

**COMM 355: Advertising and Communication**  
**4 Units**

**Spring 2020**

Mon/Weds 10:00 – 11:50

**Location:** ANN L101

**Instructor:** Rook Campbell, PhD

**Office Hours:** Mon & Wed, 1:00 to 2:00

**Contact Info:** [rook.campbell@usc.edu](mailto:rook.campbell@usc.edu)

**I. Course Description:**

*Advertising and Communication* takes a 360 degree look at the meaning making, social relations, institutions, and products of contemporary advertising. Beginning from the vantage point of *creatives* and advertising practitioners, we will examine ad form and messaging devices. To be able to understand and critique advertising, our semester incorporates text study and opportunities to practice skills of visual culture.

Our aim is to understand the contexts in which messages are developed, produced, and circulated. By approaching advertising as more than a market mechanism, we will debate the social, psychological, political, and legal aspects of this cultural engagement.

By raising important questions of advertising as a space of mediation and dialogue between material goods and society, students will come to understand the day-to-day social, political, and economic edges of advertising. Through debates about advertising, students will obtain practical tools to inform communication strategy, and perhaps even effect social change. We will consider topics of branding, advertising strategy, privacy, political messaging, consumerism, text and image stereotypes, exclusion, racism, gender, as well as mechanisms and implications of audience targeting and segmentation. Our approach is to consider the different meanings of advertising and its regulations. In this way, we will acquire and develop rich resources for communication theorists, ad practitioners, *creatives*, and political activists.

## **II. Learning Objective:**

Our primary learning objectives are threefold: 1) to Understand advertising as a cultural text; 2) to analyze the social, political, technological and legal landscapes that make and sell desire, for some more than others; and 3) to create and pitch brand communication strategies that can better answer the social dilemmas or harms involved in marketplace representations and participation.

## **III. Required Readings:**

Barthes, Roland. 2001. (1972 ed) *Mythologies*. Harpers Collins, Moosic.

Berger, John. 1990. *Ways of Seeing*. Penguin Books, London.

Molotch, Harvey. 2003. *Where Stuff Comes From: How Toasters, Toilets, Cars, Computers and Many Other Things Come to Be As They Are*. Taylor & Francis, London.

Turow, Joseph. 2013. *The Daily You: How the New Advertising Industry is Defining Your Identity and Your Worth*. Yale University Press, New Haven. \*

## **IV. Recommended Reading:**

Cartwright, Lisa; Sturken, Marita, 2001. *Practices of Looking: An Introduction to Visual Culture*. Oxford, London.

Leiss, William; Kline, Stephen; Jhally, Sut; Botterill, Jackie. 2005 (3<sup>rd</sup> ed). *Social Communication in Advertising: Consumption in the Mediated Marketplace*. Routledge, New York.

## **V. Assignment Submission Policy:**

All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F. Assignments must be submitted in class and upon request also via Blackboard.

## **VI. Assessment:**

Participation & Exposé	15% of overall mark
Analysis Paper	15% of overall mark
Practicums	15% of overall mark
Midterm	20% of overall mark
Research & Portfolio Project	35% of overall mark

## **VII. Course Grading Policy**

There are is one analysis paper, an exposé and a research and portfolio project due in this class. The details of each analysis paper and individual exposé assignments will be given in approximately one week before due dates. Papers must be presented in hard copy as well as word (not google doc) formats. Late papers will not be accepted. If you have an emergency that impacts your ability to turn your

paper in on time, you need to contact the professor **before** the paper is due. Please consult the Exposé and Module Guidelines for submission details.

**If you are unable to turn in an assignment due to illness or a personal emergency, you must provide written documentation that will allow you to be excused, or discuss your situation with me in a timely manner. Do not wait until the end of the semester to sort things out.**

In order to pass this class you will need to complete ALL of the assignments. Failure to complete one or more of them will result in an F in the class.

