

## **COMM 355: Advertising and Communication**

**4 Units**

**Fall 2020**

Mon/Weds 2:00 – 3:20pm

**Location:** ONLINE

**Instructor:** Rook Campbell, PhD

**Office Hours:** Mon & Wed, 10:00 to 11:30

**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 identify and decode advertising in its symbolic communication forms, 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.

## **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.

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

## **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 discussion section. Attendance is compulsory. Attendance will be monitored. 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. 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: 17 & 19 August**

##### **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: 24 & 26 August**

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

*Monday*

Barthes, Roland. 2001. (1972 ed) *Mythologies*. Harpers Collins, Moosic. (Selected Readings: Myth Today (109-131); Soap-powders and Detergents; Operation Margarine; The New Citroën)

*Wednesday*

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: 31 August and 2 September**

##### **Culture, Commodity & Status**

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 | 31 August**

**Week Four: 9 September (No Class 9/7, Labor Day)**

**Cultural Capital**

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

Ford, Tanisha. 2015. *Liberated Threads: Black Women, Style and The Global Politics of Soul*. University of North Carolina Press, Chapel Hill. (Available as eBook via USC library holdings) (Selected Readings: pp 1-12).

**Additional Reading:**

Ford, Tanisha. 2019. *Dressed in Dreams: A Black Girl's Love Letter to the Power of Fashion*. St. Martins Press, London.

**Participatory Module | On Taste, 9 September**

**Week Five: 14 & 16 September**

**Selling Desire and Culture**

**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: 21 & 23 September**

**Territories and Times of (Sub)Cultures**

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

Esparza, Will. 2020. "Why the holding company model doesn't make room for diversity" Ad Age. July 6.

**Guest Speaker | Jian Allen, 21 September**

**Practicum No. 1 | Due, 21 September**

**Guest Speaker | Audrey Tyau & Will Esparza, 23 September**

**Week Seven: 28 & 30 September**

**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: 5 & 7 October**

## **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: 12 & 14 October**

### **Taboo: Market Constraint and Innovation**

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).

<b>Midterm*   12 October</b>
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### **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.

*Documentary*

Banksy (dir). 2010. *Exit Through the Gift Shop*

(available as rental or other streaming sources)

### **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 Ten: 19 & 21 October**

### **Advertising, Empowerment & Social Good**

Banet-Weiser, Sarah. 2012. *Authentic™*. New York University Press, New York. (Selected readings: Chapter 4, *Branding Politics*). \*\*Available as ebook – See USC library online collection.

Hsu, Tiffany. 2020. "Anti-Asian Harrassment Is Surging. Can Ads and Hashtags Help?" *New York Times*. 21 July.

## **Week Eleven: 26 & 28 October**

### **Purpose Work**

Davis, Judy Foster. 2017. "Selling Whiteness? - A critical review of the literature on marketing and racism". *Journal of Marketing Management*. Vol. 34 No. 1-2. pp 134-177.

### **Additional Reading:**

Chambers, Jason. 2011. *Madison Avenue and the Color Line: African Americans in the Advertising Industry*. University of Pennsylvania Press, Philadelphia.  
Littler, Jo. 2012. "Good Housekeeping: Green Products and Consumer Activism" in *Commodity Activism* (Banet-Weiser and Mukherjee). New York University Press, New York.

**Research Abstract Due | 26 October\* (TBC)**  
**Guest | Caroline Brit, 28 October**  
**Practicum No. 2\* | 28 October (TBD)**

### **Week Twelve: 2 & 4 November\***

#### **Brand Platforms & Industry Actors**

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. (Chapter 14, selected readings)

Additional Readings (TBD)

**Writing Workshop | 4 November**

### **Week Thirteen: 9 & 11 November**

#### **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 | 11 November**

Online Finalized Portfolio Site Due | Friday, 20 November\*

## **XII. Policies and Procedures**

### **Additional Policies**

Students are expected to comport themselves in the online classroom as would be expected in shared public presence with peers and colleagues. Online discussions require full attention and readiness to engage. Please expect to participate.

### **Communication**

Students should contact the instructor outside of class and if unable to attend posted office hours. Alternative meeting time can be accommodated. Please email the professor directly with all requests or meeting time concerns.

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

**Academic Integrity Policy:**

The School of Communication maintains a commitment to the highest standards of ethical conduct and academic excellence. Any student found responsible for plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will be reported to the Office of Student Judicial Affairs and Community Standards and may be dismissed from the School of Communication. There are no exceptions to the school's policy.

### **Academic Conduct:**

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).

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course, without approval of the instructor.

### Emergency Preparedness/Course Continuity in a Crisis

In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies. See the university's site on **Campus Safety and Emergency Preparedness**.

### **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 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.

*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.

*The Office of Disability Services and Programs - (213) 740-0776*

[dsp.usc.edu](http://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Campus Support and Intervention - (213) 821-4710*

[campussupport.usc.edu](http://campussupport.usc.edu)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*

[diversity.usc.edu](http://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu), [emergency.usc.edu](http://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu)

Non-emergency assistance or information.

*Annenberg Student Success Fund*

<https://annenbergsuccessfund.usc.edu/current-students/resources/additional-funding-resources>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

*Breaking Bread Program [undergraduate students only]*

<https://undergrad.usc.edu/faculty/bread/>

The Breaking Bread Program is designed to provide individual undergraduate students with an opportunity to meet and have scholarly discussions with faculty members outside of the normal classroom setting. Through this program, students and faculty enjoy good company and great conversation by literally “breaking bread” over a meal together and USC will pick up the tab! Your meal event can take place anywhere outside of the normal classroom setting. Your venue can be a restaurant or eatery on or off-campus.

