It was once said, "Ads are the cave art of the twentieth century." And, it may be the case that the digital advertising era and consumer-generated media represent the communication essence of the early decade of the 21st Century . . . a new kind of narrative and art form. Advertising can be observed, interpreted and understood as a cultural yardstick of our times. By virtue of their mediated presence, ads may be a more realistic representation of the values of a society than many other manifestation of a society’s culture. Advertisements from the past serve as accurate records of the meanings and customs and relationships of that time, floating down to us… like messages in a coke bottle; complicated at times but worth interpreting.

Studying the other side of the mirror - the back-story of advertising - is an interesting prospect. How do agencies and those responsible for creating advertisments and marketing messages understand, segment and, try to impact society? What limitations do they have creatively, ethically, legally? Are the creators of the messages aware of the unintended effects of their work? What
makes an ad special? What makes the audience resonate with it? Conversely what makes the audience shun and exhibit hostility to some ads while embracing others. This course seeks to address some of these questions, and to raise many more.

**Course Objectives**

The purpose of this course is – in a sense - three-fold. First, we will work together to fully understand the role advertising plays in American society. It is a part of our capitalist economy and yet it is more than the placement, distribution and media employed.

Secondly, we will look at advertising as a cultural expression and explore the societal values and relationships embedded in the messages that are delivered. Rather than examining principles or “rules” of advertising, the seminar will focus on understanding relationships between message delivery and societal values and the ways in which trends, styles and brands become cultural icons.

- Examine advertising as a philosophical context for expressing belief and relationships.
- Provide a forum for social criticism and inquiry into the product and practice of advertising.
- Enable you to look at advertising broadly, in terms of its societal messages, and strategically, in terms of its marketing intent.
- Understand the way in which trends start, become established and define their adopters.

Third, all of us – students and teacher – will have the 21st century experience of the virtual classroom. Teleplace – which will serve as our classroom is a virtual, immersive 3-d experience. It is – for both parties – a new experience and one that will be better understood through the doing of it. Those of us involved in post-secondary education – that’s college in academic-speak - recognize and are intent on incorporating new technology. We know that college students respond to wikis, web sites, selected on-line communities on their own computers and hand-holds. And, technology is a major part of your daily lives. Some members of the instructional staff – that includes me, Prof. Burns – are, as Prensky says, digital immigrants trying hard to teach digital natives. I come from an immigrant family and they were fast learners. I’ll try to do my best.
**Course Materials (Subject to change)**

- Course reading packet (available at Longhorn Copies)

Please note (repeated): All students will need an OpenGL capable computer and broadband connection to participate in the class.

Additional material may be specified on-line, or through e-mail. It is important that all students have and use regular access to e-mail, and keep their UT-Direct Contact Info current. Also, it is preferred that students have a "mail.utexas.edu" address.

**Course Requirements and Evaluations**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class participation</td>
<td>20%</td>
</tr>
<tr>
<td>Quiz 1</td>
<td>30%</td>
</tr>
<tr>
<td>Final Quiz</td>
<td>50%</td>
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</tbody>
</table>

Your letter grades will be determined at the end of the semester by your relative performance on the exams and any assignments given out during the course of the semester. Grades will be posted on Blackboard (http://courses.utexas.edu/).

The size and the nature of the class dictate the use of multiple choice exams. These exams require you to respond to a representative sample of questions from the material covered. In most cases, exam questions require you to choose the single best answer from among five alternatives. Most questions are taken from the major points discussed in class and the text. Each exam will consist of 25 questions from the readings and 25 questions from the lecture and is worth 100 points.

Class participation in and through the on-line/virtual classroom is encouraged – although, since the class is large, questions may be sent by e-mail and then answered in class or responded to by return e-mail. Similarly, periodically there may be homework assignments and students asked to bring materials to class – which in this course means they are to be placed in our virtual classroom/meeting space. These "Show and Tell" moments may take place on
the student's initiative – i.e., something that you may want to share, or by the instructor's choice.

Class participation will be determined partially by attendance, which will be taken at as part of the process of gaining access to the virtual classroom at Teleplace. Excessive absence will affect your grade.

