

SAMPLE SYLLABUS

NYU Prague MCC-UE 9015P01 Advertising and Consumer Society Summer 22 Course Format: Online Time Zone: CET

Summer 22

You may be taking courses at multiple locations this semester. If you are enrolled in this course 100% remotely please contact the site Academic Director (vanda.thorne@nyu.edu) if you need assistance with this class.

Instructor Information

- TBA

Course Information

- Course Number: MCC-UE 9015P01
- Course Name: Advertising and Consumer Society
- Meeting times: M/T/W/R 10:00am – 11:45am CET
- Zoom link: <https://nyu.zoom.us/j/96472141488>
- Meeting ID: 964 7214 1488
- [NYU Prague Academic Calendar](#)

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 bellow) 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.

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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-two 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

Class Participation

No more than two excused absences will be tolerated.

You are expected to attend class synchronously. Your active participation in class and attendance will be reflected in this part of the course requirements.

As this course is taught as a seminar, your active, informed, and thoughtful class discussion is expected. All assigned readings must be completed before the date for which it is assigned; please come to class ready to participate in the discussion. The success of this course is dependent upon students' preparedness to engage with the course material, ability to connect course material to their internship experiences and their own personal and professional goals. In other words, the success of this course depends largely on you and your active involvement in class.

Conditions for completing the course:

Regular attendance, study of compulsory reading, active participation, fulfillment of the tasks given – one position paper presentation (600 words and 15 min. long oral presentation), two

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assignments (600 words and 1500 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 (600 words). The deadline for the submission of the position paper is at midnight before the class! Position paper should be sent to: sm4393@nyu.edu .

Reading reflections – voluntary activity for better learning:

Reading reflections: students are asked to study obligatory reading and 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 are asked to upload Reading reflections to NYU Brightspace or to send it to sm4393@nyu.edu . The deadline for the submission of the weekly response is at midnight before the class. This activity is optional.

Assignment 1:

Students will fill the table of Poly-sensorial experience developed by Prof. Surreti in the closest McDonalds restaurant. If student can not fill the table in an actual McDonalds restaurant, they will be assigned a different task.

Deadline for submission: Session 10, Tuesday, June 7

Assignment 2:

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: Session 13 Monday, June 13

Assignment 3:

Students are asked to find an advertisement (it can be any type of an ad, whether it is commercial, banner, billboard, buzz marketing project (or any other kind of ad – or its record). Selected advertisement should reflect or be anchored by certain culture, context. This cultural background should make it hard for the Ad to be understood or accepted or even be ethical or legal in other cultures. Simply you are asked to find on the internet (or offline) a picture/video either of an advertisement with references to Czech culture or of an advertisement with references to culture of any country (but specific to that country - culture) and write a short justification: why you consider this advertisement enrooted in the culture of chosen country. The justification should include the answer to the question "Why would this advertisement be difficult to understand/impossible to understand or not accepted by individuals from beyond this cultural circle?" (2000 words). Deadline for submission: Session 24, Thursday June 30.

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

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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	35 points
Assignments	25 points (4 + 6 + 15)
Position paper presentations	20 points (10 + 10)
Midterm test, Final test	20 points (10 + 10)
Total	100 points

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

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Topics and Assignments

Week/Date	Topic	Reading	Assignment Due
Session 1 Monday, May 23	General overview of the course Explanation of conditions for completing the course Case study of concrete controversial ad campaign.		
Session 2 Tuesday May 24	Globalization - concepts and controversies	Ritzer George; Stillman Todd: Assessing McDonaldization. In: Beck Ulrich; Sznajder Natan; Winter Rainer: Americanization and Globalization. Global America? The Cultural Consequences of Globalization. First published 2003 by Liverpool University Press. (pp. 30 – 48)	
Session 3 Wednesday May 25	Identity and the consumer society (workshop led by instructor František Kadlec)	Cohen, R.; Kennedy, P.(2000): Consuming Culture In.: Cohen, R., Kennedy, P: Global Sociology. Palgrave. Houndmills and New York. (pp. 230 – 247)	
Session 4 Thursday May 26	Guest Speaker Pavel Sobek – creativity and advertising. Work and BIO of Pavel Sobek at http://textar.cz/en/home-2/	Culture Defined - de Mooij, M. (2010): Global Marketing and Advertising – Understanding Cultural Paradoxes, Sage, Thousand Oaks. (pp. 48–49)	Please explore portfolio of Pavol Sobek before the class
Session 5 Monday May 30	Guest Speaker Zuzana Petáková – marketing of premium and luxurious products and services	Sennet Richard: Consuming Politics In.: Sennet, R. (2006): The Culture of the New Capitalism, Yale	Please explore web site of founder and CEO of Wepe Jets Zuzana Petáková at