Grades will be assigned as follows:

A/A- outstanding, thoughtful and enthusiastic work  
B+/B above average work, demonstrating good insight into assignment  
B-/C+ needs improvement on ideas, argument and follow through  
C and below fulfilling the bare minimum and showing little understanding of the material

Each assignment will be worth 100 points and will be converted to a percentage score depending upon the weight assigned to each. Your percentage scores won the assignments will be totaled and translated to a letter grade per the scale shown below:

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

If you have concerns regarding a grade on a given assignment, you must appeal it in writing, stating the reasons why you feel the grade is inaccurate, within one week of receiving the graded assignment. No late appeals will be accepted for review.

### **VIII. Office Hours:**

I am available to answer your questions and advise you on your work before and briefly after class, as well as during scheduled office hours. To help coordinate your visits, I encourage you to email me to set appointments.

### **Professor: Rook Campbell, PhD**

Office Hours By Appointment

M/W 1:00-2:00 pm

[rook.campbell@usc.edu](mailto:rook.campbell@usc.edu)

### **IX. Attendance Policy:**

You must participate actively in every discussion section. Attendance is compulsory. I will take attendance in each section. Students arriving more than fifteen minutes late will be considered absent. Students who have obviously not read the assigned material will be considered absent. Excused absences generally require documentation from either a university or medical authority.

### **X. Readings and Assignments:**

All required readings need to be completed before the section. Please bring a version of the text to class. Come with questions about the readings and be prepared to name difficult, interesting or exciting concepts, terms, or dilemmas that we can discuss together. All assignments must be typed, double spaced and turned in as hardcopies.

### **XI. Class Policy:**

Because our seminar format emphasizes student interaction, involves debate, and presents case study material, laptop usage is at the discretion of the professor. This policy is to ensure dynamic classroom participation. Please be prepared to take notes the old fashion way. Exceptions for note taking accommodation are possible by request.

### **XII. Course Schedule COMM 355: Reading and Weekly Breakdown\***

**\*Important note to students:** Be advised that this syllabus is subject to change – and probably will adjust – based on the progress of the class, news events, and/or guest speaker availability.

#### **Week One: 13 & 15 January**

##### **Introduction: Commercial Art and Culture**

Kidd, Chip. 2008. "ART 127: An Introduction to Commercial Art" in *The Cheese Monkeys: A Novel in Two Semesters*. Harper, New York. (selected reading)  
Baudrillard, Jean. 2005. *The System of Objects*. Verso, New York (Selected Reading: "Advertising").

#### **Week Two: 22 January (Dr. Martin Luther King Observance Day)**

##### **Symbol Systems and Visual Culture**

Barthes, Roland. 2001. (1972 ed) *Mythologies*. Harpers Collins, Moosic. (Selected Readings: Myth Today (109-131); Soap-powders and Detergents; Operation Margarine; The New Citroën)  
Berger, John. 1990. *Ways of Seeing*. Penguin Books, London. Selected readings: The Work of Advertising (Selected Readings: Chapter 7, On Publicity)

##### **Additional Reading:**

Cartwright, Lisa; Sturken, Marita, 2001. *Practices of Looking: An Introduction to*

*Visual Culture. Oxford, London.* (Selected Reading: Chapter 1)  
Leiss, William; Kline, Stephen; Jhally, Sut; Botterill, Jackie. 2005 (3<sup>rd</sup> ed). *Social Communication in Advertising: Consumption in the Mediated Marketplace.* Routledge, New York. (Selected Readings: Chapters 1-3).

**Week Three: 27 & 29 January**  
**Culture, Commodity & Status**

*Monday*

Berger, John. 1990. *Ways of Seeing.* Penguin Books, London. Selected readings: The Work of Advertising. (Discussion Continued...)

*Wednesday*

Bourdieu, Pierre. 1984. "The Habitus and the Space of Life-Styles" in *Distinction.* Harvard, Cambridge (bottom of 183-200; 208-225).

**Additional Reading:**

Barthes, Roland. 2001. (1972 ed) *Mythologies.* Harpers Collins, Moosic (Selected Readings: Ornamental Cooking).

