> Rhetoric is the art … that deals with the use of discourse … to persuade … an audience… Ad-writers are some of the most skilled rhetoricians in our society.
>
> Edward P.J. Corbett and Robert J. Connors

Roberto Franzosi

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COURSE OBJECTIVES

This course aims to provide an introduction to the study of advertising. The course deals with contemporary societies, althought it does trace the historical development of advertising and its role in consumer society. The course focuses on how to "read" advertisements (rhetorically, linguistically, semiotically). Students will put into practice what they learn in the course in individual presentations of specific advertisements (case studies) and in a group research project on a comparative analysis of a set of advertisements.

Learning outcomes

By the end of term, students are expected to be able to:

1. Interpret the role of colours, structure, and position of objects in space in an advertisement
2. Identify the relation between text and pictures
3. Identify the difference between open and closed texts
4. Spot intertextual frames
5. Interpret an advertisement in terms of both text and con.text (i.e., with text, Latin *cum*)
6. Spot ouvert and covert meaning in advertising messages

7. Identify and recount the story told in an advertisement
8. Identify the type of story told (e.g., tragedy, comedy)
9. Identify the rhetorical figures used in an advertisement
10. Recognize the possible sexist, racist, nationalist nature of an advertisement
11. Be aware of the historical embedment of advertising (and of the importance of history)
12. Be aware of the cultural embedment of advertising
13. Be aware of the ideological embedment of advertising
14. Find answers to the question: How else could it be?
15. Find answers to the question: Who benefits (*cui prodest*?)?

In addition, students will learn:

1. To work in teams
2. To work with cases
3. To make public presentations before an audience
4. To view things from different perspectives
5. To develop critical thinking
6. To design and carry out a research project aimed to test specific hypotheses
7. To write a research report
8. To be aware of the implications of different *rhetorical* strategies for writing a text

More generally, you will also learn how to read and write, how to ask questions, how to behave in a classroom, to manage your time. Hadn't I told you all the things you learn in this course you would have most likely missed them. In my days, no one told you these things in a syllabus and you spent an entire term learning absolutely nothing. What a waste of time universities used to be! Aren't you lucky you came to Emory now? ☺

Welcome to the world of Max Weber's bureaucratic rationalization. And, yes, by all means, add to the list: "students will learn the use of irony" (one of the fundamental tropes of rhetoric, something you will also learn in the course).

COURSE REQUIREMENTS AND GRADING

Requirements

The course requires students:

1) To attend and **participate** in the class;
2) to take an **exam**;
3) to carry out a **group research project**, present it in class, and write a project report.

Deadlines and important dates

First day of class   January 10

End of Add/Drop/Swap	January 17
Group composition	List of participants due January 22, at midnight
Project description	Project description due February 5, at midnight
Spring break	March 6-10
Last day of class	April 24
Take-home exam	Exam due April 9, at midnight
Project presentations	April 18, 20, 20, 23 (20 mins each)

Grading

Grading will be based on the following items:

1. *Bonus points.* Extra points can be gained for students who want to present and discuss an ad in front of the class. To receive bonus points, ads must be selected according to the week's topic and contextualized in the week's readings. **Bonus points will only be used to help students who are borderline between final grades.**
2. *Take-home exam* (45%). Students are expected to take an exam based on the readings, lectures, in-class discussions, and documentaries. The exam is a take home and will most likely require you to comment on a commercial or advertisement. **The essay should not exceed five double-spaced pages (excluding references and figures)**. The advert should be discussed with references **to the readings done for the course (and only those!). 10 to 20 scholarly citations are expected to be discussed coming from different weekly topics of the syllabus. Without a deep discussion of the scholarly literature your grade will not go above a C.**
3. *Participation* (10%). Students are expected to contribute to class discussions and will be evaluated on their participation.
4. *Group research project* (45%). Students are expected to work in groups (for a total of 10 groups of 4 students each) on a research project dealing with any of the topics covered in the course.
   a. A **one-page project description** detailing the problem, the contextual literature, and data (in particular, the ad sources) and methods used will be due at the end of week 4.
   b. **The final report should not exceed 10 double spaced pages maximum (excluding references and figures). Without a deep discussion of the scholarly literature your grade will not go above a C.**
   For the group project, each group will need to submit a statement where they outline the contributions made by each member of the group (e.g., Paula: attended 1 meeting out of 4; read and summarized 3 journal articles; Kevin: attended 4 meetings out of 4;coded the data collected; Tracy: attended 4 meetings out of 4; wrote the first draft; Alexandra: never attended meetings; edited the final draft) and the percentage of effort expended by each in relation to other members (e.g., Paula 90%, Kevin 100%, Tracy, 100%, Alexandra 20%). Individual grades for the group project will reflect individual effort.

Attendance to project presentations at the end of term is mandatory. Failure to attend for any reason will lead to an automatic F in participation (10% of final grade).

Students who are not satisfied with a grade received are welcome to ask for re-grading for well-motivated reasons. The result of re-grading may be a higher grade, the same grade, or a lower grade.