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		University Press, New Haven and London. (pp. 131-178)	https://wapejets.com/en/about/
Session 6 Tuesday, May 31	Globalization of the advertising industry	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)	
Session 7 Wednesday, June 1	Globalization of the advertising industry – Christmas Case Study	O’Barr, W. M (2006): Advertising Christmas. Advertising & Society Review 7:3. The Advertising Educational Foundation. (22 pages)	
Session 8 Thursday June 2	Consumer culture – easy entrance, no exit” (Zygmunt Bauman)	Bauman Zygmund: The meaning of work: producing the work ethic; From the work ethic to the aesthetic of consumption. Bauman, Z. (2005):	Practical exercise: Experience shopping malls

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		Work, consumerism and the new poor, Maidenhead, New York, Open University Press, McGraw-Hill Education, McGraw-Hill House, Two Penn Plaza. (pp. 5 – 42)	
Session 9 Monday June 6	Advertising and Pop Art Triumph of mass production and the power of the brand. “I shop therefore I am“. (Barbara Kruger)	Schroeder J, E. (2005): The artist and the brand. European Journal of Marketing. Vol. 39. No 11/ 12 2005. Emerald Group Publishing Limited pp. 1291 – 1305.	
Session 10, Tuesday, June 7	Workshop – experience McDonalds	Caldwell, Melissa, L.: Domesticating the French Fry: McDonald’s and Consumerism in Moscow. Journal of Consumer Culture 2004. Sage Publications 2004. (pp. 4 – 26) Surrenti, S. (2009): The Consumption of Experience and the Ethnic Market: Cosmopolitan Identity beyond Multiculturalism. In: Prato, G. B. (ed.) (2009): Beyond Multiculturalism: Views from Anthropology. Surrey: Ashgate, p. 201 – 216.	Assignment 1
Session 11, Wednesday	Advertising and Art	O’Barr, W. M (2006): The Interpretation of	

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<p>June 8</p>		<p>Advertisements. Advertising & Society Review E-ISSN 1154-7311. The Advertising Educational Foundation. http://muse.jhu.edu/journals/asr/v007/7.3/unit09.html#13 (25 pages) Srp, K.: It is Not Funny. Online http://kristofkintera.com/texts/it-is-not-funny_karel-srp_en.pdf (Web of Krištof Kintera) (10 pages)</p>	
<p>Session 12 Thursday, June 9</p>	<p>Ostalgia</p>	<p>Luthar Breda: Remembering socialism: On desire, consumption and surveillance. <i>Journal of Consumer Culture</i>. Sage Publications 2006. 6. (pp. 229 – 259)</p>	
<p>Session 13 Monday June 13</p>	<p>Retro marketing</p>	<p>Brown, S.: Retro-marketing: yesterday's tomorrows, today! <i>Marketing Intelligence & Planning</i> 17/7 [1999] 363±376</p>	<p>Assignment 2 movie: DVD movie – <i>Klusak, V. – Remunda, F. (2003): Český sen</i>, Prague</p>
<p>Session 14 Tuesday June 14</p>	<p>Culture and Advertising</p>	<p>Frith, K, T. (1998): <i>Undressing the Ad: Reading Culture in Advertising</i>. In.: <i>Undressing the Ad. Reading Culture in Advertising</i>. Frith, K, T. (ed). Peter Lang. New York. (pp. 1 – 17)</p>	
<p>Session 15</p>	<p>Visual aspect of advertising and</p>	<p>Sturken, M. –</p>	

