27	Exam 2	Study for Exam 2
27	Fri, Mar. 29	Reflection Map	Consultations with instructor
28	Mon, April 1.	Reflection Map	Consultations with instructor
29	Wed, April 3.	Political Advertising (p-11)	Chapter 6 in the book
30	Fri, April 5.	Globalization and Sports (p-12)	
31	Mon, April 8.	Movies and Advertising (p-13)	
32	Wed, April 10	Movies and Advertising (p-13)	
33	Fri, April 12	Music and Advertising (p-10)	Bring examples to class
34	Mon, April 15.	Music and Advertising (p-10)	
35	Wed, April 17.	Guest Speaker (Wingo)	
36	Fri, April 19.	Guest Speaker	

37	Mon, April 22.	Reflection Map: Presentations!	DUE: Sunday April 21, 11:59 PM ALL Students MUST submit their Reflection Map + all computer based material they will use during their presentation on Canvas (under the designated assignment thread).
38	Wed, April 24	Reflection Map: Presentations!	
39	Fri, April 26	Instructor's Feedback	Half of the class
40	Mon, April 29	Instructor's Feedback	Half of the class
41	Wed, May 1	What's Next? (p-14)	Chapter 10 in the book
42	Fri, May 3.	Survey + Exam Review	Be prepared
43	Mon, May 6	Final Exam: Exam 3	Study for the exam 3
44	Wed, May 8	Instructor's Feedback	
45	Fri., May 10	Instructor's Feedback	

Copyright Notice

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Religious Holy Days Observance Policy

The Texas Education Code specifies that an institution of higher education shall excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. A student who misses classes or other required activities, including examinations, for the observance of a religious holy day should inform the instructor as far in advance of the absence as possible, so that arrangements can be made to complete an

assignment within a reasonable time after the absence. <http://www.utexas.edu/student/registrar/catalogs/gi03-04/ch4/ch4g.html#attendance>

Policy on Scholastic Dishonesty

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. For more information on scholastic dishonesty, please visit the Student Judicial Services Web site at <http://www.utexas.edu/depts/dos/sjs/>.

Students with Disabilities

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY.

Recommendations regarding emergency evacuation from the Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety/>:

Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.

Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.

Students requiring assistance in evacuation shall inform their instructor in writing during the first week of class.

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Behavior Concerns Advice Line (BCAL)

If you have any concerns about the behavior of an individual please contact the behavior concerns advice line (BCAL) at 512-232-5050