Group research project

Students are expected to work in groups (consisting of approximately 4 students) on a project based on the comparative analysis of a **set of at least fifty advertisements**. Groups will make in-class presentations of their projects at the end of term and submit a final research report; **10 double spaced pages maximum (excluding references and figures)**. The research report should be of the type described in the journal articles that you have to read in the course. These articles typically take a **comparative approach** (e.g., across countries, over time, across magazines). Comparison will give you the best way to find different patterns in your data. For instance, you could study how male bodies (perhaps from different races) are represented in men's and women's magazines (or in magazines that target men and women of different age, social status, or race). Conversely, you could study the representation of female bodies. You could look at whether certain types of advertisements may prefer a comic emplotment (e.g., condoms). You could look at how different car manufacturers, which target different consumer markets, advertise their products. You could look at whether rhetorical strategies have changed overtime (comic or tragic story emplotment) in a set of adverts. Once you have zoomed in on a topic, you will need to **draw a sample of at least fifty adverts** that you will then **analyze using content analysis** as a technique for collecting your data. For this, you will need to **design a coding scheme**, based on a set of different coding categories that allow you to extract information from your adverts and, perhaps, to test specific hypotheses that you have in mind. You can put these coding categories in an Excel spreadsheet and apply this scheme consistently to each advert in your sample (putting each advert in a new column). Once you have completed data collection, you can analyze the data with simple **Excel graphical tools** (pie charts or bar charts, percentages). You will report your findings in a final research report. This report should have the basic structure of any of the journal articles assigned in the course, namely a *statement of the problem* (why you have chosen a specific issue to study), *literature review* (i.e., whether and how the problems has been studied already in the literature), *data and method* (here you report your coding scheme design and coding categories; each of the articles you read will give you an example of coding scheme); *empirical results* (where you report your findings), and *conclusions*. In discussing your findings and drawing your conclusions, please, make sure you use the concepts, articles, and tools learned from the readings.

The literature review section of the final paper is expected to have an extensive discussion of the scholarly literature available on the specific topic plus a more general discussion of the broader literature. At least 30 scholarly citations are expected to be discussed coming from different weekly topics of the syllabus.

Presentations. Groups are expected to make a presentation of their project at the end of term based on PowerPoint, illustrating the overall project and its findings.

a. Presentations are not graded. Each presentation is allotted 20 minutes.

b. Presence of all students at all presentations is mandatory. Points will be detracted from the final grade.

Hints at data sources

1. For a list of websites of advertisements, History Matters, http://historymatters.gmu.edu/mse/ads/online.html
2. The ANA Educational Foundation (AEF) www.aef.com with a collection of advertisements
3. Advertisements of the World™ advertisements of the World™: https://adsoftheworld.com/
4. Archive of advertisements, American Marketing Association https://archive.ama.org/archive/Community/ARC/Pages/Additional/History/AdArchives.aspx
5. Duke University Libraries. "Duke Digital Collections." https://repository.duke.edu/dc/adaccess; https://repository.duke.edu/dc/eaa
6. Vintage Ad Browser http://www.vintageadbrowser.com/
7. Coloribus archive https://www.coloribus.com/
8. American Advertising Federation http://www.advertolog.com/brands/american-advertising-federation-aaf-6541305/
9. The National Museum of American History http://americanhistory.si.edu/collections/subjects/advertising
10. Creativity http://creativity-online.com/
11. Adverlicious http://adverlicio.us/

Guest speaker

There are likely to be guest speakers in the course. Watch this space!

Honor code

The Emory University honor code applies fully to this course. When you sign an exam or submit your assignments, you are pledging to the honor code. For reference, please consult the Emory website.

Readings

Readings for the course come from books and journal articles or book chapters. **All reading material has been placed on reserve**.

Readings have been separated in the syllabus into *Required Readings* and *Suggested Readings*. Suggested readings are only meant to provide a minimal bibliography. For the

purpose of your grade, you are not expected to read them (unless, of course, you are a glutton for punishment! Although … it is also true that the more you read, the more you know… and the better you would do in your presentations and written work).

Required books

Stephen Ewen. 2001[1976]. *Captains of Consciousness: Advertising and the Roots of the Consumer Culture*. New York: McGraw-Hill.
ISBN-13: 9780465021550

Highly recommended books (out of print but available on the web as used books and placed on reserve at the Emory Library)

Erving Goffman. 1979. *Gender Advertisements*. New York: Harper Colophon Books.
Torben Vestergaard and Kim SchrØder. 1985. *The Language of Advertising*. Oxford: Blackwell.

Documentaries

Killing Us Softly 3. Advertising's Image of Women. 1999. Directed by Sut Jhally. With Jean Kilbourne. (33 mins.)

***Dove-Evolution* http://www.youtube.com/watch?v=MFPGa0pKyTg (3 mins.)**

Barry Schwartz: *The paradox of choice* **Ted Talk**
https://www.ted.com/talks/barry_schwartz_on_the_paradox_of_choice (19:33 mins.)

Considering a career in advertising? You may then consider taking advertising courses at SCAD Atlanta

For those of you who want to pursue a career in advertising, you may want to consider taking courses at SCAD Atlanta (Savannah College of Art and Design, Atlanta campus). SCAD is one of the leading art institutes in the country. SCAD's program in advertising (http://www.scad.edu/advertising/) offers a range of courses in creative copywriting, strategic planning, business and integrated brand marketing.

Students at Emory can take courses at SCAD (e.g., in advertising) at no extra expense (as part of their tuition) and with full recognition of the credits taken at SCAD. SCAD and Emory are members of the ARCHE program, a cross-registration program sponsored by the Atlanta Regional Council for Higher Education. You can find more information about ARCHE at http://registrar.emory.edu/students/arche.html For a list of all participating schools through ARCHE: http://www.atlantahighered.org/Collaboration/CrossRegistration/ParticipatingInstitutions/tabid/611/Default.aspx

Interested students should get in touch with the Registrar office at Emory. They have the appropriate forms and will work directly with the registrar at SCAD, Atlanta.

