

NYU Prague

MCC-UE9015P01, Advertising and Society Spring 2020

Instructor Information

- Salim Murad, PhD.
- **Email:**
- **Office hours:** before Tuesday class 10:00 - 11:45 am, 4:00 - 4:30 pm or at 7:20 pm after class in professor's office in Malé náměstí 11 - Ríchnův dům (or by arrangement).
- **Telephone:**

Course Information

- MCC-UE9015P01
- **Advertising and Society**
- Co-requisite or prerequisite: none
- Tuesday 12:00 pm - 02:50 pm
 - Mucha classroom, Ríchnův Dům - Malé náměstí 11.

Course Overview and Goals

At the beginning of semester we will discuss advertising which is both "industry and ideology" (Sinclair 1987). We will consider the globalization of advertising and the globalization of advertising agencies as well as their impact on culture (Leslie 1995; de Mooij 2010). The course will include an introduction to the influential sociological theory of consumerism by Zygmunt Bauman. Finally, we will analyze the role advertising plays in today's consumer society. Other theories (see the syllabus below) will be presented as well. After the presentation of the mentioned theories, we will concentrate on their application to the Central European environment, which will be discussed in the context of globalization. The main aim is to show the relationship between the advertisement and the society. In this context we will discuss the impact of current mechanisms of consumer society, which through the advertisement influences issues like i.e.: gender, politics, art, national identity, ethnic relations. We will also discuss chosen types of advertisement messages, how they influence the viewer and which ethical problems arise from such an influence.

The issue present in all the classes of the course will be to introduce the students into specifics of Central European region as the area, where we can follow many mechanisms of influencing the society "live". That is due to only thirty years history of having been connected with the world consumer society. Central Europe will be for us in this sense natural laboratory for applications of introduced theories. Essential parts of the course will be visits of professionals in the field, who will give the students their point of view.

This course is introductory to the topic.

The course is divided into two main areas:

1. Theoretical introduction into the current state of capitalism, condition of consumerism and advertisement

2. Central and Eastern European specifics of delayed consumerism, specifics of Central European advertising in global context

Each class will consist of lecture, student position paper presentation and student discussion. Three times we will have field trips. Each student will present assignment Nr. 2 in class. Each presentation will be five minutes long.

Upon Completion of this Course, students will be able to:

- Interpretation and application of introduced theories.
- Gaining the ability of critical reflection on mutual relation between the society and the world of advertising.
- Identification of Central European particularities given by historical experience - in advertising and consumerism in general.
- Students should be able to demonstrate an understanding and analyze possible consequences of three types of adverts - global, local and glocalised.

Course Requirements

Conditions for completing the course:

Regular attendance (including field trips), study of compulsory reading, active participation, fulfillment of the tasks given – position paper presentation (800 words and 15 min. long oral presentation), two assignments (700 words and 2500 words plus 5 minutes long oral presentation), passing of midterm and final test.

Each student will be asked to present her/his position paper once a semester (15 min.)

Position paper: students are asked to study obligatory reading and prepare their comments on the text. In addition, each student will be once a semester asked to present her/his position paper (15 min.). The discussion with the rest of students will follow. This position paper should summarize the reading. It should reflect issues and important questions from the texts and also students' understanding of connection with the overall goals of the course. The comment may include their opinion, ideas, critical views which refer to the reading (800 words). The deadline for the submission of the position paper is at midnight on Monday before the class! Position paper should be sent to: sm4393@nyu.edu .

Optional voluntary activity for better learning (without grading):

Weekly responses: students are asked to study obligatory reading and if they wish they can prepare their comments on the text in written form. The comment may include their opinion, ideas, critical views which refer to the reading (200 words). Students can share their weekly response with instructor - in that case, send it to sm4393@nyu.edu prior the class.

Class Participation

No more than two excused absences will be tolerated.

Assignment 1

Assignment 1: Students are asked to write a "review" of the movie "Český sen" (Czech Dream). The review should include an "investigation" of the "Eastern" European cultural motifs and assessment of advertising campaign shown in the movie (700 words). Deadline for submission: Tuesday March 31.