Veblen, Thorstein. 1899. *The Theory of the Leisure Class.* Veblen (Selected readings: "Conspicuous Consumption", Chapter 4 available online <http://www.gutenberg.org/files/833/833-h/833-h.htm#link2HCH0004> )

**Analysis No. 1 | 29 January**

**Week Four: 3 & 5 February**  
**Cultural Capital**

Bourdieu, Pierre. 1984. "The Habitus and the Space of Life-Styles" in *Distinction.* Harvard, Cambridge (bottom of 183-200; 208-225)

**Practicum No. 1 | 3 February**

**Week Five: 10 & 12 February**  
**Selling Desire and Culture**

*Monday*

Bourdieu, Pierre. 1984. "The Habitus and the Space of Life-Styles" in *Distinction.* Harvard, Cambridge (Discussion continued...)

**Practicum No. 2 | 10 February**

*Wednesday*

**Advertising for the 'Youth' Market: Sport, Culture, Lifestyle**

Adz. 2013. *The Stuff You Can't Bottle.* Thames and Hudson Publishing, London. Selected Readings.

**Week Six: 19 February [No Class Presidents' Day]**  
**Territories and Times of (Sub)Cultures**

Adz. 2013. *The Stuff You Can't Bottle.* Thames and Hudson Publishing, London. (Selected Readings. Discussion continued).

**Week Seven: 24 & 26 February**  
**Engagement, Influence and Consumer Mindset**

*Monday*

**Guest Speaker | Jian Allen, 24 February**  
**Practicum No. 3 | NIKE, 24 February**

*Wednesday*

**Productions and Circulation of Desired Things**

Molotch, Harvey. 2003. *Where Stuff Comes From: How Toasters, Toilets, Cars, Computers and Many Other Things Come to Be As They Are*. Taylor & Francis, London (Chapters 1-4).

**Week Eight: 2 & 4 March**

**Social Life of Objects**

Molotch, Harvey. 2003. *Where Stuff Comes From: How Toasters, Toilets, Cars, Computers and Many Other Things Come to Be As They Are*. Taylor & Francis, London (Chapters 5-8).

**Week Nine: 9 & 11 March**

*Monday*

**Midterm\* | 9 March??**

*Wednesday*

**Data and Privacy in the Marketplace**

Turow, Joseph. 2013. *The Daily You: How the Advertising Industry is Defining Your Identity and Your Worth*. Yale University Press, New Haven. (Selected Readings)

\* \* \* \* \* **SPRING BREAK 15 – 2 March** \* \* \* \* \*

**Week Ten: 23 & 25 March**

**Alternative, Subversive, & Resistant Messaging**

Droney, Damien. 2010. "The Business of 'Getting Up': Street Art and Marketing in Los Angeles. *Visual Anthropology*. Vol. 23, pp. 98-114

Rumbo, Joseph. 2002. "Consumer Resistance in a World of Advertising Clutter: The Case of *Adbusters*" *Psychology and Marketing*. Vol. 19, No. 2, pp 127-148.

**Additional Reading:**

Beniger, James. 1986. "Revolution in Control of Mass Consumption" in *The Control Revolution Harvard University Press, Cambridge*. (Selected readings: chapter 8)

Habermas, Jürgen. "The Public Sphere". *The Structural Transformation in the Public Sphere: An Inquiry into a Category of Bourgeois Society*. (Excerpt from Stephen Bronner Twentieth Century Politics, a reader).

**Week Eleven: 30 March and 1 April**

**Advertising, Empowerment & Social Good**

Banet-Weiser, Sarah. 2012. *Authentic™*. New York University Press, New York.  
(Selected readings: Chapter 4, *Branding Politics*).

Littler, Jo. 2012. "Good Housekeeping: Green Products and Consumer Activism" in *Commodity Activism* (Banet-Weiser and Mukherjee). New York University Press, New York.