COURSE OUTLINE

1. Getting started: How to read advertisements (Week 1)
2. A first look at gender and race in advertising (Weeks 2-3)
    a. Gender portrayals in advertising (Week 2)
    b. The representation of race (Week 3)
3. Telling a story and telling it well (Weeks 4-6)
    a. Telling a story: Advertising and narrative (Week 4)
    b. Telling it well: The rhetoric of advertising (Week 5)
    c. Sexing it up: Sources of rhetorical appeal (Week 6)
4. The land (and system) of plenty: Advertising in historical perspective (Week 7)
5. Advertising the Self: Social Media and dating apps (Week 8)
    Week 9 (March 7-9) SPRING BREAK
6. Advertising in cross-cultural perspective (Week 10-11)
7. Getting them young: Children and advertising (Week 12)
8. Political advertising (Week 13)
9. Advertising: Selling more than just commodities? Back to gender and race (Week 14)
10. Group project presentations (Weeks 15-16)

Week 1 (January 10-12)

1. Getting started: How to read advertisements

Required readings:

Williams, Raymond. 1980. "Advertising: The Magic System." In: Pp. 170-195, Raymond Williams, *Problems in Materialism and Culture*. London: NLB.
Mick, David Glen. 1986. "Consumer Research and Semiotics: Exploring the Morphology of Signs, Symbols, and Significance." *The Journal of Consumer Research*, Vol. 13, No. 2, pp. 196-213.
Williamson, Judith. "A Currency of Signs." *Advertising & Society Review*, Vol. 1, No. 1 (from *Decoding Advertisements: Ideology and Meaning in Advertising*. London: Marion Boyars, pp. 20-39).

Suggested readings:

Cook, Guy. 1992. *The Discourse of Advertising*. London: Routledge.
Williamson, Judith. 1978. *Decoding Advertisements: Ideology and Meaning in Advertising*. London: Boyars.
Cortese, Anthony Joseph Paul. 2003. *Provocateur: Images of Women and Minorities in Advertising*. Second edition. Lanham, MD: Rowman & Littlefield.
Beasley, Ron and Marcel Danesi. 2002. *Persuasive Signs: The Semiotics of Advertising*. Berlin: Mouton de Gruyter.

Weeks 2-3
2. A first look at gender and race in advertising

Week 2 (January 17-19)
2.a. Gender portrayals in advertising

Required readings:

Goffman, Erving. 1979. *Gender Advertisements.* New York: Harper Colophon Books.
Furnham, Adrian and Stephanie Paltzer. 2010. "The Portrayal of Men and Women in Television Advertisements: An Updated Review of 30 Studies Published Since 2000." *Scandinavian Journal of Psychology*, Vol. 51, pp. 216–236.
Law, C., and M. P. Labre. 2002. "Cultural Standards of Attractiveness: A Thirty-Year look at changes in Male Images in Magazines." *Journalism and Mass Communication Quarterly* Vol. 79, No. 3, pp. 697-711.
Bower, Amanda B. 2001. "Highly Attractive Models in Advertising and the Women Who Loathe Them: The Implications of Negative Affect for Spokesperson Effectiveness." *Journal of Advertising*, Vol. 30, No. 3, pp. 51-63.

Suggested readings:

Furnham Adrian and Twiggy Mak. 1999. "Sex-Role Stereotyping in Television Commercials: A Review and Comparison of Fourteen Studies Done on Five Continents Over 25 Years", *Sex Roles,* Vol. 41, pp. 413-437.

McArthur, Leslie Zebrowitz and Beth Gabrielle Resko. 1975. "The portrayal of men and women in American television commercials." *Journal of Social Psychology*, Vol. 97, No. 2, pp. 209–20.

Documentaries

Killing Us Softly 3. Advertising's Image of Women. 1999. Directed by Sut Jhally. With Jean Kilbourne. (33 mins.)

Available on Youtube:

http://www.youtube.com/watch?v=svpMan9cWyo&feature=PlayList&p=AFABC DC996E90362&playnext=1&playnext_from=PL&index=2 (Part 1, 10 mins.)
http://www.youtube.com/watch?v=ZrVGGCeh9yk&feature=PlayList&p=AFAB CDC996E90362&playnext=1&playnext_from=PL&index=3 (Part 2, 9:29 mins.)
http://www.youtube.com/watch?v=6IGeVr_TVfA&feature=PlayList&p=AFABC DC996E90362&playnext=1&playnext_from=PL&index=4 (Part 3, 9:53 mins.)
http://www.youtube.com/watch?v=BbFvCXd667U (Part 4, 4:14 mins.)

Dove-Evolution http://www.youtube.com/watch?v=MFPGa0pKyTg (3 mins.)

Week 3 (January 24-26)
2.b. The representation of race

Required readings:

Bowen, Lawrence and Jill Schmid. 1997. "Minority presence and portrayal in mainstream magazine advertising: An update." *Journalism and Mass Communication Quarterly*, Vol. 74, No. 1, pp.134-46.

Paek, Hye Jin and Hemant Shah. 2003. "Racial ideology, model minorities, and the 'not-so-silent partner:' Stereotyping of Asian Americans in US magazine advertising." *Howard Journal of Communication*,

Taylor, Charles R., Ju Yung Lee, and Barbara B. Stern. 1995. "Portrayals of African, Hispanic, and Asian Americans in magazine advertising." *American Behavioral Scientist*, Vol. 38, pp. 608-21.