Assignment 2

Students are asked to find/take a picture (or other kind of record) of an advertisement with references to Czech culture and write justification why they consider this advertisement enrooted in Czech culture. The justification should include the answer to the question: "why this advertisement would be difficult to understand/impossible to understand by individuals from beyond this cultural circle?" (2500 words). Deadline for submission: Tuesday May 19.

Written assignments should be sent to: sm4393@nyu.edu and also submitted in hard copy. Completed and submitted assignments will be discussed during the class.

At the beginning of the semester students will receive a "Grading Grid" for each of the two assignments - clearly defining how each component of the assignment will be graded.

Failure to submit or fulfill any required course component results in failure of the class.

Tests & Quizzes

Students will take Midterm Test and Final Test in form of tests with open-ended questions.

Grading of Assignments

The grade for this course will be determined according to the following formula:

Assignments/Activities	of Final Grade
Attendance and active participation	15 points
Assignments	35 points (10 + 25)
Position paper presentation	20 points
Midterm test	10 points
Final test	20 points
Total	100 points

Letter Grades

Letter grades for the entire course will be assigned as follows:

Letter Grade	Percent
A	94 and higher
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	65-66
D-	64-65
F	63 and lower

Assessment Expectations

- Grade A: (Excellent work)
- Grade B: (Good work)
- Grade C: (Satisfactory work)
- Grade D: (Passable work)
- Grade F: (failure)

Course Schedule

Topics and Assignments

Week/Date	Topic	Reading	Assignment Due
Session 1 Tuesday, February 4	General overview of the course Explanation of conditions for completing the course Case study of concrete controversial ad campaign of global company operating on the Czech market.	No obligatory reading. Suggested movie: Viewing of the DVD No Logo by Naomi Klein Constructive critique or false activism? Klein, N. (2000): No Logo, Hammersmith, London, HarperCollins Publishers Limited. DVD included	In the library there will be available the book of photographs illustrating Central European esthetics of transition toward market economy (Slovakia case). Kollár, M. (2001): Slovensko 2001, Obrazová správa o stave krajiny, Bratislava, Inštitút pre verejné otázky.
Session 2 Tuesday, February 11	Globalization of the advertising industry	Reading: Leslie D, A. (1995): Global Scan: The Globalization of Advertising Agencies, Concepts, and Campaigns. Economic Geography, Vol. 71, No. 4 (Oct., 1995), Clark University. (pp. 402 – 426) Frith, K. T.; Mueller, B. (2010): International Advertising and Globalization; Advertising and Culture; Advertising and Economic Issues. In: Advertising and Societies. Global Issues. Peter Lang Publishing. New York. 2nd ed. (pp. 1 – 51) Ritzer George; Stillman Todd: Assessing McDonaldization. In: BECK ULRICH; SZNAIDER NATAN; WINTER RAINER: Americanization and Globalization. Global America? The Cultural Consequences of Globalization. First published 2003 by Liverpool University Press. (pp. 30 – 48). (18 pages) (93 pages) Suggested Reading: Kundera, M. 'The Tragedy of Central Europe' in: The New York Review of	

