

SO 360: Advertising, The Media, and Society

Syllabus

Summer Session, 2003

Instructor: Dr. R. Kerns-Zucco

Class Location: Manhattan

Office: Emerson 111D

Office Hours: by appointment, e-mail anytime

Telephone: Office: (413) 782-1333 Home: (413) 583-8839

E-mail: rkernszu@wnec.edu  
kerzuc@gis.net

Course Description:

This course focuses on an analysis of the effects of advertising and the media on society. It will examine issues such as the effect of advertising on self-image and alcohol use, the role of the mass media, media ethics, and media and politics.

Prerequisite: SO 101

Texts: Can't Buy My Love: How Advertising Changes the Way We Think and Feel by Jean Kilbourne

Annual Editions: Mass Media, 03/04 by Joan Gorham

Course Objective:

The objective of this course is for students to display an understanding of the interaction of advertising, the media, and society through their written performance on reaction papers, online comments, and a final paper.

Grades:

Grades will be based on student performance on reaction papers, class discussions, and a final written paper. Each will count for one-third of the final grade.

### Grading System:

93 or above	= A
Equal to or above 90 and less than 93	= A-
Equal to or above 87 and less than 90	= B+
Equal to or above 83 and less than 87	= B
Equal to or above 80 and less than 83	= B-
Equal to or above 77 and less than 80	= C+
Equal to or above 73 and less than 77	= C
Equal to or above 70 and less than 73	= C-
Equal to or above 67 and less than 70	= D+
Equal to or above 63 and less than 67	= D
Below 63	= F

### Reaction Papers:

Reaction papers will be due for each reading assignment. Reaction papers are to address each individual article assigned. Reaction papers, or opinion papers, require that you read the material and tell me what you think of it. The logic behind a reaction paper is that you must read the material, think about what it means, and write about what you think of it and why. Why you think the way you do is the important aspect of reaction papers. Your thoughts should remain consistent with your knowledge and beliefs of the material. Basically, if you think one way or another about some material you should have a reason for thinking that way. The reasoning process is the basis of grading reaction papers. Sound reasoning is logical, coherent, and consistent. Unsound reasoning is illogical, incoherent, and inconsistent. I say this because people tend to ask, "How can I be graded on what I think?" The answer is, "You are not graded on what you think. You are graded on the reasoning behind that thinking." So, read the material, think about what it means, and tell me what you think about it and why you think that way. Reaction papers will be due by noon Thursdays in the Post Office on Manhattan. You must also post your reaction papers in the Class Discussion area and reply with a comment to ALL the reaction papers of the other students in the class. You will lose a percentage of your homework grade for each reaction paper on which you do not comment.

### Discussion Questions:

After I grade your reaction papers I will post discussion questions in the Class Discussion area. You are to, then, read and reply to the answers of ALL your classmates by noon the following Monday. Reading and responding to the answers of all your classmates is

important because it is necessary for each of you to be exposed to the ideas and opinions of the other students in the class. So, be sure to read and respond to the comment of ALL the students in the class. Again, failure to respond to the discussion answers of each of the students in the class will mean your discussion grade will be reduced by some percentage.

#### Final Paper:

You are required to write a final paper with a minimum length of 7 pages titled "What I've learned in Advertising, The Media, and Society" in which I do not want you to simply regurgitate the material presented in the texts or in readings. Again, think about what has been important to you in this class, write that down, and tell why you think that way. In other words, write a large reaction paper that addresses the class. Again, the emphasis should be on why you think the way you do with your grade being based on the reasoning process behind your thinking. The final paper will be due the Monday after the last week of classes.

#### Academic Integrity:

From the Western New England Catalog for 2002-03, "Honesty in all academic work is expected of every student. This means giving one's own answers in all class work, quizzes, and examinations without help from any source not approved by the instructor. Written material is to be the student's original composition. Appropriate credit must be given for outside sources from which ideas, language, or quotations are derived." Unless it is otherwise stated, as in the case of collaborations on reaction papers, you are expected to do your own work in this class.

#### Topical Content

Week	Assignment
1	Read: Kilbourne, Introduction, Chapters 1-4
2	Read: Kilbourne, Chapters 5-8
3	Read: Kilbourne, Chapters 9-13
4	Read: Annual Editions, Introduction, Chapters 1-13
5	Read: Annual Editions, Chapters 14-29

6 Read: Annual Editions, Chapters 30-38

Final paper due by noon the Monday after the last week of class.