Jackson, L. A. and Ervin, K. S. 1991. "The frequency and portrayal of Black females in fashion advertisements." *Journal of Black Psychology*, Vol. 18, pp. 67-70.

Suggested readings:

Bristor, Julia M., Renée Gravois Lee, and Michelle R. Hun. 1995. "Race and ideology: African-American images in television advertising." *Journal of Public Policy and Marketing*, Vol. 14, No. 1, pp. 48-59.

Coltrane, Scott and Melinda Messineo. 2000. "The perpetuation of subtle prejudice: Race and gender imagery in 1990s television advertising." *Sex Roles*, Vol. 42, pp. 363–89.

Licata, Jane W. and Abhijit Biswas. 1993. "Representation, roles and occupational status of Black models in television advertisements." *Journalism & Mass Communication Quarterly*, Vol. 70, No. 4, pp. 868-82.

Weeks 4-6
3. Telling a story and telling it well

Week 4 (January 31 - February 2)
3.a. Telling a story: Advertising and narrative

Required readings:

Padgett, Dan and Douglas Allen. 1997. "Communicating experiences: A narrative approach to creating service brand image." *Journal of Advertising*, Vol. 26, No. 4, pp. 49-62.

Mattila, Anna S. 2000. "The role of narratives in the advertising of experiential services." *Journal of Service Research*, Vol. 3, No. 1, pp. 35-45.

Escalas, Jennifer E. 1998. "Advertising Narratives: What Are They and How Do They Work?" In: pp. 267–289, Barbara Stern (ed.), *Representing Consumers: Voices, Views, and Visions*. New York: Routledge and Kegan Paul.

Suggested readings:

Brown, Stephen, Robert V. Kozinets, & John F. Sherry Jr. 2003. "Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning". *Journal of Marketing*, Vol. 67, pp. 19-33.

Escalas, Jennifer E. 2004. "Imagine Yourself in the Product," *Journal of Advertising,* Vol. 33, No. 2, pp. 37–48.

Escalas, Jennifer E. 2004. "Narrative Processing: Building Consumer Connections to Brands," *Journal of Consumer Psychology,* 14, No. 1/2, pp. 168–180.

Stern, Barbara B. 1994. "Classical and Vignette Television Advertising Dramas: Structural Models, Formal Analysis, and Consumer Effects." *Journal of Consumer Research*, Vol. 20, No. 4, pp. 601-15.

Mick, David Glenn. 1987. "Toward a Semiotic of Advertising Story Grammars." In: pp. 249-78, Donna Jean Umiker-Sebeok (ed.). *Marketing and Semiotics: New Directions in the Study of Signs for Sale*. The Hague: Mouton de Gruyter.

Vestergaard, Torben and Kim SchrØder. 1985. *The Language of Advertising*. Oxford: Blackwell.

Week 5 (February 7-9)

3.b. Telling it well: The rhetoric of advertising

Required readings:

McQuarrie, Edward F. and David Glen Mick. 1996. "Figures of Rhetoric in Advertising Language." *The Journal of Consumer Research*, Vol. 22, No. 4, pp. 424-38.
Margot van Mulken. 2003. "Analyzing Rhetorical Devices in Print Advertisements." *Document Design*, Vol. 4, No. 2, pp. 114-28.
Tom, Gail and Anmarie Eves. 1999. "The Use of Rhetorical Devices in Advertising." *Journal of Advertising Research*, Vol. 39, July-August, pp. 39-43.

Suggested readings:

Edward F. McQuarrie, David Glen Mick. 1999. "Visual Rhetoric in Advertising: Text-Interpretive, Experimental, and Reader-Response Analyses." *Journal of Consumer Research*, Vol. 26, pp. 37-54.
Charles Forceville. 1996. *Pictorial Metaphor in Advertising*. London: Routledge.
Gillian Dyer. 1988[1982]. "Chapter 8. The Rhetoric of Advertising", In: pp. 127-150, *Advertising as Communication*. Oxford: Routledge.
Leigh, James H. 1994. "The Use of Figures of Speech in Print Ad Headlines." *Journal of Advertising*, Vol. 23, No. 2, pp. 17-33.
McQuarrie, Edward F. and David Glen Mick. 1999. "Visual Rhetoric in Advertising: Text-Interpretive, Experimental, and Reader-Response Analyses." *The Journal of Consumer Research*, Vol. 26, No. 1 pp. 37-54.
Scott, Linda M. 1994. "Images in Advertising: The Need for a Theory of Visual Rhetoric." *The Journal of Consumer Research*, Vol. 21, No. 2, pp. 252-73.
Phillips, Barbara J. and Edward F. McQuarrie. 2002. "The Development, Change, and Transformation of Rhetorical Style in Magazine Advertisements 1954-1999." *Journal of Advertising*, Vol. 31, No. 4, pp. 1-13.
Bush, Alan J. and Gregory W. Boller. 1991. "Rethinking the Role of Television Advertising during Health Crises: A Rhetorical Analysis of the Federal AIDS Campaigns." *Journal of Advertising*, Vol. 20, No. 1, pp. 28-37.
Barnard, Malcolm. 2005. "Metaphor/metonymy/synechdoche". In" pp. 50-54, *Graphic Design as Communication*. Abingdon, UK: Routledge.