Week/Date	Topic	Reading	Assignment Due
		<p>Books (pre-1986), Vol. 31, No. 007 (Apr. 26, 1984). ProQuest Central. (pp. 33–38)</p> <p>Berger, A. A. (2011): Chapter 1. Advertising in American Society. In: Ads, Fads, and Consumer Culture. Advertising's Impact on American Character and Society. Fourth Edition. Rowman & Littlefield Publishers. Lanham, Maryland. (pp. 1 – 27)</p> <p>2014 Barnes Reports: Worldwide Advertising Agencies Industry- Industry Market report (pp. 1 – 161) (194 pages)</p>	
<p>Session 3 Tuesday, February 18</p>	<p>The Central Europe in the net of global capitalism</p> <p>Introduction to the current conditions in Central Europe: Transition towards democracy, transition from planned economy towards market economy. Place of Central Europe in current global political and economical environment.</p>	<p>Reading:</p> <p>Culture Defined - de Mooij, M. (2010): Global Marketing and Advertising – Understanding Cultural Paradoxes, Sage, Thousand Oaks. (pp. 48–49)</p> <p>Transnational Practices in the Old Second World - Transnational Advertising and the Spread of Consumerism (Leslie Sklair)</p> <p>Sklair, L. (2002): <i>Globalization, Capitalism and its alternatives</i>, New York, Oxford University Press. (pp. 180-207 and pp. 222-243) (48 pages)</p> <p>O'Barr, W. M (2006): Advertising Christmas. Advertising & Society Review 7:3. The Advertising Educational Foundation. (22 pages)</p> <p>(72 pages)</p> <p>Suggested Reading:</p> <p>Ulrich R. Orth Harold F. Koenig Zuzana Firbasova, (2007): "Cross-national differences in consumer response to the framing of advertising messages", European Journal of Marketing, Vol. 41 Iss 3/4 (pp. 327 – 348) (21 pages)</p> <p>Douglas, Susan, and C. Craig. "Advertising Across Cultures." The SAGE Handbook of Advertising. 2007. SAGE Publications. 22 Apr. 2010. <http://www.sage-reference.com/hdbk_advertising/Article_n26.html>. Chapter DOI: 10.4135/978-1-84860-789-7.n26 (pp. 416 – 430) (14 pages)</p> <p>(35 pages)</p>	

Week/Date	Topic	Reading	Assignment Due
Session 4 Tuesday, February 25	“Consumer culture – easy entrance, no exit” (Zygmunt Bauman)	<p>Reading: Bauman Zygmund: The meaning of work: producing the work ethic; From the work ethic to the aesthetic of consumption. Bauman, Z. (2005): Work, consumerism and the new poor, Maidenhead, New York, Open University Press, McGraw-Hill Education, McGraw-Hill House, Two Penn Plaza. (pp. 5 – 42) Večerník, J.: The Pervasive Consumer Society. In. Czech Society in the 2000s: a report on socio-economic policies and structures. Academia, Praha. (pp. 198–215) (54 pages)</p> <p>Suggested Reading: Blackshaw, T. (2005): Zygmunt Bauman, Consumerism as the Liquid Modern Way of life. Abingdon, New York, Routledge. (pp. 111-140) Berger, A, A. (2010): Brands and Identity: We are Our Brands. In: The objects of affection: semiotics and consumer culture. Palgrave Macmillan. New York. (pp 75 – 114) (68 pages)</p>	
Session 5 Tuesday, March 3	The Consumer Society “We have no other choice but choose” (Anthony Giddens)	<p>Reading: Sennet Richard: Consuming Politics In.: Sennet, R. (2006): The Culture of the New Capitalism, Yale University Press, New Haven and London. (pp. 131-178) Cohen, R.,; Kennedy, P.(2000): Consuming Culture In.: Cohen, R.,; Kennedy, P: Global Sociology. Palgrave. Houndmills and New York. (pp. 230 – 247) Small Rachel: Buying In: The Rise of Malls in the Czech Republic. The New Presence. Autumn 2011. Publisher MUDr. Martin Jan Stránský. Praha. (pp. 120 – 128) (72 pages)</p> <p>Suggested Reading: Baudrillard Jean: The Formal Liturgy of the Object. In.: Baudrillard, J. (2006): The Consumer Society, Myths and Structure, London, SAGE Publication Ltd. (pp. 25 – 68) Cronin, A, M. (2000): Advertising and Consumer Citizenship. Gender, images and rights. Routledge. London (pp. 10 – 36) (69 pages)</p>	Practical exercise: Experience Czech shopping malls. Visit of the Kotva and Palladium shopping malls.

