



蘇州大學
Soochow University

COM 305 Advertising and the Consumer Culture

Fall 2023

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email:TBA

COURSE OBJECTIVES

This course delves into the realm of advertising as a dynamic form of social communication. It offers a historical lens through which to examine advertising's pivotal role in the emergence and perpetuation of "consumer culture." Throughout the course, we will dissect the strategic mechanisms employed to propel the circulation of goods and explore how advertising molds new behaviors and expectations in our daily lives. By scrutinizing the past and present of advertising, we aim to cultivate a profound understanding of its societal impact.

Upon Completion of this Course, students will be able to:

1. Develop a critical understanding of advertising and consumer culture;
2. Develop a creative and critical approach to reading and engaging with advertisements;
3. Gain the ability of critical reflection on mutual relation between the society and the world of advertising;
4. Understand the effects of consumerism on our well-being, our culture, the environment, and economies from the local to global level;
5. Explore various sociological, psychological, and economic theories related to consumerism.

PREREQUISITES

None



GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
2 Assignments	20 Points
2 Quizzes	20 Points
Final Project and Presentation	20 Points
Midterm Exam	15 Points
Final Exam	25 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Leiss, W., Kline, S., Jhally, S., Botterill, J., Asquith, K., *Social Communication in Advertising*, 4th Edition, Routledge, 2018.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Introduction to Advertising and Consumer Culture Topic 2: Historical Perspective Topic 3: Considering Consumerism Topic 4: Origins of the Consumer Society Assessments: Assignment #1



Module 2	<p>Topics: Topic 5: The Rise of Consumer Culture and the Therapeutic Ethos Topic 6: Modernity and Advertising Topic 7: Advertising and Commodities Topic 8: Advertising Agencies</p> <p>Assessments: Quiz #1</p>
Module 3	<p>Topics: Topic 9: The Political Economy of Advertising Topic 10: The Work of Representation Topic 11: Culture Jamming and Appropriation Topic 12: Advertising & Gender</p> <p>Assessments: Assignment #2 Midterm Exam</p>
Module 4	<p>Topics: Topic 13: Advertising and Pop Art Topic 14: Consumerism and prospect of democracy Topic 15: New Advertising Spaces Topic 16: Social Media Marketing</p> <p>Assessments: Quiz #2</p>
Module 5	<p>Topics: Topic 17: Environmental Impacts of Consumerism Topic 18: Consumer Activism and Branding Humanitarianism Topic 19: Twenty-First-Century Promotional and Consumer Culture Topic 20: Final Exam Review</p> <p>Assessments: Final Project and Presentation Final Exam</p>

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.



2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION



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Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.