Week 6 (February 14-16)
3.c. Sexing it up: Sources of rhetorical appeal

Required readings:

Escalas, Jennifer E. and Barbara B. Stern. 2003. "Sympathy and Empathy: Emotional Responses to Advertising Dramas." *Journal of Consumer Research*, Vol. 29, No. 4, pp. 566–78.
Reichert, Tom. 2002. "Sex in Advertising Research: A Review of Content, Effects, and Functions of Sexual Information in Consumer Advertising." *Annual Review of Sex Research,* Vol. 13, pp. 241-73.

Brader, Ted. 2005. "Striking a Responsive Chord: How Political Ads Motivate and Persuade Voters by Appealing to Emotions." *American Journal of Political Science*, Vol. 49, No. 2, pp. 388-405.

Monk-Turner, Elizabeth, Kristy Wren, Leanne McGill, Chris Matthiae, Stephan Brown, and Derrick Brooks. 2008. "Who Is Gazing at Whom? A Look at How Sex is Used in Magazine Advertisements." *Journal of Gender Studies*, Vol. 17, No. 3.

Suggested readings:

Brader, Ted. 2006. *Campaigning for hearts and minds: How emotional appeals in political ads work.* Chicago: University of Chicago Press.

Dahl, Darren W, Jaideep Sengupta, Kathleen D. Vohs. 2009. "Sex in Advertising Gender Differences and the Role of Relationship Commitment." *Journal of Consumer Research*, Vol. 36, No.2, pp. 215-231.

Deighton, John, Daniel Romer, and Josh McQueen. 1989. "Using Drama to Persuade," *Journal of Consumer Research,* Vol. 16, No. 3, pp. 335–43.

Reichert, Tom and Jacqueline Lambiase. 2003. "How to Get "Kissably Close": Examining How Advertisers Appeal to Consumers' Sexual Needs and Desires." Vol. 7, No. 3, pp. 120-36.

Lau, Richard R., Lee Sigelman, Caroline Heldman, and Paul Babbitt. 1999. "The effects of negative political advertisements: A meta-analytic assessment." *The American Political Science Review*, Vol. 93, No. 4, pp. 851-875.

Freedman, Paul, Michael Franz, and Kenneth Goldstein. 2004. "Campaign Advertising and Democratic Citizenship." *American Journal of Political Science*, Vol. 48, No. 4, Pp. 723–741.

Merritt, Sharyne. 1984. "Negative political advertising: Some empirical findings." *Journal of Advertising*, Vol. 13, No. 3, pp. 27-38.

Week 7 (February 21-23)
The land (and system) of plenty: Advertising in historical perspective

Required readings:

Presbrey, Frank. [1929]. "The History and Development of Advertising," *Advertising & Society Review*, Vol. 1, No. 1 (*From symbols in Babylon to Painted Walls in Rome. In the History and Development of Advertising.* New York: Doubleday, Doran & Company, pp. 1-13).

Lears, Jackson. 1995[1994]. *Fables of Abundance: A Cultural History of Advertising in America*. New York: Basic Books. Pp. 261-414

Barry Schwartz: *The paradox of choice* **(Ted Talk**
        https://www.ted.com/talks/barry_schwartz_on_the_paradox_of_choice

Suggested readings:

Fowles, Jib. 1996. *Advertising and popular culture*. Thousand Oaks, CA: Sage.

Fox, Stephen R. 1984. *The mirror makers: A history of American advertising and its creators*. New York: Morrow.

McCracken, Grant. 1986. "Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods." *The Journal of Consumer Research*, Vol. 13, No. 1, pp. 71-84.

Lears, Jackson. 1983. "From Salvation to Self-Realization: Advertising and the Therapeutic Roots of the Consumer Culture, 1880-1930", in: Richard Wightman Fox and T.J. Jackson Lears (eds.), *The Culture of Consumption*. New York: Pantheon Books, Pp. 3-38.

Burridge, Joseph D. 2008. "The Dilemma of Frugality and Consumption in British Women's Magazines 1940-1955." *Social Semiotics*, Vol. 18, No. 3, pp. 389-401.

Marchand, Roland. 1985. *Advertising the American Dream: Making Way for Modernity, 1920-1940*. Berkeley: University of California Press.

Week 8 (February 28-March 2)
Advertising the Self: Social Media and dating apps

Required readings:

Smith, Aaron and Monica Anderson. 2016. "5 facts about online dating." http://www.pewresearch.org/fact-tank/2016/02/29/5- facts-about-online-dating/, February 29, 2016, accessed December 19, 2016.

DiMaggio, Paul, Eszter Hargittai, W. Russell Neuman, and John P. Robinson. 2001. "Social Implications of the Internet." *Annual Review of Sociology*, Vol. 27, p. 307-336.

England, Paula, and Elizabeth Aura McClintock. 2009. "The Gendered Double Standard of Aging in US Marriage Markets." *Population and Development Review*, Vol. 35, pp. 797-816.

Rosenfeld, Michael J. and Reuben J. Thomas. 2012. "Searching for a mate: The rise of the Internet as a social intermediary." *American Sociological Review*, Vol. 77, No. 4, pp. 523–547.

Blackwell, Courtney, Jeremy Birnholtz, and Charles Abbott. 2014. "Seeing and being seen: Co-situation and impression formation using Grindr, a location-aware gay dating app" *New Media & Society*, Vol. 17, No. 7, pp. 1-20

Brown, Graham, Bruce Maycock, and Sharyn Burns. 2005. "Your picture is your bait: Use and meaning of cyberspace among gay men." *Journal of Sex Research*, Vol. 42, No. 1, pp. 63–73.