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<p>Wednesday June 15</p>	<p>its role and power in society</p>	<p>Cartwright, L. (2001): Practices of looking and introduction to visual culture, New York, Oxford University Press. (pp. 10 – 43) Ardhianto, P; Son, W, M.: Visual Semiotics Analysis on Television Ads UHT Ultra Milk “Love Life, Love Milk” (pp. 27 – 41)</p>	
<p>Session 16 Thursday June 16</p>	<p>Visual aspect of advertising and its role and power in society</p>	<p>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)</p>	
<p>Session 17 Monday June 20</p>	<p>Images of Women and Advertising, gender issues</p>	<p>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)</p>	
<p>Session 18 Tuesday June 21</p>	<p>Images of Women and Advertising, gender issues</p>	<p>Ibroscheva E. (2013): Sex and Politics. Consuming Women’s Bodies. in: Advertising, Sex and Post Socialism –</p>	

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		Women, Media and Femininity in the Balkans. Lexington Books. Plymouth. (pp. 131 – 151)	
Session 19 Wednesday June 22	Hofstedization of Cross Cultural Marketing Research – workshop	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)	
Session 20 Thursday June 23	Ethnic Stereotypes and Advertising	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)	
Session 21 Monday June 27	Culture and Advertising	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)	
Session 22 Tuesday June 28	Advertising controversies and controversies of subvertising	Koszembar-Wiklik, M.: Controversial Themes in Advertisements: On Manipulating the Emotions of Audiences and	

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		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	
Session 23 Wednesday June 29	Present and Future of Advertising	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	
Session 24 Thursday June 30	Assignment 2 Final test, Presentation of student's assignments		Assignment 3

Course Materials

Required Textbooks & Materials:

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Resources:

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

Course Policies

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Attendance and Tardiness

Studying at Global Academic Centers is an academically intensive and immersive experience, in which students from a wide range of backgrounds exchange ideas in discussion-based seminars. Learning in such an environment depends on the active participation of all students. And since classes typically meet once or twice a week, even a single absence can cause a student to miss a significant portion of a course. To ensure the integrity of this academic experience, class attendance at the centers, or online through NYU Brightspaces if the course is remote synchronous/blended, is expected promptly when class begins. Attendance will be checked at each class meeting. If you have scheduled a remote course immediately preceding/following an in-person class, you may want to write to Academic Director Vanda Thorne (vt21@nyu.edu) to see if you can take your remote class at the Academic Center.

As soon as it becomes clear that you cannot attend a class, you must inform your professor and/or the Academic Director Vanda Thorne (vt21@nyu.edu) by email immediately (i.e. before the start of your class). **Absences are only excused if they are due to illness, Moses Center accommodations, religious observance or emergencies.** Your professor or site staff may ask you to present a doctor's note or an exceptional permission from an NYU Staff member as proof. Emergencies or other exceptional circumstances that you wish to be treated confidentially must be presented to staff. Doctor's notes must be submitted in person or by e-mail to the Academic Director, who will inform your professors.

Unexcused absences may be penalized with a two percent deduction from the student's final course grade for every week's worth of classes missed, and may negatively affect your class participation grade. Four unexcused absences in one course may lead to a Fail in that course. Being more than 15 minutes late counts as an unexcused absence. Furthermore, your professor is entitled to deduct points for frequently joining the class late.

Exams, tests and quizzes, deadlines, and oral presentations that are missed due to illness always require a doctor's note as documentation. It is the student's responsibility to produce this doctor's note and submit it to site staff; until this doctor's note is produced the missed assessment is graded with an F and no make-up assessment is scheduled. In content classes, an F in one assignment may lead to failure of the entire class.

Regardless of whether an absence is excused or not, it is the student's responsibility to catch up with the work that was missed.

