

Course Syllabus—Fall 2011

JOUR 4800 and EMC 4800: Sex and Gender in Advertising

Professor Information:

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Office Hours:

In office: Tues/Thurs 9:30-11:00

Virtual: You can contact me 24/7 via email, Facebook, Yahoo! Messenger. If you have another service you prefer using online, let me know.

Course Description:

This course is intended to encourage students to think deeper about the use of sex and gender in advertising and advertising-related products and services. We will examine several questions including:

- Why is sex used in advertising?
- Does using sex appeals actual work to sell?
- How has the depiction of sex and gender evolved?
- How does advertising use gender to construct identity?
- Is advertising sensitive to non-traditional gender constructs?

To do this, we will rely on a variety of theoretical models, case studies and practical applications to investigate the thinking behind advertisers' selection of sex and gender. Also, we will discuss the different standards for beauty and use of sex in advertising across cultures.

Course Objectives:

By the end of this course, you should be able to:

- Understand and explain why advertisers feel they need to rely on sex appeals
- Understand and explain why advertisers may rely on gender stereotypes/shorthand
- Understand and explain the impact of sex appeals and gender stereotypes upon a variety of audiences
- Critically analyze the images in ads for sex appeal and gender stereotypes

Core Values & Competencies:

This course is designed to provide you with the abilities and knowledge that fits into the following core values and competencies identified by ACEJMC:

- Demonstrate an understanding of the history and roles sex and gender in advertising
- Demonstrate an understanding of diversity of audiences and groups
- Demonstrate an understanding of professional ethics
- Demonstrate an understanding and applying the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances

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- Demonstrate the ability to think critically, creatively and independently
- Demonstrate the ability to critically evaluate your work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Show an understanding of presenting images and information effectively

Required Texts:

Reichert, T. & Lambiase, J. (2003). Sex in advertising: Perspectives on the erotic appeal. Mahway, NJ: Lawrence Erlbaum Associates, Inc. Publishers.

Additional readings may be given to you throughout the semester from a variety of sources.

Special Thanks/Grant:

The creation of this course was funded in part by the President's Commission on the Status of Women. The mission of the Commission is to help incorporate "the experiences and perspectives of women into the curriculum." Therefore, you will find that certain portions of the class have special focus on women's experiences and issues relating to advertising.

Attendance & Class Cancellation Policy:

We are all expected to be physically AND mentally present and willing to participate for every scheduled class meeting. You are allowed 3 absences or late arrivals before points will be deducted from your final course grade.

Notification of cancellation of class will be announced the class meeting prior to the cancellation or via email. In case of inclement weather, I'll do my best to send out an email as early as possible if we are not meeting in person. If we do not meet in person, you can expect to complete an online assignment.

Additionally, class may meet online from time-to-time during our scheduled course period. This will be done by agreement among the class. Make sure you have the appropriate access to hardware, software and internet connections.

Disclaimer:

Due to the topic of this class, we will be openly discussing issues of sex and gender. Part of this discussion will include showing graphic images from ads and discussing topics which may make you feel uncomfortable. If you feel that the course material may be beyond what you would like to experience throughout the semester, please consider withdrawing from the course. If you do decide to stay with the course, please maintain a respectful and understanding approach towards your fellow classmates. We may not see eye-to-eye on everything, but if we act responsibly, we should have some good discussions.

Diversity Statement:

Advertising can and does target specific diverse audiences. As such, this class should work towards inclusiveness both in terms of class interaction and recommendations for the client. According to ACEJMC Standard 3, diversity in this class should include an awareness and sensitivity to "issues and perspectives that are inclusive in terms of gender, race, ethnicity and sexual orientation" (<http://www2.ku.edu/~acejmc/PROGRAM/STANDARDS.SHTML#std3>).

Scholarships & Lottery Scholarship:

It is up to you to make sure that you meet the minimum requirements to maintain scholarship eligibility. However, as a reminder, to retain Tennessee Education Lottery Scholarship eligibility, you must earn a cumulative TELS GPA of 2.75 after 24 attempted hours and a cumulative TELS GPA of 3.0 thereafter. A grade of C, D, F, or I in this class may negatively impact TELS eligibility. Dropping a class after 14 days may also impact eligibility. If you withdraw from this class and it results in an enrollment status of less than full time, you may lose eligibility for your lottery scholarship. For additional lottery scholarship rules please refer to your Lottery Statement of Understanding form; review lottery scholarship requirements on the web at <http://scholarships:web@mtsu.edu/telsconteligibility.htm> or contact the MTSU financial aid office at 615-898- 2830.

Accommodations for Students with Disabilities:

If you have a disability that requires assistance or accommodations for testing, note taking, reading, etc., please advise me as soon as possible. Notice of your disability must be on record at the Office of Disabled Student Services at 615-898-2783 prior to any accommodations being made.

Family Educational Rights and Privacy Act (FERPA):

“FERPA sets privacy standards for student educational records and requires institutions to publish a compliance statement, including a statement of related institutional policies. The University policy (titled "Student Access to Educational Records") is available in the undergraduate catalog or online.” See http://www.mtsu.edu/parents/guide_parents.shtml for more information.