Conley Terri D. 2011. "Perceived proposer personality characteristics and gender differences in acceptance of casual sex offers." *Journal of Personality and Social Psychology*, Vol. 100, pp. 309–329.

Ellison, Nicole, Jeffrey T. Hancock, and Catalina L. Toma. 2012. "Profile as promise: A framework for conceptualizing veracity in online dating self-presentations." *New Media & Society*, Vol. 14, No. 1, pp. 45–62.

Suggested readings:

Goffman, Erving. 1959. *The Presentation of Self in Everyday Life*. New York: Anchor Books.

Jones, Rodney. 2005. "'You show me yours, I'll show you mine': The negotiation of shifts from textual to visual modes in computer-mediated interaction among gay men." *Visual Communication*, Vol. 4, No. 1, pp. 69–92.

Hitch, Günter J., Ali Hortaçsu, and Dan Ariely. 2010. "Matching and Sorting in Online Dating." *American Economic Review*, Vol. 100, pp. 130-163.

Robnett, Belinda and Cynthia Feliciano. 2011. "Patterns of Racial-Ethnic Exclusion by Internet Daters." *Social Forces*, Vol. 89, p. 807-828.

Sautter, Jessica M., Rebecca M. Tippett, and S. Philip Morgan. 2010. "The Social Demography of Internet Dating in the United States." *Social Science Quarterly*, Vol. 91, pp. 554-575.

Wilson, Shauna B., William D. McIntosh, Salvatore P. Insana II. 2007. "Dating Across Race: An Examination of African American Internet Personal Advertisements". *Journal of Black Studies*, Vol. 37, No. 6, pp. 964-982.

Lever, Janet, Christian Grov, Tracy Royce, and Brian Joseph Gillespie. 2008. "Searching for Love in all the 'Write' Places: Exploring Internet Personals Use by Sexual Orientation, Gender, and Age." *International Journal of Sexual Health*, Vol. 20, pp. 233-246.

Kreager, Derek A., Shannon E. Cavanagh, John Yen, and Mo Yu. 2014. "'Where Have All the Good Men Gone?' Gendered Interactions in Online Dating." *Journal of Marriage and the Family*, Vol. 76, No. 2, pp. 387–410.

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Ellison, Nicole, Rebecca Heino, and Jennifer Gibbs. 2006. "Managing Impressions Online: Self-Presentation Processes in the Online Dating Environment." *Journal of Computer-Mediated Communication*. Wiley Online Library, Jan. 2006. Web. 01 Dec. 2016.

Gibbs, Jennifer L., Nicole B. Ellison, and Rebecca D. Heino. 2006. "Self-Presentation in Online Personals: The Role of Anticipated Future Interaction, Self-Disclosure, and Perceived Success in Internet Dating." *Communication Research*, Vol. 33, No. 2, pp. 1-26.

Lawson, Helene M and Kira Leck. 2006. "Dynamics of Internet Dating." *Social Science Computer Review*, Vol. 24, No. 2, pp. 189-208.

Coupland, Justine. 1996. "Dating advertisements: Discourses of the commodified self." *Discourse & Society*, Vol. 7, No. 2, pp. 187–207.

Marley, Carol. 2008. "Assuming identities: The workings of intertextual metaphors in a corpus of dating ads." *Journal of Pragmatics*, Vol. 40, pp. 559–576.

Hardey, Michael. 2002. "Life beyond the screen: embodiment and identity through the internet". *The Sociological Review*, Vol. 50, No. 4, pp. 570-585.

Mühleisen, Susanne. 2016. "'More about me' – Self-Presentation and Narrative Strategies in Caribbean Online Dating Ads." *Open Linguistics*, Vol. 2, p. 437–449.

Week 9 (March 7-9) SPRING BREAK !!!

Weeks 10-11
Week 10 (March 14-16)
Week 11 (March 21-23)
6. Advertising in cross-cultural perspective

Required readings:

Ji, Mindy F. and James U. McNeal. 2001. "How Chinese Children's Commercials Differ from Those of the United States: A Content Analysis." *Journal of Advertising*, Vol. 30, No. 3, pp. 79-92.

Lin, Ye, Didem Koroglu, and Lyle Olson. 2012. "The Influence of Cultural Values in Advertising: Examples from China and the United States." *International Conference on Communication, Media, Technology and Design, ICCMTD 09-11 May 2012 Istanbul – Turkey*, pp. 1-7.

Zhang, Yong and Betsy D. Gelb. 1996. "Matching Advertising Appeals to Culture: The Influence of Products' Use Conditions." *Journal of Advertising*, Vol. 25, No. 3, pp. 29-46.

Han, Sang-Pil and Sharon Shavitt. 1994. "Persuasion and culture: Advertising appeals in individualistic and collectivistic societies." *Journal of Experimental Social Psychology*, Vol. 30, pp. 326-350.

Aaker, Jennifer L. and Patti Williams. 1998. "Empathy versus Pride: The Influence of Emotional Appeals across Cultures." *Journal of Consumer Research*, Vol. 25, pp. 241-261.

Hong, Cheng, and John C. Schweitzer. 1996. "Cultural Values Reflected in Chinese and U.S. Television Commercials." *Journal of Advertising Research*, Vol. 36, No. 3, pp. 27-45.

Lin, Carolyn A. 2001. "Cultural Values Reflected in Chinese and American Television Advertising." *Journal of advertising*, Vol. 30, No. 4, pp. 83-94.