Week/Date	Topic	Reading	Assignment Due
Session 6 Tuesday, March 10	Memories of the communism era. The role of desire for symbols of consumer society before 1989. Materialism as the Political Energy of 1989? Spring 2020 in Prague, still time for "Ostalgia"? Pictures of consumption artefacts in former communist Czechoslovakia will be presented.	<p>Reading: Berdahl Daphne: '(N)Ostalgie' for the Present: Memory, Longing, and East German Things. <i>Ethnos</i>, Vol. 64:2, 1999. Routledge, Taylor & Francis Ltd.. pp. 192 – 211. Berdahl, D. Where the World Ended: Re-Unification and Identity in the German Borderland. Berkeley, Los Angeles and London: University of California Press, 1999. ISBN 0-520-21477-3 (Borderlands – The Afterlife of the Wall, pp. 167–183) Luthar Breda: Remembering socialism: On desire, consumption and surveillance. <i>Journal of Consumer Culture</i>. Sage Publications 2006. 6. (pp. 229 – 259) Cooke P. (2004): Consumer Culture and the East. Ostalgie's Not What it Used to Be. – the German Television GDR Craze of 2003. In. <i>German Politics and Society</i>, Issue 73. Vol. 22, Nr. 4. Winter 2004 (pp. 138 – 141) Merkel, I (2011): Alternative Rationalities, Strange Dreams, Absurd Utopias: On Socialist Advertising and Market Research. In: <i>Socialist Modern. East German Everyday Culture and Politics</i>. The University of Michigan Press. Ann Arbor. (pp. 323 – 344) (89 pages) Suggested Reading: Ibroscheva E. (2013): Advertising and the Socialist Economy: Efficiency, Necessity and Desire in: Advertising, Sex and Post Socialism – Women, Media and Femininity in the Balkans. Lexington Books. Plymouth. (pp. 47 – 75) Betts Paul: The Twilight of the Idols: East German Memory and Material Culture. <i>The Journal of Modern History</i>, Vol. 72, No. 3 (Sep., 2000). (pp. 731 – 765) (62 pages) Suggested movie: Becker Wolfgang, Good Bye Lenin. 2003</p>	Optional students photo exercise. Spring 2020 in Prague, still time for "Ostalgia"?
Session 7 Tuesday, March 17	Advertising and Pop Art	<p>Reading: Schroeder J, E. (2005): The artist and the brand. <i>European Journal of</i></p>	

Week/Date	Topic	Reading	Assignment Due
	<p>Triumph of mass production and the power of the brand. "I shop therefore I am". (Barbara Kruger) Or "I am what I shop"? (slogan on billboard promoting Pittsburgh Airmall. Summer 2008) Legacy of Pop Art in contemporary Czech advertising. Contemporary Czech art on consumerism.</p>	<p>Marketing. Vol. 39. No 11/ 12 2005. Emerald Group Publishing Limited pp. 1291 – 1305. O’Barr, W. M (2006): The Interpretation of Advertisements. Advertising & Society Review E- ISSN 1154-7311. The Advertising Educational Foundation. http://muse.jhu.edu/journals/asr/v007/7.3unit09.html#13 (25 pages) About a Group of Castrates With Impotent Equipment. Fascination With a Public Space. Petr Motyčka and Michal Šiml were interviewed by Pavel Kočíčka and Denisa Kera. TypoInterview. Web page of PodeBal http://www.podebal.cz/2006/pdf/PB-interview.pdf (5 pages) Srp, K.: It is Not Funny. Online http://kristofkintera.com/texts/it-is-not-funny_karel-srp_en.pdf (Web of Křištof Kintera) (10 pages) (54 pages) Suggested Reading: Honnef K. (2005): Warhol. Köln. Taschen. Harold Ch (2007): Anti-Logos, Sabotaging the Brand through Parody. In: Our Space: resisting the corporate control of culture. University of Minnesota Press. Minneapolis pp. 27 – 69. (42 pages)</p>	
<p>Session 8 Tuesday, March 24</p>	<p>Ethnic Stereotypes and the Czech Commercial Culture.</p>	<p>Reading: Code of Advertising Practice of the Czech Advertising Standards Council http://www.rpr.cz/cz/en.php. (pp. 1 – 16) Frith, K. T.; Mueller, B. (2010): Advertising and Race. In: Advertising and Societies. Global Issues. Peter Lang Publishing. New York. 2nd ed. (pp. 109 – 120) Johnson, K. J. (2011): The Curious Tale of the Polish Plumber: Rebranding Nations for the Social and Political Situations. Advertising & Society Review. Volume 12, Issue 1, 2011. The Advertising Educational Foundation. (11 pages) Hall, Stuart. 2002. "The Spectacle of the Other." in Hall, Stuart (ed.): Representations. Cultural</p>	<p>Midterm test movie: DVD movie –<i>Klusak, V. – Remunda, F. (2003): Český sen</i>, Prague.</p>

