

COM 320: Communication and Consumerism

Instructor: E- **mail:**
Office:

Main Office Phone Number (for emergencies only): 480-965-5095

Required Text:

Leiss, W., Kline, S., Jhally, S. & Botterill, J. (2005). *Social communication in advertising*, 3rd

ed. London: Routledge.

Other readings posted to Blackboard and assigned as necessary.

Course Overview:

This class explores the concept of consumerism from communication perspectives. It is designed to help you become critically aware of how messages are crafted for public consumption, and will help you develop analytical skills for engaging culturally-based advertising and persuasion practices. As such, we will explore how consumption is reflected in our personal, social, and cultural attitudes and identities.

Course Goals •

- Explore a series of theoretical approaches and apply them to the study of consumerism
- Investigate the historical influence of advertising and marketing on culture
- Recognize the multiplicity of ways in which persuasion and advertising are used
- Understand with greater depth and clarity of your role and behavior as a consumer
- Learn to articulate your position on the practices of consumption

Expectations:

Me first... I will •

- Maintain a positive learning environment
- Respect each student as an individual and a learner
- Demonstrate enthusiasm towards the subject matter

Your turn... You will •

- Arrive to class prepared, on time, and with readings and assignments completed
- Respect each other and me
- Contribute to class discussion and activities
- Ask for help if you need it
- Adhere to the guidelines of academic integrity

Contacting me:

Please adhere to the following protocol when sending an email. The subject line should include the course number (COM 320) as well as section days and time. Please allow *at least* 48 hours for a reply. If you are emailing on a weekend or Friday evening, it may take longer.

Rule of the Syllabus:

Your continued enrollment in this class means that you have accepted the terms and conditions described herein. Although they are relatively standardized across different sections of this course, you are encouraged to enroll in another section if you find any of these terms objectionable.

Disabilities:

Qualified students with disabilities who will require disability accommodations in this class are encouraged to make their requests to me at the beginning of the semester either during office hours or by appointment. **Note:** Prior to receiving disability accommodations, verification of eligibility from the Disability Resource Center (DRC) is required. Disability information is confidential.

Establishing Eligibility for Disability Accommodations:

Students who feel they will need disability accommodations in this class but have not registered with the Disability Resource Center (DRC) should contact DRC immediately. Their office is located on the first floor of the Matthews Center Building. DRC staff can also be reached at: 480-965-1234 (V), 480-965-9000 (TTY). For additional information, visit:

www.asu.edu/studentaffairs/ed/drc. Their hours are 8:00 AM to 5:00 PM, Monday through Friday. See <http://www.asu.edu/drc/> regarding DRC services, procedures, and other information.

Classroom Conduct:

You will show courtesy and respect to me and the other students in the class by adhering to the following simple guidelines •

- Drinks are acceptable as long as they are not a distraction
- Food is unacceptable
- Sleeping is unacceptable
- Not using your cell phone or other technical gadgetry
- Remaining mindful that different people have different opinions, values, and beliefs
- Refraining from potentially offensive language

We want to build a classroom climate that is comfortable for all. In a communication class, it is *especially* important that we (1) display respect for all members of the classroom – including the instructor and students; (2) pay attention to and participate in all class sessions and activities; (3) avoid unnecessary disruption during class time - including but not limited to having private conversations, reading the newspaper, surfing the internet, doing work for other classes, placing or receiving phone calls, and text messaging; and (4) avoid racist, sexist, homophobic, and other negative, discriminatory or derogative language. This is not an exhaustive list of unacceptable behavior, rather, it is representative of the types of things that may have a dramatic impact on the class environment and the quality of education received by you and your peers. Your final grade may be reduced by up to 5% *each time* you engage in these sorts of behaviors. Students who are physically and/or verbally aggressive toward the instructor, the TAs, or other students before, during, or after class will have their final grade lowered by 25% *each time* they engage in this sort of behavior. Students engaging in such behaviors may also be permanently removed from the class and reported to the proper authorities.

Students are required to adhere to the behavior standards listed in the Arizona Board of Regents Policy Manual Chapter V – Campus and Student Affairs: Code of Conduct, available here - http://www.abor.asu.edu/1_the_Regents/policymanual/chap5/index.html and the ACD 125: Computer Internet and Electronic Communications, available here - <http://asu.edu/aad/manuals.acd.acd125.html>

Students are entitled to receive instruction free from interference by other members of the class. An instructor may withdraw a student from a course when the student's behavior disrupts the educational process under USI 201-10, available here - <http://www.asu.edu/aad/manuals/usi/usi201-10.html>

Gadgetry:

There are no laptops or cell phones allowed in class. You may not record this class via audio or video without my express permission.

Grade Disputes:

If you receive a grade that you feel is incorrect, you must e-mail your breakout leader no later than three days after the assignment has been returned. Your message must explain in detail and provide examples regarding how you either fulfilled or exceeded the assignment requirements. Only then may you schedule a meeting with your breakout leader to discuss the grade. Grade appeals will not be considered after the three-day deadline.

Attendance and Late Work:

Attendance is required. The only "excused" absences are:

- Religious holidays
- University-sponsored events (athletic teams, debate and forensics, etc.)
- A documented extreme illness or emergency (i.e., car accidents, death in the family, etc.)

