

COMM 404 – Advertising And Society - 3 Credits

Instructor: Jay Mindeman

I am the creative director at an advertising and new media agency in Grand Forks. I bring a unique view to communication theory because I deal with practical, real-life advertising and marketing situations every day.

Email: jay.mindeman@UND.edu (this is absolutely THE BEST way to contact me - in fact, email me via Blackboard when possible, and always use your UND-issues email account no matter what)

Required Texts:

Pardun, Carol, [2014]. Advertising And Society: An Introduction

Gergen, Kenneth [1991]. The Saturated Self: Dilemmas of Identity in Contemporary Life

(1) STRUCTURE: This class will be one part lecture and one part writing assignments. The question that this class seeks to answer is this: do we make advertising / marketing, or does advertising / marketing make us? While we will seek to answer this question it is important for you know up front that there is no right answer, only interpretations. Your performance in this class will be based not necessarily on whether you are right or wrong in a response, but whether your response is well-thought out, well-researched and logical. In truth I am hoping that you learn a lot about the world behind the curtain of advertising and marketing, not necessarily that you come up with some earth-shattering solution to the industry's problems (though it would be great if you did). We will use the Pardun book every week for a written assignment. Read it now. The Gergen book will influence everything we talk about during the semester, but will mainly come into play at the end of the term with your final paper. Read it throughout the semester. During lectures and discussion, I will elaborate on points from the book with my own information. I expect you to view each lecture and take notes. **Anything I say is fair game for the two tests and should be taken into consideration for the final paper.** I will be available via email virtually every weekday.

(2) LECTURE: All lectures are available right away via the Tegrity Classes link in Blackboard. Note that they were recorded roughly one year ago in a slightly different variant of this class in which on and off campus students shared a lecture etc. As such, please ignore anything you hear on the recordings that talks about days, dates, deadlines or class structure (such as "remember, these are due on Thursdays" or something like that). It won't happen often but I wanted you to be aware that none of those comments apply to you this semester. Simply watch the lectures for my comments and the slides that relate to the topic. With that said, there are almost always two lectures to watch each week - a full lecture regarding the chapters in the Pardun textbook and a shorter lecture tying that information to the Gergen book (I

tweaked the dates on these so they would appear in a logical order). Take notes. Anything I say in the lecture may appear on tests and should be considered as you write your assignments.

WEEKLY ASSIGNMENTS: You will be expected to turn in a one page paper (no larger than 12 point type, double spaced) regarding most lectures (see the schedule included in this document). You will be assigned a viewpoint with which to approach each topic (argument or counter-argument per the Pardun text) and each of these weekly assignments will be due at noon on the following Wednesday (again, see the schedule). Papers must be turned in as a PDF document.

FINAL PAPER: You will write an 8-10 page final paper (again 12 pt type, double spaced maximum) tying what you've learned from the Gergen text into your favorite topic from the Pardun text, along with how I have addressed both in the lectures. Specifically, you will be addressing the following in regards to your topic: is the controversial advertising practice influencing us (for example, should we ban tobacco ads lest they influence us to smoke), or are we responsible for creating it (can we really argue that you can't advertise a product that is legal to buy)? This paper is due at noon on November 28 (see the schedule).

TESTS: There will also be two tests made up entirely of short answer essay questions – one midterm and one final. Per the schedule, these tests will be assigned on a Wednesday by noon and they will be due the following Wednesday at noon.

(3) GRADING: I will expect the same responsibility from you as you will give real clients after you graduate. That means don't miss meetings, do make deadlines. Treat this like a business, and you'll do great. Grades are calculated like this:

Weekly Writing Assignments: 120 points (12 assignments X 10pts)

Mid-term: 100 points

Final Paper: 100 points

Final Test: 100 points

Final Grade = Total Points / 4.2

Course Description from UND Catalog: COMM 404. Advertising and Society. 3 Credits. Examines and evaluates the social, ethical and economic aspects of advertising. Attention is given to appraising the effects of advertising on the consumer and competition. Prerequisite: Admitted Communication Major or consent of the instructor.

The Communication Department is committed to bringing the richness of cultural diversity to all students. Through active engagement, the Communication Department endeavors to provide

multicultural opportunities, to reduce cultural stereotypes, to embrace cultural differences, and to promote respect for cultural diversity.

All Students are subject to the University of North Dakota Code of Student Life, including, but not limited to, issues of Scholastic Dishonesty.

To request disability accommodations, please make an appointment to see me. For more information and assistance, please call Disability Services at 777-3425.

All Comm majors and pre-majors will be added to the Comm Program Listserv. The purpose of the listserv is to keep students informed of opportunities to enhance their educational experience at UND. Contact the Communication Department office (und.comm@email.und.edu) if you would like to be removed from the listserv or if you are not receiving messages and would like to be added.

Mission: The mission of the Communication Department is to provide students with a broad understanding of human communication in various contexts, across diverse cultures, and through multiple systems. The Department engages students in lifelong learning that addresses socially and globally pressing communication challenges through scholarly, creative, critical, and practical curriculum and instruction.

Goals: We seek to achieve this mission by designing an interdisciplinary curriculum that respects the liberal arts tradition and exposes students to a variety of theoretical and practical experiences to become informed, engaged, and ethical global citizens. In particular, this course focuses on Goals 2 and 4 of the following:

Goal 1. Students will understand key foundational communication theories and best practices, and will be able to apply these concepts to scholarly and professional scenarios.

Goal 2. Students will become proficient in communicating critically, creatively, and ethically in diverse contexts and through multiple forms of media, including (though not limited to), written, oral, digital, and print-based communication.

Goal 3. Students will learn to conduct and report research in the broader discipline of Communication, including in (depending on courses/emphases taken:) journalism, digital communication, advertising, cultural, organizational, and health communication, public relations, speech communication, broadcasting, and other areas.

Goal 4. Students will demonstrate the knowledge they have acquired in their Communication coursework in an experiential learning environment, providing relevant and meaningful connections between their classroom work and the broader extended community.