# Course Information

**Department:** Communications  |  **Date:** Dec. 21, 1990

<table>
<thead>
<tr>
<th>Name &amp; Number of Course</th>
<th>Descriptive Title</th>
<th>FVC Credit</th>
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<tbody>
<tr>
<td>CMNS 215</td>
<td>Advertising as Social Communication</td>
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**Catalogue Description:**

An interdisciplinary examination of the significance of advertising as a social message system in our consumer society. The course presents a way of assessing the role that advertising plays in defining how we see ourselves, one another, and the world at large. There is a brief history of advertising but the focus is on current styles and functions of the global advertising business.

**Course Prerequisites:**

CMNS 110 or 130 recommended

**Course Corequisites:**

**Hours Per Term for Each Student**

<table>
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<tr>
<th>Lecture</th>
<th>Laboratory</th>
<th>Seminar</th>
<th>Learning</th>
<th>Other - Specify</th>
<th>Total</th>
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<td>40 HRS</td>
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<td>20 HRS</td>
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<td>60 HRS</td>
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**Transfer Status (Equivalent, Unassigned, Other Details)**

- **UBC:** N/A
- **SFU:** CMNS 215
- **UVIC:** N/A
- **Other (specify):** N/A

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**Kathleen Galarneau**  |  **Don Tunstall**
**Course Designer**    |  **Dean of Career Programs**
COURSES FOR WHICH THIS IS A PREREQUISITE: None

RELATED COURSES

CMNS 221

TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

TEXTS:
Social Communication as Advertising, Leiss, Kline & Jhalley.

REFERENCES:
The Codes of Advertising, Sut Jhalley
Selling the American Dream, Roland Marchand
Advertising as Social Communication, Gillian Dyer
Captains of Consciousness, Stuart Ewen
The Language of Advertising, Torben Vestergaard & Kim Schroder

OBJECTIVES:
-To analyze how advertising influences social communication in familial, political, religious, scientific and artistic realms.
-To present historical antecedents to the contemporary global ad business.
-To introduce models for criticizing and justifying advertising's prominent position in consumer culture.
-To examine advertising's relationship to corporate and government institutions and markets.
-To present and apply methods of assessing the role that advertising plays in constructing reality in contemporary market-industrial cultures.
-To develop critical thinking, academic writing, and oral debating skills.

METHODS:
-Lectures include many slides, tapes and print materials to illustrate concepts and historical material.
-Tutorials require students to assess key concept in the theories about advertising as social communication.
-A debate about a contemporary issue in advertising requires students to apply debating and research skills.
-An advertisement analysis assignment requires students to apply and critically assess a method of assessing how advertising frames reality.
STUDENT EVALUATION PROCEDURE:

3 tutorial papers (20% each) ............... 60%
Research Project (Ad Analysis) ............. 30%
Debate .................................... 10%

COURSE CONTENT

PART I: Introduction to Advertising as Social Communication
   Advertising's critics and its defenders

PART II: History of Advertising
   Developments in mass media and the selling of modern life
   Industrial and consumer cultures
   Growth of ad agencies and the structure of the current global ad
   business
   History of the language of commercial messages

PART III: Models for Studying Advertising as Social Communication
   Content Analysis
   Semiology
   A Structural Approach
   Advertising as Ideology

PART IV: Advertising and Contemporary Issues
   Political Advertising
   Children's Advertising
   Public 'taste' and 'morality'