

MDIA 220: Critical Approaches to Advertising

Trimester 1 2010

1 March to 4 July 2010

20 Points

- **Public holidays this trimester:** Easter: Friday 2 April-Tuesday 6 April 2010

TRIMESTER DATES

Teaching dates: 1 March 2010 to 4 June 2010

Mid-trimester break: 5 April to 18 April 2010

Study week: 7 June to 11 June 2010

Last piece of assessment due: 14 June 2010

WITHDRAWAL DATES

Information on withdrawals and refunds may be found at
<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

NAMES AND CONTACT DETAILS

Staff: Dr. Geoff Stahl

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Room: 42-44 Kelburn Parade, room 112

Office Hours: Thursdays 10:00-12:00 (or by appointment)

CLASS TIMES AND LOCATIONS

Lectures: Mondays, 14:00-16:00

Trimester Dates: March 1– June 6

Room Number: Memorial Theatre, Student Union Building

Tutorials: Tuesdays and Wednesdays, KP 101. Please see S-Cubed to sign up.

COURSE DELIVERY

The course will be given in lecture form, with tutorials dedicated to that week's lecture and scheduled readings.

COMMUNICATION OF ADDITIONAL INFORMATION

Blackboard will be used throughout this course. PowerPoint presentations will be posted here, AFTER the lecture. Questions regarding the course, readings, assignments, etc., should be posted on Blackboard.

COURSE CONTENT

The filmmaker Jean-Luc Godard once described an earlier generation as the children of Marx and Coca-Cola. As a gloss on contemporary culture, this still holds true, although we may well now call them the children of Baudrillard and Red Bull. In a Western culture in which advertising holds a central place in everyday life--from public spaces, to television, popular music, film, and the Internet--it is important that we develop the requisite critical skills that will allow us to engage with advertising texts and contexts as part of our daily routine. This course is designed not to train students in advertising then, but rather to hone the analytical techniques required to make sense of the ways in which advertising affects each and every one of us. To this end, the course will cover the history of advertising, seeing it as a medium which has changed over time, but will focus mainly on the various ways in which it has recently been analysed, theorized and critiqued.

LEARNING OBJECTIVES

At the end of the course, students will be expected to have attained the following:

- An understanding of the role played by advertising in consumer culture.
- An analytical approach to advertising and consumer culture.
- An overview of the different critical approaches and perspectives taken on advertising and consumer culture.

EXPECTED WORKLOAD

Students should expect to devote 13 hours per week to this course.

READINGS

For the first two weeks of trimester all undergraduate textbooks and student notes will be sold from the Memorial Theatre foyer, while postgraduate textbooks and student notes will be available from the top floor of vicbooks in the Student Union Building, Kelburn Campus. After week two all undergraduate textbooks will be sold from vicbooks and student notes from the Student Notes Distribution Centre on the ground floor of the Student Union Building. You can order textbooks and student notes online at www.vicbooks.co.nz or can email an order or enquiry to enquiries@vicbooks.co.nz. Books can be couriered to you or they can be picked up from the shop. You will be contacted when they are available.

Essential texts: Course Pack

Recommended Reading: A number of books relating to the course have been placed at Closed Reserve, on three-day loan. Please check the Library listing for this course for more details.

ASSESSMENT REQUIREMENTS

1. First Assignment: CLOSE READING: 2000 words [40%]

Close reading of an advertisement, using material from first half of class. Students will be expected to demonstrate an analytical approach to their chosen text.

- **Due Date: THURSDAY, APRIL 1th, 2 PM**

2. Second Assignment: ORAL PRESENTATION + WRITEUP: 500 words [20%]

10 minute oral presentation in tutorials, based on a supplementary reading, to be written up as a short report. Presentations will be expected to demonstrate that the student has reflected upon the complex role played by advertising in consumer culture and should be designed to engage with other students in the form of questions and at least one relevant example.

Supplementary readings are on Closed Reserve.

Students will sign up on S-Cubed for their chosen reading.

Write-ups are to be handed by the Friday of the week presented.