Week/Date	Topic	Reading	Assignment Due
		<p>Representations and Signifying Practices. London, Thousand Oaks, New Delhi: Sage. (pp. 225–279) (76 pages)</p> <p>Suggested Reading: Taylor, C. R., Lee, J. Y. 'Not in Vogue: Portrayals of Asian Americans in Magazine Advertising' in: Journal of Public Policy & Marketing, Vol. 13, No. 2 (Fall, 1994). American Marketing Association. (pp. 239–245)</p> <p>Donovan Robert j., Leivers Susan: Using paid advertising to modify racial stereotype beliefs. Public Opinion Quarterly Volume 57. No. 2 (summer 1993) pp. 205 – 218. (19 pages)</p>	
<p>Session 9 Tuesday, March 31</p>	<p>The process of “westernization” of Central and Eastern Europe consumer habits since 1989. Consumer frustration in Central Europe in 2019, still in place?</p>	<p>Reading: Millan E, S.; Mittal, B. (2010): Advertising’s New Audiences. Consumer Response in the New Free Market Economies of Central and Eastern Europe—The Case of the Czech Republic. Journal of Advertising, vol. 39, no. 3 (Fall 2010), (pp. 81–98)</p> <p>Skinner Brook, Bryant B. Rosemary.: From Communism to Consumerism. In. The New Presence, winter 2007. (p. 22 – 25)</p> <p>de Mooij, M. (2010): The Paradoxes in Global Marketing Communications. In. Global Marketing and Advertising – Understanding Cultural Paradoxes, Sage, Thousand Oaks. (pp. 1–22)</p> <p>The Global Brand - de Mooij, M. (2010): Global Marketing and Advertising – Understanding Cultural Paradoxes, Sage, Thousand Oaks. (pp. 28–31)</p> <p>Caldwell, Melissa, L.: Domesticating the French Fry: McDonald’s and Consumerism in Moscow. Journal of Consumer Culture 2004. Sage Publications 2004. (pp. 4 – 26)</p> <p>Taylor, Ch., R.; Bonner, P., G.; Dolezal, M. (2002): Advertising in the Czech Republic: Czech Perceptions of Effective Advertising and Advertising Clutter. In. New Directions in International Advertising Research, Volume 12,</p>	<p>Assignment 1</p>