**Additional Reading:**

Leiss, William; Kline, Stephen; Jhally, Sut; Botterill, Jackie. 2005 (3<sup>rd</sup> ed). *Social Communication in Advertising: Consumption in the Mediated Marketplace*. Routledge, New York. (Selected readings, Chapter 14)

**Week Twelve: 6 & 8 April**

**Purpose Work**

Banet-Weiser, Sarah. 2012. *Authentic™*. New York University Press, New York.  
(Selected readings).

- Guest | Caroline Brit, Sidlee, TBD --
- Practicum No. 4 | Purpose Work, 6 April --
- Research Abstract Due | 6 April --

**Week Thirteen: 13 & 15 April**

**Persuasive Rhetoric: Apathy, Interest and Change**

Wallace-Wells, David. 2019. *The Uninhabitable Earth: Life After Warming*. Tim Duggan Books, New York. (Selected Readings)

*Monday*

- Guest Speaker: Peta, Tracy Reiman | 13 April --
- Practicum No. 5 | 13 April --

*Wednesday*

**Advertising Vices and Virtues: Selling Health and Goodness\***

Sloterdijk, Peter. 2013. *You Must Change Your Life*. Polity Press, New York. (Selected Readings: "Introduction: On the Anthropotechnic Turn", Chapter 1).

**Additional Reading:**

Leiss, William; Kline, Stephen; Jhally, Sut; Botterill, Jackie. 2005 (3<sup>rd</sup> ed). *Social Communication in Advertising: Consumption in the Mediated Marketplace*. Routledge, New York. (Selected readings, chapter 17)

Wolburg, Joyce. 2012 "Theories about Health and Advertising". In Rodgers, Shelly; Thorson, Esther (eds). *Advertising Theory*. Routledge, New York.

**Week Fourteen: 20\*\* & 22 April**

Hackley, C. and Kover, A. (2007) 'The Trouble With Creatives: Negotiating Creative Identity in Advertising Agencies', *International Journal of Advertising*. v 26, 1, pp. 63-78.

Nixon and Crewe, 2010. Pleasure at Work? Gender, Consumption and Work-based Identities in the Creative Industries. *Consumption Markets & Culture*. v 7, 2, pp. 129-147.

**Writing Workshop | 22 April**

## **Week Fifteen: 27 & 29 April**

### **Assessing Advertising: Money, Meaning & Messaging**

Leiss, William; Kline, Stephen; Jhally, Sut; Botterill, Jackie. 2005 (3<sup>rd</sup> ed). *Social Communication in Advertising: Consumption in the Mediated Marketplace*. Routledge, New York.

### **Research & Portfolio Project Presentations Due | 29 April**

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### **Finalized Portfolio Sites Due | Final Exam Date, 11 May**

## **XIII. Add/Drop Dates**

**Friday, January 31:** Last day to register and add classes for Session 001

**Friday, January 31:** Last day to drop a class without a mark of “W,” except for Monday-only classes, and receive a refund for Session 001

**Tuesday, February 4:** Last day to drop a Monday-only class without a mark of “W” and receive a refund for Session 001

**Friday, February 28:** Last day to drop a course without a mark of “W” on the transcript for Session 001. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

**Friday, February 28:** Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]

**Friday, April 3:** Last day to drop a class with a mark of “W” for Session 001

## **XIV. Statement on Academic Conduct and Support Systems**

### **Academic Conduct**

#### *Plagiarism*

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, “Behavior Violating University Standards” [policy.usc.edu/scampus-part-b](http://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct).

### **Support Systems**

*Counseling and Mental Health - (213) 740-9355 – 24/7 on call*

[studenthealth.usc.edu/counseling](http://studenthealth.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*

[suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call*

[studenthealth.usc.edu/sexual-assault](http://studenthealth.usc.edu/sexual-assault)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.



*Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298*  
[equity.usc.edu](http://equity.usc.edu), [titleix.usc.edu](http://titleix.usc.edu)

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

*Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298*  
[usc-advocate.symplicity.com/care\\_report](http://usc-advocate.symplicity.com/care_report)

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.