3. Third Assignment: TAKE-HOME ASSIGNMENT: 2000 words [40%]

Take-home assignment. Students will be expected to illustrate the applicability of a select number of approaches and perspectives to advertising introduced in the course.

- **NB: This is distributed in *Week Eleven***
- **Due Date: MONDAY JUNE 14th, 10 AM**

ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found on Blackboard or outside the Programme office. Remember to fill in your tutor's name.

PENALTIES AND EXTENSIONS

Work submitted after the deadline will be penalised by a 2.5 percent deduction from your total mark per work day or part work day, starting from the hour the work is due. This means late work will drop one 'grade-step' every second day—i.e. from C+ to C, or A- to B+. Late work also receives only minimal comments from your marker.

Extensions: Extensions will be granted only in exceptional and unforeseen circumstances. Issues of workload do not constitute exceptional and unforeseen circumstances. If you require an extension, you must complete an extension request form (available on your course Blackboard site) prior to the assignment due date. This must be accompanied by relevant documentation (e.g. a doctor's certificate) where appropriate. Tutors cannot grant extensions.

MANDATORY COURSE REQUIREMENTS

Students must submit all pieces of assessment in order to pass the course.

Attendance in tutorials is mandatory. Exemptions are allowed for those with proper medical certificate or equivalent.

All readings are to be done BEFORE class.

CLASS REPRESENTATIVES

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

STATEMENT ON LEGIBILITY

You are expected to present work that meets appropriate standards. Work submitted during the course (i. e. work that is internally assessed) should be typed or prepared on a computer. Work submitted in the final examination will obviously be handwritten. You are expected to write clearly. Where work is deemed 'illegible', you will be given a photocopy of the work and asked to transcribe it to an acceptable standard (preferably typed) within a specified time frame.

ACADEMIC INTEGRITY AND PLAGIARISM

Academic integrity means that university staff and students, in their teaching and learning are expected to treat others honestly, fairly and with respect at all times. It is not acceptable to mistreat academic, intellectual or creative work that has been done by other people by representing it as your own original work.

Academic integrity is important because it is the core value on which the University's learning, teaching and research activities are based. Victoria University's reputation for academic integrity adds value to your qualification.

The University defines plagiarism as presenting someone else's work as if it were your own, whether you mean to or not. 'Someone else's work' means anything that is not your own idea. Even if it is presented in your own style, you must acknowledge your sources fully and appropriately. This includes:

- Material from books, journals or any other printed source
- The work of other students or staff
- Information from the internet
- Software programs and other electronic material
- Designs and ideas
- The organisation or structuring of any such material

Find out more about plagiarism, how to avoid it and penalties, on the University's website:

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

GENERAL UNIVERSITY POLICIES AND STATUTES

You should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to the Academic Policy and Student Policy sections on:

<http://www.victoria.ac.nz/home/about/policy>

The AVC (Academic) website also provides information in a number of areas including Academic Grievances, Student and Staff conduct, Meeting the needs of students with impairments, and student support/VUWSA student advocates. This website can be accessed at:

http://www.victoria.ac.nz/home/about_victoria/avcademic/Publications.aspx

COURSE PROGRAMME

Week 1	Mar. 1	<p><u>Introduction to Course: A Short History of Advertising/What is Advertising?</u></p> <p>Williams, Raymond. "Advertising: The Magic System," in <u>Cultural Studies</u>, Lawrence Grossberg, Cary Nelson, Paula A. Treichler, with Linda Baughman, Eds., New York: Routledge, 1992, pp. 410-423.</p>
Week 2	Mar. 8	<p><u>Advertising and Commodity Culture</u></p> <p>Marx, Karl. "The Fetishism of the Commodity and its Secret," in <u>The Consumer Society Reader</u>, Martyn J. Lee, Ed., New York: Blackwell, 2000, pp. 10-18.</p> <p>Leiss, William, Stephen Kline, and Sut Jhally. "The Bonding of Media and Advertising," in <u>The Consumer Society Reader</u>, Martyn J. Lee, Ed., New York: Blackwell, 2000, pp. 244-52.</p>
Week 3	Mar. 15	<p><u>Reading Ads</u></p> <p>Barthes, Roland. "Rhetoric of the Image," in <u>The Visual Culture Reader</u>, Nicholas Mirzoeff, Ed., New York: Routledge, 1998, pp. 70-73.</p> <p>Barthes, Roland. "Soap Powders and Detergents," in <u>Mythologies</u>, London: Paladin, 1989, pp. 40-42.</p> <p>Fowles, Jib. "The Dynamics Behind the Advertisement," in <u>Advertising and Popular Culture</u>, Thousand Oaks: Sage, 1996, pp. 77-102.</p>
Week 4	Mar. 22	<p><u>Advertising at Work</u></p> <p>Leiss, William, Stephen Kline, and Sut Jhally. "Criticisms of Advertising," in <u>Social Communication in Advertising: Persons, Products and Images of Well-Being</u>, Auckland: Methuen, 1986, pp. 13-30.</p>
Week 5	Mar. 29	<p><u>Gender, Sexuality and Advertising</u></p> <p>Brickell, Chris. "Liberation at Levenes? The Brave New (Right) World of the 'Gay Consumer,'" in <u>Sites</u>, No. 36, 1998, pp. 75-89.</p> <p><i>First assignment due: Thursday, April 1th, 2 PM</i></p>
Mid Trimester Break:		Friday 2 April– Sunday 18 April 2010
Week 6	Apr. 19	<p><u>Advertising and Difference</u></p> <p>Entman, Robert M. and Andrew Rojecki. "Advertising Whiteness," in <u>The Black Image in the White Mind</u>, Chicago: University of Chicago Press, 2000, pp. 162-181.</p> <p>Seiter, Ellen. "Different Children, Different Dreams," in <u>Gender, Race and Class in Media: A Text-Reader</u>, Gail Dines and Jean M. Humez, Eds., London: Sage, 1995, pp. 99-108.</p>

- Week 7 Apr. 26 **The Sound of Advertising**
- Booth, Mark W. "Jingle: Pepsi-Cola Hits the Spot," in On Record: Rock, Pop and the Written Word, Simon Frith and Andrew Goodwin, Eds., New York: Pantheon, 1990, pp. 320-325.
- Taylor, Timothy D. "The Changing Shape of the Culture Industry; or How Did Electronica Music Get Into Television Commercials," in *Television and New Media*, Vol. 8, No. 3, (August, 2007), pp. 235-258.

- Week 8 May. 3 **Selling Places**
- Ward, Stephen V. "Come Celebrate Our Dream," in Selling Places, New York: Routledge, 2000, pp. 209-235.

- Week 9 May. 10 **The Advertising Look**
- Aynsley, Jeremy. "Style an Ideology: Nazification and Its Contradictions in Graphic Design: 1933-1945," in Graphic Design in Germany 1890-1945, Berkeley: University of California Press, 2000, pp. 178-211.
- Film: Helvetica (Gary Hustwit, 2007)**
(In-Class Screening)

- Week 10 May. 17 **Anti-Advertising**
- Falk, Pasi. "The Benneton-Toscani Effect: Testing the Limits of Conventional Advertising," in Buy This Book: Studies in Advertising and Consumption, Mica Nava, Andrew Blake, Iain MacRury and Barry Richards, Eds., New York: Routledge, 1997, pp. 64-86.

- Week 11 May. 24 **Culture Jamming**
- Harold, Christine. "Pranking Rhetoric: 'Culture Jamming' as Media Activism," in *Critical Studies in Media Communication*, Vol. 31, No. 3 (2004), pp. 189-211.
- Take-Home Assignment Distributed**

- Week 12 May. 31 **Branding and Promotional Culture**
- Hearn, Alison. "'Meat, Mask, Burden': Probing the Contours of the Branded 'Self,'" in *Journal of Consumer Culture*, Vol. 8, No. 2 (2008), pp. 197-217.
- Film: Merchants of Cool (Barak Goodman, 2001)**
(In-Class Screening)

Study Week: Monday 7 June to Friday 11 June 2010

Examination Period: Friday 11 June – Sunday 4 July 2010