Week/Date	Topic	Reading	Assignment Due
		<p>Elsevier Science Ltd. (pp. 137–149) (80 pages) Suggested Reading: Dimensions of Culture - de Mooij, M. (2010): Global Marketing and Advertising – Understanding Cultural Paradoxes, Sage, Thousand Oaks. (pp. 67–91) Morris J (2007): Drinking to the Nation: Russian Television Advertising and Cultural Differentiation. EUROPE-ASIA STUDIES. Vol. 59, No. 8, December 2007, (pp. 1387 – 1403) Macura, V. (2010): Mystification and the Nation. In: The Mystification of a Nation. The “Potato bug” and other essays on Czech culture. The University of Wisconsin Press. Madison. (pp. 8 – 12) Šrédl, K., Mikhalkina, E. (2014): Competition among Companies in the Fast Food Market in the Czech Republic. In. Agris on-line Papers in Economics and Informatics. Volume VI Number 4, 2014. Prague. (pp. 161 - 174) (57 pages)</p>	
<p>Session 10 Tuesday, April 7</p>	<p>Visual aspect of advertising and its role and power in society. Practices of Looking: Images, Power, and Politics – Marita Sturken and Lisa Cartwright</p>	<p>Reading: Sturken, M. – Cartwright, L. (2001): Practices of looking and introduction to visual culture, New York, Oxford University Press. (pp. 10 – 43) Rose, G. (2016): 6. Semiology: Laying Bare the Prejudices. Beneath the Smooth Surface of the Visible. In: Visual Methodologies. An Introduction to Researching with Visual Materials 4th Edition. Sage. London. (pp. 106 -146) (73 pages) Suggested Reading: Berger, A, A. (2010): The Science of Signs. In: The objects of affection: semiotics and consumer culture. Palgrave Macmillan. New York. (pp 3 – 31) Goldman, R.; Stephen, P. (1996): Introduction: Advertising in the Age of Accelerated Meaning. In.: Sign Wars. The Cluttered Landscape of Advertising. The Guilford Press. New York. (pp. 1 – 19) Aitchinson, J. (2004): Cutting edge advertising: how to create the world’s best print for brands in the 21st century, Singapore, Prentice Hall. (pp. 22 – 90) (114 pages)</p>	

Week/Date	Topic	Reading	Assignment Due
Spring Break April 11 - 19	Spring Break		
Session 11 Tuesday, April 21	Images of Women and Advertising, gender issues, question of stereotyping in advertising in the Czech Republic.	<p>Reading: True Jacqui: Expanding markets and marketing gender: the integration of the post-socialist Czech Republic. Review of International Political Economy, Vol. 6, No. 3 (Autumn, 1999), pp. 360 – 389. Oates-Indruchová, Libora: Discourses of Femininity and Masculinity in Transition: Billboards in the Czech republic (cca 1993 – 97). In.: Scientific Papers of the University of Pardubice. Series C – Faculty of Humanities. 2002. Pardubice. (pp. 167 – 201) Ibroscheva E. (2012): From “Babushki” to “Sexy babes”: The Sexing Up of Bulgarian Women in Advertising. In. Carilli, T.; Campbell, T. (eds.) (2012): Women and the Media, Reinventing Women’s Lives. Lanham, Md: Lexington Books. (pp. 107 – 119) Orth, U., R.; Holancova, D. (2003/2004): Consumer Response to Sex Role Portrayals in Advertisements: Effects of Incongruity and Prejudices on Emotions and Attitudes. Journal of Advertising, Vol. 32, No. 4 (Winter, 2003/2004), Taylor & Francis, Ltd. (pp. 77-89) (87 pages) Suggested reading: Occhipinti Laurie: Two Steps Back?: Anti-Feminism in Eastern Europe. Anthropology Today, Vol. 12, No. 6. (Dec., 1996), (pp. 13 – 18) Redmond Sean: Thin White Women in Advertising: Deathly Corporeality. Journal of Consumer Culture 2003. Sage Publications 2003. (p. 170 – 190) Baudrillard Jean: The Finest Consumer Object: The Body In.: Baudrillard, J. (2006): The Consumer Society, Myths and Structure, London, SAGE Publication Ltd. (pp. 129 – 150) (46 pages)</p>	Examples of advertisement will be presented. (Archive of Department of Culture and Communication Advertising Archive of print and TV images NYU and from lecturer’s archive).
Make-up Day Friday, April 24 (9am-5pm)	Make-up day for missed classes		

