



MDIA5029

Introduction to Advertising Theory and Practice

Summer // 2021

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
James Wiggins	james.wiggins@unsw.edu.au	Videocall meetings available by appointment.		

School Contact Information

School of the Arts and Media

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Course Details

Credit Points 6

Summary of the Course

This course introduces you to the dynamic world of advertising. It emphasises not only the place of advertising in history and culture, but equips you with the tools necessary to an in-depth reading of advertising texts. You will encounter advertisements from different epochs and will learn to interrogate the role and impacts of advertising—both positive and negative—on society, economy, and politics. This knowledge will provide a solid foundation for further study while developing your critical thinking capacities, including your ability to draw on a range of cultural paradigms that inform the best advertisements. Whether working agency-side developing ads or client-side commissioning ads, this knowledge and these skills are crucial to successful campaign outcomes.

Course Learning Outcomes

1. Recognise and understand the evolving characteristics of advertising in historical and geographical contexts.
2. Analyse the strategic and tactical dynamics of advertising texts.
3. Interrogate the broader impacts of advertising on society, the economy, and politics.

Teaching Strategies

This course will be delivered via lectures, synchronous face-to-face tutorials, and asynchronous online engagement.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Critical analysis	40%	22/01/2021 11:00 PM	2
Advertising through time and place	30%	Not Applicable	1
Issues in advertsing	30%	02/02/2021 11:00 PM	1, 3

Assessment Details

Assessment 1: Critical analysis

Details:

Individual
Critical analysis of a print advertisement
1500 words
Feedback via LMS

Additional details:

Please refer to Moodle for additional details.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 2: Advertising through time and place

Details:

Group presentation: Advertising through time and place
Throughout the terms, from Weeks 4 through 10, students present on one particular epoch in one particular jurisdiction. Students then lead class discussion and reflection.
Feedback via LMS

Additional details:

Please refer to Moodle for additional details.

Turnitin setting: This is not a Turnitin assignment

Assessment 3: Issues in advertsing

Details:

Individual

1000-words

Students offer a short reflection on the impact or impacts of advertising (or a particular advertisement or campaign) on an aspect of society, the economy, politics, etc.

Feedback via LMS

Additional details:

Please refer to Moodle for additional details.

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
4 January - 8 January	Lecture	Lecture 1 (Monday): The sociological origins of advertising and the rise of consumer culture. Seminar 1: Please refer to Moodle. Lecture 2 (Thursday): The evolution of early advertising. Seminar 2: Please refer to Moodle.
11 January - 15 January	Lecture	Lecture 3 (Monday): Key advertising theories. Seminar 3: Please refer to Moodle. Lecture 4 (Thursday): The sources and uses of power in advertising. Seminar 4: Please refer to Moodle.
18 January - 22 January	Lecture	Lecture 5 (Monday): Key sociological and psychological advertising tools and the cultural context of advertising: semiotics, mythologies, metaphor, and narrative. Seminar 5: Please refer to Moodle. Lecture 6 (Thursday): Different types of advertising messages and the advertising campaign. Seminar 6: Please refer to Moodle.
25 January - 29 January	Lecture	Lecture 7 (Monday): The attention economy and digital advertising. Seminar 7: Please refer to Moodle. Lecture 8 (Thursday): Social media and advertising theory. Seminar 8: Please refer to Moodle.

Resources

Prescribed Resources

Rodgers, Shelly and Thorson, Esther (Editors); Advertising Theory 2nd Edition, 2019, Routledge.

Print version:

<https://www.bookshop.unsw.edu.au/details.cgi?ITEMNO=9780815382508>

Digital version:

<https://unswbookshop.vitalsource.com/products/-v9781351208291>

Recommended Resources

Please see Moodle for details.

Course Evaluation and Development

Please see Moodle for details.

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

<http://subjectguides.library.unsw.edu.au/elise/aboutelise>

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Image Credit

Ipopba, 2017

CRICOS

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Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.