PAC FORM #2

UNIVERSITY COLLEGE of the FRASER VALLEY

COURSE IMPLEMENTATION DATE: [Dec 1990]
COURSE REVISED IMPLEMENTATION DATE: [Sept. 95 rev. Sept./2003]
COURSE TO BE REVIEWED: [Sept. 2007]
(Four years after implementation date)

OFFICIAL COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.
Shaded headings are subject to change at the discretion of the department and the material will vary - see course syllabus available from instructor

FACULTY/DEPARTMENT: **Faculty of Arts & Applied Arts - Social, Cultural & Media Studies**

MACS 215		**3**
COURSE NAME/NUMBER	FORMER COURSE NUMBER	UCFV CREDITS

Advertising as Social Communication
COURSE DESCRIPTIVE TITLE

CALENDAR 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.

PREREQUISITES: **MACS 110 or MACS 130**
COREQUISITES: **none**

SYNONYMOUS COURSE(S)
(a) Replaces: _____ *(Course #)*
(b) Cannot take: **GD 256** *(Course #)* For further credit.

SERVICE COURSE TO: _____ *(Department/Program)* _____ *(Department/Program)*

TOTAL HOURS PER TERM: **45**

STRUCTURE OF HOURS

Lectures:	**30**	Hrs
Seminar:	**15**	Hrs
Laboratory:	**-**	Hrs
Field Experience:	**-**	Hrs
Student Directed Learning:	**-**	Hrs
Other (Specify):	**-**	Hrs

TRAINING DAY-BASED INSTRUCTION
LENGTH OF COURSE: _____
HOURS PER DAY: _____

MAXIMUM ENROLLMENT: **36**
EXPECTED FREQUENCY OF COURSE OFFERINGS: **Once per year**

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)	☒ Yes	☐ No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	☐ Yes	☒ No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	☒ Yes	☐ No

AUTHORIZATION SIGNATURES:

Course Designer(s): **Kathleen Galarneau**
Chairperson: *(Curriculum Committee)* **Jim Andersen**
Department Head: **Jean Ballard**
Dean: **Virginia Cooke**
PAC Approval in Principle Date: _____
PAC Final Approval Date: October 30, 2002

Macs 215
COURSE NAME/NUMBER

LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

- To analyse 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: [Method varies by instructor. An example of methods for this course might be:]

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

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR X Yes ☐ No

METHODS OF OBTAINING PLAR:

Course may be challenged. Alternative methods may be considered on a case-by-case basis.

TEXTBOOKS, REFERENCES, MATERIALS:
[Textbook selection varies by instructor. An example of texts for this course might be:]

Leiss, Kline & Jhally,
1990, ***Social Communication in Advertising***, Scarborough: Nelson Canada,
and/or ***Macs 215 course pack***.

SUPPLIES / MATERIALS:
May vary with instructor. There are generally no unusual supplies required for this course

STUDENT EVALUATION:
[An example of student evaluation for this course might be:]

Midterm exam:	20 – 30%
Papers	40 – 60%
Final Exam	20 – 30%

Macs 215
COURSE NAME/NUMBER

COURSE CONTENT:
[Course content varies by instructor. An example of course content might be:]

PART 1: **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
Model Presented by Leiss, Kline & Jhalley

PART IV: **Advertising and Contemporary Issues**

Political Advertising
Childrens' Advertising
Gender and Advertising
Race and Advertising
Advertising and the Environment