Week/Date	Topic	Reading	Assignment Due
Session 12 Tuesday, April 28	Hofstedization of Cross Cultural Marketing Research - workshop	<p>Reading: de Mooij Marieke; Hofstede Geert: The Hofstede model. Applications to global branding and advertising strategy and research. International Journal of Advertising, 29(1), Published by Warc 2010 Advertising Association. (pp. 85–110) Alstiel, T; Grow, J.(2017): 5. International Advertising, It's a Global Market Place. In: Creative Advertising: Strategy, Copy and Design. 4th Edition. Sage. Los Angeles. (pp 110 – 133) (58 pages) Suggested reading: Taras Vas; Steel Piers: Beyond Hofstede: Challenging the Ten Commandments of Cross-Cultural Research. In: Nakata Cheryl: Beyond Hofstede culture frameworks for global marketing and management. Basingstoke England; New York: Palgrave Macmillan (2009) (pp. 40–61).</p>	Field trip to an Advertising Agency, Prague. How the Czech advertising company does the business on the Czech market.
Session 13 Tuesday, May 5	Culture and Advertising	<p>Reading: Frith, K, T. (1998): Undressing the Ad: Reading Culture in Advertising. In.: Undressing the Ad. Reading Culture in Advertising. Frith, K, T. (ed). Peter Lang. New York. (pp. 1 – 17) Berger, A, A. (2011): Analyzing Print Advertisements or: Six Ways of Looking at a Fidji Perfume Advertisement. In: Ads, Fads, and Consumer Culture. Advertising's Impact on American Character and Society. Fourth Edition. Rowman & Littlefield Publishers. Lanham, Maryland. (pp. 151 – 165) Culture and Communication; Culture and the Media - de Mooij, M. (2010): Global Marketing and Advertising – Understanding Cultural Paradoxes, Sage, Thousand Oaks. (pp. 163– 215) Ibroscheva E. (2013): Sex and Politics. Consuming Women's Bodies. in: Advertising, Sex and Post Socialism – Women, Media and Femininity in the Balkans. Lexington Books. Plymouth. (pp. 131 – 151) (102 pages) Suggested Reading: Part Two, Chapter Three: Organizing for Advertising and Promotion: The</p>	Practical exercise: creating a draft of outdoor campaign for NYU in Prague.

Week/Date	Topic	Reading	Assignment Due
		<p>Role of Ad Agencies and Other Marketing Communication Organizations. In.: Belch, G.E. – Belsch, M. A. (2007): Advertising and Promotion, An Integrated Marketing Communications Perspective, New York, McGraw-Hill/Irwin. (pp. 66 – 101) (35 pages)</p>	
<p>Session 14 Tuesday, May 12 (last day of classes)</p>	<p>Present and future of advertising controversies and controversies of subvertising</p>	<p>Reading: Berger, A. A. (2011): Analyzing Print Advertisements or: Six Ways of Looking at a Fidji Perfume Advertisement. In: Ads, Fads, and Consumer Culture. Advertising's Impact on American Character and Society. Fourth Edition. Rowman & Littlefield Publishers. Lanham, Maryland. (pp. 151 – 165) Somerville, K.: Subvertising: The Art of Altering the Message. The Missouri Review, Volume 42, Number 1, Spring 2019, pp. 97-113 (Article) Minář, P.: Goodvertising as a Paradigmatic Change in Contemporary Advertising and Corporate Strategy. In: Communication Today. ISSUE: 2/2016, Section: Theoretical Studies: https://www.communicationtoday.sk/download/22016/MINAR-%25E2%2580%2593-CT-2-2016.pdf Koszembar-Wiklik, M.: Controversial Themes in Advertisements: On Manipulating the Emotions of Audiences and Extending the Boundaries of the Social 'Taboo'. In: Communication Today, 2016, Vol. 7, No. 1: https://www.communicationtoday.sk/download/12016/KOSZEMBAR-WIKLIK-%25E2%2580%2593-CT-1-2016.pdf (58 pages) Suggested reading: Subvertising: The Piracy of Outdoor Advertising London: Dog Section Press, 2017; npp: ISBN 9780993543524 See: https://issuu.com/dogsectionpress/docs/subvertising (136 pages) Kádeková, Z.; Holienčinová, M: Influencer Marketing as a Modern Phenomenon Creating a New</p>	<p>Field trip to an Advertising Agency in Prague. How the international advertising company does the business on the Czech market.</p>

Week/Date	Topic	Reading	Assignment Due
		Frontier of Virtual Opportunities. In: Communication Today, 2018, Vol. 9, No. 2 https://www.communicationtoday.sk/influencer-marketing-as-a-modern-phenomenon-creating-a-new-frontier-of-virtual-opportunities/ (16 pages)	
Session 15 Tuesday, May 19	Final exam	Concluding debate.	Assignment 2 Final test, Presentation of student's assignments.