Academic Honesty:

The work you submit in this class should be your own original work. Academic dishonesty in the form of plagiarism, cheating, fabrication, aiding and abetting such acts, etc. will not be tolerated. Unless otherwise noted, all assignments turned in for the class are assumed to be completed without assistance from others and without you assisting others. Notice of the offense may be sent to the Office of Judicial Affairs and Mediation Services. For detailed information see the Judicial Affairs and Mediation Services web site at <http://www.mtsu.edu/~judaff/integrity.shtml>

Course Requirements & Assignments:

Additional information on the assignments will be forthcoming. The information below is just to provide a general overview of the required assignments.

1. *Activities*-You will be required to participate in a variety of activities throughout the semester. In general, you can expect these activities to include an element of critical thinking/analysis and writing. The instructions for these will be released at least 1-2 weeks prior to the due-date so that you will have sufficient time to complete them.
2. *Midterm Exam*-The midterm exam will be a “take-home” essay where you will identify, summarize and respond to a specified number of books and/or articles. While I hate setting page requirements, most likely, this will end up being 3 pages (double spaced, 12 point, Times New Roman). If you have issues or concerns with your writing style, please make an appointment with the Writing Center to have them assist you. (Even if you don't have issues or concerns, it can help to have another set of eyes review your

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writing.) The writing center is located in room 362 of the James E. Walker Library. Their contact number is 615-904-8237. For more information see <http://www.mtsu.edu/uwc/> Part of your grade for this assignment will be based on spelling, grammar, punctuation and other writing technical issues.

3. *Participation*-As with many courses, you are expected to participate in class discussions. In order to assist in discussions, each of you will be asked to "take charge" of a chapter in the textbook. Most likely there will be 2-3 people working on a chapter. You can elect to work as a team or independently. When it is time to discuss your chapter, you will be expected to lead the discussion. This leadership can take many forms including bringing questions to ask the class, bringing in examples, bringing in related articles or other options which you feel will facilitate discussion.
4. *Final Group project*-Your final "exam" will take the form of a group project & presentation. There will be approximately 4-5 people in each group. Everyone is expected to attend final project presentations during the scheduled time. See assignment handout for more information.

Late Assignments and Extra Credit:

There will be no make-up exams, late assignments or extra credit. If you know you aren't going to be in class, make arrangements to turn in assignments early. Attached to the syllabus is a tentative schedule, so plan your other activities, travel, etc. around the course deadlines. In rare cases, exceptions may be considered by the professor for extraordinary, documented situations.

Course Grading Scale:

Grades will be determined based on your performance on the course and assignment requirements. If you are concerned about your grade or performance in this class, the time to discuss it with me is not the last day of class. However, I cannot just change a grade because you ask me to. Due to privacy/FERPA issues, I can only discuss grades with you in person. You will be able to track your grades in D2L.

<u>Points Available:</u>	<u>275 points max</u>
Activities (10 pts. max each):	50 points max
Midterm Exam:	100 points max
Participation/Chapter:	25 points max
Final Exam/Group Presentation:	100 points max

Grading Scale:

A	90-100
B	80-89
C	70-79
D	60-69
F	00-59

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Tentative Course Schedule:
(Subject to change as needed)

Week	Topics	Readings	Assignments
Advertising Foundations			
Aug 30-Sept 1	<ul style="list-style-type: none"> Welcome, Overview What is advertising History of sex in ads 	Chapter 1	
Sept 6, 8	<ul style="list-style-type: none"> Legal & Ethical concerns of sex and gender in advertising 	Chapter 2	Activity 1: Collage
Sept 13, 15	<ul style="list-style-type: none"> Does sex sell? Do you see what I see? 	Chapter 11	
Theory & Practice			
Sept 20, 22	<ul style="list-style-type: none"> Women in advertising Feminism 	Chapter 3	
Sept 27, 29	<ul style="list-style-type: none"> Men in advertising Masculinism 	Chapter 12	Activity 2: Gender Expectations
Oct 4, Oct 6	<ul style="list-style-type: none"> GLBT in advertising GLBT 	Chapter 13	
Oct 11, Oct 13	<ul style="list-style-type: none"> Gender in advertising Gender theory 	Chapter 10	Oct 13-Midterm due
Re-Envisioning Sex and Gender			
Oct 18 (no class on 18), 20	<ul style="list-style-type: none"> Re-envisioning sex (female focus) 	Chapter 7	
Oct 25, 27	<ul style="list-style-type: none"> Re-envisioning sex (male focus) 	Chapter 5	Activity 3: Personals
Nov 1, 3	<ul style="list-style-type: none"> Re-envisioning gender (female focus) 	Chapter 9	
Nov 8, 10	<ul style="list-style-type: none"> Re-envisioning gender (male focus) 	Chapter 6	Activity 4: Toys
“New” Frontiers			
Nov 15, 17	<ul style="list-style-type: none"> Online & Internet 	Chapter 14	
Nov 22, 24 (24-T-giving)	<ul style="list-style-type: none"> Not Quite Vanilla 	Chapter 4	Activity 5: Letter
Nov 29, Dec 1	<ul style="list-style-type: none"> Theory discussion Work day: Final project 	Chapter 8	
Dec 6	<ul style="list-style-type: none"> Future discussion Work day: Presentations 	Chapter 15	Turn in Final Project
Final Exam			
Dec 13	Final Exam Presentations	10:30 a.m.- 12:30 p.m.	Final Project Presentations

Sex and Gender in Advertising Course Outline

