

COURSE OUTLINE		
TERM: Fall 2023	COURSE NO: CMNS 295	
INSTRUCTOR:	COURSE TITLE: The Culture of Advertising	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Liłwat7úl (Lil'wat), x^wməθk^wəyəm (Musqueam), shíshálh (Sechelt), Sḵw̱xwú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (Tseil-Waututh) people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. May be delivered in mixed mode or online format.

COURSE PREREQUISITES

CMNS 112 and CMNS 132

CALENDAR DESCRIPTION

This course is an introduction to the study of advertising as social communication. Advertising will be examined as a system for social reproduction, rather than the psychological effects or marketing strategies of individual ads and campaigns. The key objective of the course is to provide a historical perspective on the development of consumer capitalism and its distinctiveness from other social and cultural formations.

COURSE NOTE

CMNS 295 is an approved Culture and Creative Expression course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES

Raoul, V., Bonner, M., & MacPhee, J. (2019). *Advertising shits in your head*. PM Press. Text available as an eBook at the Capilano library: <https://ebookcentral-proquest-com.ezproxy.capilanou.ca>

Schor, J. B., & Holt, D. B. (Eds.). (2000). *The Consumer Society Reader*. New York: The New Press. ISBN 978-1-56584-598-5 (e-book ISBN 978-1-59558-758-9).

Other required readings, videos, and web links provided on eLearn.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

1. Clearly distinguish between the marketing functions of advertising and its cultural role;
2. Identify and articulate a variety of issues, debates and problems around advertising and the development of consumer society;
3. Assess and explain the role of advertising in relation to other forms of popular culture and mass communication;
4. Identify, explain and apply key analytical perspectives on advertising as a cultural phenomenon;
5. Employ and understand basic procedures for cultural analysis of advertisements and other symbolic dimensions of the consumer society;
6. Speak and write critically about the historical role of advertising in human social and cultural development.

Students who complete this Culture and Creative Expression course will be able to do the following:

- Engage in creative processes including conception, investigation, execution, and ongoing critical analysis.
- Identify, analyze, and critique the elements of a form of expression using its specific vocabulary.
- Explain the significance of diverse forms of human creative expression, specifically including Indigenous forms.
- Assess the interaction among cultural frameworks, people, and the natural environment.
- Explain or demonstrate the connection between various events, ideas, traditions, and belief systems and the modes in which they are artistically or culturally expressed.
- Interpret diverse forms of creative expression from different perspectives (e.g. artistic, historical, Indigenous, literary, scientific, philosophical)

COURSE CONTENT

Weeks	Concepts/Themes
Week 1-2	Consumer culture; critical and social literacies
Week 3-4	Public and digital space; historical process of needs/wants; images and texts
Week 5-6	Decolonization and ways of knowing; social justice
Week 7-8	Gendered and racialized advertising; representation and identity
Week 9-10	Subvertizing/culture jamming and critical social contexts
Week 11-12	Conspicuous consumption
Week 13	Term review and synthesis
Week 14-15	Final Exam Period

EVALUATION PROFILE

Assignment Description	Percentage	Individual/Group
Critical Reflection	15%	I
Advertising/Case Study Analysis or Subvertising	20%	I/G
Digital Advertising	20%	G
Blog Post	15%	I/G
Presentation	10%	G
Final	20%	I
Total	100%	

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete “I” are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the time and date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand. Proper documentation is required and late assignments may not be accepted; each assignment will receive a late penalty of 1% per day.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

*** Accommodations can be made to honour community needs and traditional practices.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note taking only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:

<https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;

- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence

and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.