Zhang, Yong and James P. Neelankavil. 1997. "The Influence of Culture on Advertising Effectiveness in China and the USA: A Cross-Cultural Study." *European Journal of Marketing,* Vol. 31, No. 2, pp. 134-49.

Furnham, Adrian and Virginia Voli. 1989. "Gender stereotyping in Italian television advertisements." *Journal of Broadcasting and Electric Media*, Vol. 33, pp. 175-185.

Furnham, Adrian and Nadine Bitar. 1993. "The stereotyped portrayal of men and women in British television advertisements." *Sex Roles*, Vol. 29, pp. 297-310.

Vasquez, Jose L. and Jinbong Choi. 2013. "Exploring Gender Stereotypes in American and Mexican Magazine Advertisements." *Journalism and Mass Communication*, Vol. 3, No. 3, pp. 154-168.

Gilly, M. C. 1988. "Gender roles in advertising: A comparison of television advertisements in Australia, Mexico, and the United States." *Journal of Marketing*, Vol. 52, pp. 75-85.

Suggested readings:

Miller, Daniel. 2000[1997]. "The Content and Consumption of Advertisements." *Advertising & Society Review*, Vol. 1, No. 1 (from *The content and consumption of advertisements. In Capitalism: An Ethnographic Approach*. Oxford: Berg, pp. 195-242).

Han, Sang-Pil and Sharon Shavitt. 1994. "Persuasion and culture: Advertising appeals in individualistic and collectivistic societies." *Journal of Experimental Social Psychology*, Vol. 30, pp. 326-350.

Mueller, Barbara. 1986. "Reflections of Culture: An Analysis of Japanese and American Advertising Appeals." Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication (69th, Norman, OK, August 3-6, 1986).

Cho, Bongjin, Up Kwon, James W. Gentry, Sunkyu Jun, and Fredric Kropp. 1999. "Cultural Values Reflected in Theme and Execution: A Comparative Study of US and Korean Television Commercials." *Journal of Advertising*, Vol. 28, No. 4, pp. 59-73.

Week 12 (March 28-30)
5. Advertising: Selling more than just commodities? Back to gender and race

5.a. Gender

Required readings:

Ferguson, Jill Hicks, Peggy J. Kreshel and Spencer F. Tinkham. 1990. "In the pages of *Ms.*: Sex role portrayals of women in advertising." *Journal of Advertising*, Vol. 19, pp. 40-51.

Hirschman, Elizabeth C. 2003. "Men, Dogs, Guns, and Cars: The Semiotics of Rugged Individualism." *Journal of Advertising*, Vol. 32, No. 1, pp. 9-22.

Wolin, Lori D. 2003. "Gender issues in advertising—An oversight synthesis of research: 1970–2002", *Journal of advertising research*, Vol. 43, pp. 111-129.

Suggested readings:

Valls-Fernández, Federico and José Manuel Martínez-Vicente. 2007. "Gender Stereotypes in Spanish Television Commercials." *Sex Roles*, Vol. 56, Nos. 9-10, pp. 691-99.

Bretl, Daniel J. and Joanne Cantor. 1988. "The portrayal of men and women in U.S. television commercials: A recent content analysis and trends over 15 years." *Sex Roles*, Vol. 18, pp. 595–609.

Merskin, Debra. 2007. "Truly Toffee and Raisin Hell: A Textual Analysis of Lipstick Names." *Sex Roles*, Vol. 56, Nos. 9-10, pp. 591-600.

5.b. Race

Required readings:

Stevenson, Thomas H. 2009. "Four Decades of African American Portrayals in Magazine Advertising". *Journal of Business & Economics Research*, Vol. 7, No. 3, pp. 23-30.

Mastro, Dana E. and Susannah R. Stern. 2003. "Representations of race in television commercials: A content analysis of prime-time advertising." *Journal of Broadcasting and Electronic Media*, Vol. 47, pp. 638-47.

Baumann, Shyon. 2008. "The moral underpinnings of beauty: A meaning-based explanation for light and dark complexions in advertising." *Poetics*, Vol. 36, pp. 2–23.

Zinkhan, George M., William J. Qualls, and A. Biswas. 1990. "The use of Blacks in magazine and television advertising: 1946-1986." *Journalism and Mass Communication Quarterly*, Vol. 67, No. 3, pp. 547-53.

Suggested readings:

Taylor, Charles R. and Barbara B. Stern. 1997. "Asian-Americans: Television advertising and the 'model minority' stereotype." *Journal of Advertising*, Vol. 26, pp. 47-61.

Taylor, Charles R. and Hae-Kyong Bang. 1997. "Portrayals of Latinos in magazine advertising." *Journalism and Mass Communication Quarterly*, Vol. 74, No. 2, pp. 285-303.

Week 13 (April 4-6)
7. Getting them young: Children and advertising

7a. Gender & race

Required readings:

Bang, Hae-Kyong and Bonnie B. Reece. 2003. "Minorities in Children's Television Commercials: New, Improved, and Stereotyped." *Journal of Consumer Affairs,* Vol. 37, No. 1, pp. 42–67.

Merskin, Debra. 2002. "Boys will be boys: A content analysis of gender and race in children's advertisements on the Turner Cartoon Network." *Journal of Current Issues & Research in Advertising*, Vol. 24, No. 1, p. 51-59.

Browne, Beverly A. 1998. "Gender Stereotyping in Advertising on Children's Television in the 1990s: A Cross-national Analysis." *Journal of Advertising*, Vol. 27, pp. 83–96.