Course Materials

Supplemental Text (not required to purchase, copies available in NYU P Library)

1. Honnef, K. (2005): Warhol. Köln. Taschen.
2. Klein, N. (2000): No Logo, Hammersmith, London, HarperCollins Publishers Limited. DVD included
3. Kollár, M. (2001): Slovensko 2001, Obrazová správa o stave krajiny, Bratislava, Inštitút pre verejné otázky.

Resources

- Access your course materials: [NYU Classes](https://nyu.edu/its/classes) (nyu.edu/its/classes)
- Databases, journal articles, and more: [Bobst Library](https://library.nyu.edu) (library.nyu.edu)
- Assistance with strengthening your writing: [NYU Writing Center](https://nyu.mywconline.com) (nyu.mywconline.com)
- Obtain 24/7 technology assistance: [IT Help Desk](https://nyu.edu/it/servicedesk) (nyu.edu/it/servicedesk)
- NYU Prague library: [Tritius Catalog](https://nyu.tritius.cz/?lang=EN) (https://nyu.tritius.cz/?lang=EN)

Course Policies

Attendance and Tardiness

Absences only for medical reasons and for religious observance will be excused. To obtain an excused absence, you are obliged to supply either a doctor's note or corroboration of your illness by a member of the housing staff (either an RA or a Building Manager). To be excused for religious observance, you must contact the instructor and the Academic Director via e-mail one week in advance of the holiday. Your absence is excused for the holiday only and does not include days of travel associated with the holiday. Unexcused absences will be penalized with a 2% percent deduction from your final course grade for every week of classes missed.

Please note that Friday, April 24 (9am – 5pm) is reserved as a make-up day for missed classes. Do not schedule any trips for this day.

Academic Honesty/Plagiarism

According to the Liberal Studies Program Student Handbook, plagiarism is defined as follows:

Plagiarism is presenting someone else's work as though it were one's own. More specifically plagiarism is to present as one's own a sequence of words quoted without quotation marks from another writer, a paraphrased passage from another writer's work; facts or ideas gathered, organized and reported by someone else, orally and/or in writing. Since plagiarism is a matter of fact, not of the student's intention, it is crucial that acknowledgment of the

sources be accurate and complete. Even where there is no conscious intention to deceive, the failure to make appropriate acknowledgment constitutes plagiarism.

The College of Arts and Science's Academic Handbook defines plagiarism similarly and also specifies the following:

“presenting an oral report drawn without attribution from other sources (oral or written), writing a paragraph which, despite being in different words, expresses someone else's idea without a reference to the source of the idea, or submitting essentially the same paper in two different courses (unless both teachers have given their permission in advance).

Receiving help on a take-home examination or quiz is also cheating – and so is giving that help – unless expressly permitted by the teacher (as in collaborative projects). While all this looks like a lot to remember, all you need to do is give credit where it is due, take credit only for original ideas, and ask your teacher or advisor when in doubt.”

“Penalties for plagiarism range from failure for a paper, failure for the course or dismissal from the university.” **(Liberal Studies Program Student Handbook)**

Classroom Etiquette

Use of computers is allowed.

Disability Disclosure Statement

Academic accommodations are available for students with disabilities. Please contact the Moses Center for Students with Disabilities (212-998-4980 or mosescsd@nyu.edu) for further information. Students who are requesting academic accommodations are advised to reach out to the Moses Center as early as possible in the semester for assistance.