**Deadlines and Standards**

All reading material and written assignments are to be completed prior to class meetings; it helps the quality of the class and the level of understanding. Missed class materials will generally be posted in the classroom or on the course BlackBoard. Quizzes and individual papers are due when requested. All material will be submitted via e-mail or posted in the appropriate locations in Teleplace. Late papers will NOT be accepted. Spelling, grammar, or punctuation errors will affect your grade.

All students are expected to demonstrate high ethical behavior and conform to the terms and conditions of the Department of Advertising's Academic Honesty Policy. In accordance with UT policy, students may not drop the course after the fourth class day except for good cause (health or serious personal problem, or demonstrated need to work more hours). And, in the face of all these parental sounding restraints please be assured that I am committed to teaching you cool stuff and having a good time while doing it.

**Course Schedule (Subject to Change)**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings</th>
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</thead>
</table>
| Week 1| Introduction to course and questions Can we say that? Legal Issues, Media and Advertising (Guest Lecture) | Prensky  
Review syllabus, course goals, and readings  
Drumwright |
| Week 2| Social Capital & Ethics  
Social responsibility  
Social Change | Putnam, Robert D.  
Friedman, Milton  
Yankelovich |
| Week 3| From those wonderful folks that brought you WW II. (Parts I & II) The Ad Business Review | Teeter, Dwight L., et al  
Stole, Inger(Films of that period)  
Dunnam, Angela  
Submit questions via e-mail |
| Week 4| Quiz 1  
Unintended Consequences | Pollay, Richard W. |
ADV S371J/ Summer 2011 Reading List

I. Some of the Fundamentals


II. Twentieth Century – The Early Years


III. Analysis of Social and Cultural Impact


[http://www.tihistory.com](http://www.tihistory.com) [Tobacco corporate execs]

**IV. Lifestyle**


**On-line Accessible Readings**

http://www.marcprensky.com/

http://www.tihistory.com/ [Tobacco corporate execs]


* Please note that changes in the schedule, readings and class content may occur. In such cases as much notice as possible will be provided.

## 2nd Summer Session: Course Schedule: ADV 371

**Media, Law, Advertising & Society (72725)**  
10:00 AM – 1:45 PM CDT  
July 12 – August 15, 2011

<table>
<thead>
<tr>
<th>Tuesday 10:00 am to 1:45 pm</th>
<th>Thursday 10:00 am to 1:45 pm</th>
<th>Readings</th>
</tr>
</thead>
</table>
| 7/12/11 Lecture and Discussion: Introductions to course & to each other . . . and questions. Introductory lecture | 7/14/11 Lecture and Discussion: Can we say that? Legal Issues, Media and Advertising | Prensky, Marc  
(Review syllabus, course goals, and reading list) |
| 7/19/11 Lecture and Discussion: Ethics, Law and Advertising Brands and Trademarks | 7/21/11 Lecture and Discussion: Social Capital & Ethics Review | Putnam, Robert D.  
Friedman, Milton  
Yankelovich |
| 7/26/11 Lecture and Discussion: False Advertising and Puffery  
Mid-term Quiz Assigned | 7/28/11 Lecture and Discussion: From those wonderful folks that brought you WW II. (Parts I & II) | <http://www.agecon.uga.edu/~caed/deceptivead.pdf>  
Teeter, Dwight L., et al  
Stole, Inger(Films of that period)  
Dunnam, Angela |
| 8/2/11 Lecture and Discussion: Emerging Legal Issues in Social Media | 8/4/11 Lecture and Discussion: The 60’s, The Bernbach Era, The Beetles, Buzz, Internet & Society | Friedan, Betty  
Gladwell, Malcolm  
[http://www.llrx.com/features/legalissuessocialmedia2.htm](http://www.llrx.com/features/legalissuessocialmedia2.htm) |
<p>| 8/9/11 Lecture and Discussion: | 8/11/11 Lecture and Discussion: | Pollay, Richard |</p>
<table>
<thead>
<tr>
<th>Unintended Consequences Representation of Minorities</th>
<th>Review course material</th>
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</thead>
<tbody>
<tr>
<td>8/15/11 Final Exam (Time &amp; Place To Be Scheduled)</td>
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