Smith, L. 1994. "A Content Analysis of Gender Differences in Children's Advertising." *Journal of Broadcasting and Electronic Media*, Vol. 38, pp. 323-37.

Suggested readings:

Furnham, Adrian, Staci Abramsky, and Barrie Gunter. 1997. "A Cross-Cultural Content Analysis of Children's Television Advertisements." *Sex Roles*, Vol. 37, Nos. 1/2, pp. 91-99.

Kenway, Jane and Jane Bulle. 2001. *Consuming Children: education-entertainment-advertising*. Buckingham: Open University Press.

Welch, R., A. Huston-Stein, T. Wright, and R. Phelial. 1979. "Subtle sex-role cues in children's commercials." *Journal of Communication*, Vol. 29, pp. 202-9.

Strasburger, Victor C. 2001. "Children and TV Advertising: Nowhere to Run, Nowhere to Hide." *Journal of Developmental & Behavioral Pediatrics,* Vol. 22, No. 3, pp. 185-87.

Oates, Caroline, Marc Blades, and Barrie Gunter. 2002. "Children and television advertising: When do they understand persuasive intent?" *Journal of Consumer Behaviour*, Vol. 1, No. 3, pp. 238-45.

Roedder John, Deborah. 1999. "Consumer Socialization of Children: A Retrospective Look at Twenty-Five Years of Research." *Journal of Consumer Research*, Vol. 26, No. 3, pp. 183-213.

Thompson, Teresa L. and Eugenia Zerbinos. 1997. "Television cartoons: Do children notice it's a boy's world?" *Sex Roles*, Vol. 37, No. 5, pp 415–432.

7b. Food and obesity

Story, Mary and Simone French. 2004. "Food Advertising and Marketing Directed at Children and Adolescents in the US." *International Journal of Behavioral Nutrition and Physical Activity*, Vol. 1, No. 3, pp. 1-17.

Gantz, Walter, Nancy Schwartz, James R. Angelini, and Victoria Rideout. 2007. "Food for Thought. Television Food Advertising to Children in the United States. A Kaiser Family Foundation Report." Menlo Park, CA: Kaiser Family Foundation.

Batada, Ameena, Maia Dock Seitz, Margo G. Wootan, and Mary Story. 2008. "Nine out of 10 Food Advertisements Shown During Saturday Morning Children's Television Programming Are for Foods High in Fat, Sodium, or Added Sugars, or Low in Nutrients." *Journal of the American Dietetic Association*, Vol. 108, No. 4, p. 673–678.

Chou, Shin-Yi, Inas Rashad, and Michael Grossman. 2005. "Fast-Food Restaurant Advertising on Television and Its Influence on Childhood Obesity." National

Bureau of Economic Research, NBER Working Paper Series, Working Paper 11879.

Henderson, Vani R. and Bridge T Kelly. 2005. "Food Advertising in the Age of Obesity: Content Analysis of Food Advertising on General Market and African American Television." *Journal of Nutrition Education and Behavior*, Vol. 37, pp. 191-196.

Saffer Henry. 1997. "Alcohol Advertising and Motor Vehicle Fatalities." *Review of Economics and Statistics*, Vol. 79, pp. 431-42.

Week 14 (April 11-13)
6. Political advertising

Required readings:

Griffith, Robert. 1983. "The Selling of America: The Advertising Council and American Politics, 1942-1960." *The Business History Review*, Vol. 57, No. 3, pp. 388-412.

Kaid, Lynda L. 2004. "Political advertising." In: pp. 155-202, Lynda L. Kaid (ed.), *Handbook of political communication research*. Mahwah, NJ: Lawrence Erlbaum.

Suggested readings:

Lin, Yang. 1996. "Empirical Studies of Negative Political Advertising: A Quantitative Review Using a Method of Combined Citation and Content Analysis. *Scientometrics*, Vol. 37, pp. 385–399.

Tak, Jinyoung, Lynda Lee Kaid, and Soobum Lee. 1997. "A Cross-cultural Study of Political Advertising in the United States and Korea." *Communication Research*, Vol. 24, pp. 413–430.

Jamieson, Kathleen Hall. 1984. *Packaging the presidency: A history and criticism of presidential campaign.* Oxford: Oxford University Press.

Valentino, Nicholas A., Vincent L. Hutchings, and Ismail K. White. 2002. "Cues that matter: How political ads prime racial attitudes during campaigns." *American Political Science Review,* Vol. 96, No. 1, pp. 75-90.

Brader, Ted. 2006. *Campaigning for hearts and minds: How emotional appeals in political ads work.* Chicago: University of Chicago Press.

Diamond, Edwin and Stephen Bates. 1984. *The spot: The rise of political advertising on television.* Cambridge, MA: MIT Press.

Ansolabehere, Stephen and Shanto Iyengar. 1995. *Going negative: How political advertisements shrink and polarize the electorate*. New York: Free Press.

Merritt, Sharyne. 1984. "Negative Political Advertising: Some Empirical Findings." *Journal of Advertising*, Vol. 13, No. 3, pp. 27-38.

Gunsch, Mark A., Sheila Brownlow, Sarah E. Haynes, and Zachary Mabe. 2000. "Differential Linguistic Content of Various Forms of Political Advertising." *Journal of Broadcasting & Electronic Media*, Vol. 44, pp. 27–42.

Week 15 (April 18-20)

Group project presentations

Week 16 (April 23)

Group project presentations