Late Submission of Work

1. Work submitted late receives a penalty of 2 points on the 100 point scale for each day it is late (including weekends and public holidays), unless an extension has been approved (with a doctor's note or by approval of NYU SITE Staff), in which case the 2 points per day deductions start counting from the day the extended deadline has passed.
2. Without an approved extension, written work submitted more than 5 days (including weekends and public holidays) following the submission date receives an F.
3. Assignments due during finals week that are submitted more than 3 days late (including weekends and public holidays) without previously arranged extensions will not be

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accepted and will receive a zero. Any exceptions or extensions for work during finals week must be discussed with the Site Director.

4. Students who are late for a written exam have no automatic right to take extra time or to write the exam on another day.
5. Please remember that university computers do not keep your essays - you must save them elsewhere. Having lost parts of your essay on the university computer is no excuse for a late submission.

Final Exams

Final exams must be taken at their designated times. Should there be a conflict between final exams, please bring it to the attention of the site Academic Director as soon as this is known to facilitate alternate arrangements. Final exams may not be taken early, and students should not plan to leave the site before the end of the finals period.

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

- Please be mindful of your microphone and video display during synchronous class meetings. Ambient noise and some visual images may disrupt class time for you and your peers.
- If you are not using your cell phone to follow the lesson, cell phones should be turned off or in silent mode during class time.
- Make sure to let your classmates finish speaking before you do.

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- Please do not eat during class and minimize any other distracting noises (e.g. rustling of papers and leaving the classroom before the break, unless absolutely necessary)
- If deemed necessary by the study away site (ie COVID related need), synchronous class sessions may be recorded and archived for other students to view. This will be announced at the beginning of class time.
- Students should be respectful and courteous at all times to all participants in class. In online classes, consider using the chat function or “raise hand” function in order to add your voice to class discussions.

Inclusivity Policies and Priorities

NYU’s Office of Global Programs and NYU’s global sites are committed to equity, diversity, and inclusion. In order to nurture a more inclusive global university, NYU affirms the value of sharing differing perspectives and encourages open dialogue through a variety of pedagogical approaches. Our goal is to make all students feel included and welcome in all aspects of academic life, including our syllabi, classrooms, and educational activities/spaces.

Attendance Rules on Religious Holidays

Members of any religious group may, without penalty, excuse themselves from classes when required in compliance with their religious obligations. Students who anticipate being absent due to religious observance should notify their lecturer AND NYU SITE’s Academics Office in writing via email one week in advance. If examinations or assignment deadlines are scheduled on the day the student will be absent, the Academics Office will schedule a make-up examination or extend the deadline for assignments. Please note that an absence is only excused for the holiday but not for any days of travel that may come before and/or after the holiday. See also [University Calendar Policy on Religious Holidays](#)

Pronouns and Name Pronunciation (Albert and Zoom)

Students, staff, and faculty have the opportunity to add their pronouns, as well as the pronunciation of their names, into Albert. Students can have this information displayed to faculty, advisors, and administrators in Albert, Brightspace, the NYU Home internal directory, as well as other NYU systems. Students can also opt out of having their pronouns viewed by their instructors, in case they feel more comfortable sharing their pronouns outside of the classroom. For more information on how to change this information for your Albert account, please see the [Pronouns and Name Pronunciation website](#).

Students, staff, and faculty are also encouraged, though not required, to list their pronouns, and update their names in the name display for Zoom. For more information on how to make this change, please see the [Personalizing Zoom Display Names website](#).

Moses Accommodations Statement

Academic accommodations are available for students with documented and registered disabilities. Please contact the Moses Center for Student Accessibility (+1 212-998-4980 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. Accommodations for this course are managed through NYU Prague.

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Bias Response

The New York University Bias Response Line provides a mechanism through which members of our community can share or report experiences and concerns of bias, discrimination, or harassing behavior that may occur within our community.

Experienced administrators in the Office of Equal Opportunity (OEO) receive and assess reports, and then help facilitate responses, which may include referral to another University school or unit, or investigation if warranted according to the University's existing Non-Discrimination and Anti-Harassment Policy.

The Bias Response Line is designed to enable the University to provide an open forum that helps to ensure that our community is equitable and inclusive.

To report an incident, you may do so in one of three ways:

- Online using the [Web Form \(link\)](#)
- Email: bias.response@nyu.edu
- Phone: 212-998-2277