

Effective: Fall 2019

COURSE INFORMATION

Course Title: Advertising as Social Communication

Course Number: CMNS 223

Credits: 3

Total Weeks: 14 (Fall, Spring)
12 (Summer)

Total Hours: 39

Course Level: ☐ First Year ☒ Second Year
☐ New ☐ Revised Course
☐ Replacement Course

Department: Humanities

Department Head: P. Best

Former Course Code(s) and Number(s) (if applicable): N/A

Pre-requisites (If there are no prerequisites, type NONE): CMNS 110 or CMNS 130 or equivalent

Co-requisite Statement (List if applicable or type NONE): NONE

Precluded Courses: N/A

COURSE DESCRIPTION

This course is an introduction to advertising from a critical perspective. Students will explore the history of advertising to show how it has come to occupy a privileged position in contemporary culture. Students will also investigate the relations of the advertising agency to the media, to the state and especially to its target audiences. Some issues that will be considered include advertising's play with meaning, media literacy, the ethics of advertising, social marketing, political advertising, gender and race representation, and consumer resistance.

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Critically analyze how advertisements influence the consumer.
- Demonstrate how representation is used in products.
- Understand the social functions of advertisement in our society.
- The use of power and the process of advertisement in political, economic, cultural, and ideological contexts.
- Be self-reflective about their own engagement with advertising.
- Further develop interdisciplinary academic and transferrable skills.

INSTRUCTION AND GRADING

Instructional (Contact) Hours:

Type	Duration
Lecture	39
Seminars/Tutorials	
Laboratory	
Field Experience	
Other (<i>specify</i>):	
Total	39

Grading System: Letter Grades ☒ Percentage ☐ Pass/Fail ☐ Satisfactory/Unsatisfactory ☐ Other ☐

Specify passing grade: 50%

Evaluation Activities and Weighting (total must equal 100%)

Assignments:	Lab Work:	%	Participation:	%	Project:	%
Assignment 1		5%				
Assignment 2		30%				
Assignment 3		35%				
Quizzes/Test:	Midterm Exams:	%	Final Exam: 30%		Other:	%

TEXT(S) AND RESOURCE MATERIALS

Provide a full reference for each text and/or resource material and include whether required/not required.

Readings and resources for this course will be available through C4 – Coquitlam College’s Moodle-based virtual learning environment (VLE). The assigned readings are indicated in the course content information below.

COURSE TOPICS

List topics and sequence covered.

Week	Topic	Readings
Week 1	Introduction	Williams, R. (2000). “Advertising: The magic system”. Advertising & Society Review, 1(1).
Week 2	Aesthetics	Venkatesh, A., & Meamber, L. A. (2006). “Arts and aesthetics: Marketing and cultural production”. Marketing Theory, 6(1), 11-39.
Week 3	Habitus	Bourdieu, P. (1979 & 1996). “Classes and Classifications”. Distinction, 466- 484
Week 4	Commodification	Billig, M. (1999). “Commodity fetishism and repression”. Theory & Psychology, 9(3), 313-329.
Week 5	Narratives	Lalancette, M., & Raynauld, V. (2019). “The power of political image: Justin Trudeau, Instagram, and celebrity politics”. American Behavioral Scientist, 63(7), 888-924.
Week 6	Political Advertising	Dunn, S., & Tedesco, J. C. (2017). “Political Advertising in the 2016 Presidential Election”. The 2016 US Presidential Campaign (pp. 99-120), 99-120.
Week 7	MIDTERM (Assignment 2)	
Week 8	Identity and Intersectionality	Gill, R. (2009). “Beyond the ‘sexualization of culture’ thesis: An intersectional analysis of sixpacks, midriffs and hot lesbians in advertising”. Sexualities, 12(2), 137-160.
Week 9	Nostalgia	Chrostowska, S. D. (2010). “Consumed by Nostalgia?”. SubStance, 39(2), 52-70.
Week 10	Luxury and Excess	Armitage, J., & Roberts, J. (2016). The spirit of luxury. Public Culture, 12(1), 1-22.
Week 11	Ad-Tech 1: Social Media and the Attention Economy	Berger, J., & Milkman, K. L. (2012). “What makes online content viral?”. Journal of marketing research, 49(2), 192-205.

Week 12	Ad-Tech 2: Surveillance and Addiction	Gonzalez, R. J. (2017). "Hacking the Citizenry?". Anthropology Today, 33(3), 9-12.
Week 13	Conclusion: Revision and Exam Preparation	
Week 14	FINAL EXAM	

NOTES

1. Students are required to follow all College policies. Policies are available on the website at: [Coquitlam College Policies](#)
2. To find out how this course transfers, visit the BC Transfer Guide at: bctransferguide.ca

Last Revised: September 2019

Last Reviewed: September 2024