In all cases, for an absence to be excused you will need to provide me with appropriate documentation. If you are going to miss class for religious holidays or university-sponsored events, please notify me at least two weeks in advance so that appropriate accommodations can be made. I will not offer make-up speeches or quizzes or accept late work unless an absence is legitimately excused and documented. Even though late work is generally not accepted, I reserve the right to alter that policy based on individual contingencies. In such cases, late work will be deducted 10% of the available grade for each day (not class period) that it is late, including weekends. I strongly encourage informal networks in class. It would be smart to exchange phone numbers with one or more students. I cannot provide class lecture notes or homework assignments if you are unable to attend class.

Grade Distribution:

This is a 500-point class. That means you can easily determine your performance in the class by maintaining a record of your accumulated points. It should be noted here that there is *no extra credit* allowed in this class. The breakdown is on the following page. It is provided in a table so that you may keep track of your own grade:

<u>Discussion Board</u>	<u>Points</u>	<u>%</u>	<u>Your Points</u>
1	10	2	—
2	10	2	—
3	10	2	—
4	10	2	—
5	10	2	—
6	10	2	—
7	10	2	—
8	10	2	—
9	10	2	—
10	10	2	—
<u>Short Papers</u>			
Paper 1	25	5	—
Paper 2	25	5	—
Paper 3	25	5	—
Paper 4	25	5	—
<u>Group Presentation</u>			
Group Presentation	75	15	—
<u>Reading Quizzes</u>			
1	10	2	—
2	10	2	—
3	10	2	—
4	10	2	—
5	10	2	—
6	10	2	—
7	10	2	—
8	10	2	—
9	10	2	—
10	10	2	—
<u>Exams</u>			
Midterm	50	10	—
Final	75	15	—
<u>Total</u>	500	100	—

Point/Grade Relationship:

A+ = 485-500

B+ = 435-449

C+ = 385-399

D = 300-349

A = 465-484

B = 415-434

C = 350-384

E = 000-299

A- = 450-464

B- = 400-414

Assignments in General:

Homework, assignment specifics, and grading forms will be explained in class and posted on Blackboard at the appropriate time. It is *your responsibility* to print and bring any necessary forms like grading rubrics to class!

All assignments are to be typed and double-spaced in 12 point Times New Roman font with 1-inch margins all the way around. Your name, the assignment title, and page number should be in a header on every page. All assignments must be stapled. All citations and bibliographies are to be in current APA format. Incorrect formats will lose points, up to 10% of the assignment. All appropriate work must be turned in on time as a paper copy as well as submitted to Safe Assignment before the class period in which it is due.

A note regarding presentation topics: due to the variety of opinions and beliefs that will be found amongst the students in any college level course, there are certain topics that will be off-limits for student presentations. These topics are (either for or against) abortion, gun control, religious preferences, marriage equality, and capital punishment. Barring these topics serves to create an open and safe atmosphere for *all* students.

Specific Assignments:

Discussion Board: Regularly throughout the semester you will be required to post in response to discussion board threads in the class discussion board on Reddit. Details of this assignment will be posted to Blackboard.

Short Papers: These four papers will ask you to discuss and analyze a current marketing campaign and to connect that campaign to course material. Specifics of these papers will be provided on Blackboard at the appropriate time.

Group Presentation: You will have a group presentation during which you will explain your analysis of a marketing campaign using the course material. Your groups will be assigned midway through the semester. Specifics will be posted to Blackboard when appropriate.

Reading Quizzes: You will have 10 reading quizzes addressing that week's course material. These quizzes will be timed and administered through Blackboard.

Exams: Exams will be a combination of multiple choice and short answer questions.

Academic Integrity:

Academic honesty is expected of all students in all examinations, papers, laboratory work, academic transactions and records. The possible sanctions include, but are not limited to, appropriate grade penalties, course failure (indicated on the transcript as a grade of E), course failure due to academic dishonesty (indicated on the transcript as a grade of XE), loss of registration privileges, disqualification and dismissal. For more information, see <http://provost.asu.edu/academicintegrity>.

If a student who is charged with academic dishonesty is found to be in violation of the stated policy, then one or more of those disciplinary actions *will* be taken. For further information,

please read the Student Academic Integrity policy and the code of conduct for the Hugh Downs School of Human Communication at

<http://humancommunication.clas.asu.edu/undergraduate/policies.shtml> University policy and guidelines regarding academic misconduct are available here: <http://students.asu.edu/srr/code>

In short, plagiarism includes, but is not limited to, the following •

- Use of somebody else's exact wording, whatever the material, without indicating the source and without using quotation marks or other accepted typographical devices.
- Changing a few words here and there is not sufficient to avoid plagiarism.
- Paraphrasing or otherwise copying a source without proper citation.
- Borrowing the whole pattern of organization and points of view of a source without giving credit via standard in-text written citation.
- Borrowing facts, figures, or ideas that are the property of a particular source rather than a matter of common information available in many sources.
- Collaborating with other students to the extent that two or more assignments are seemingly or notably identical in pattern of organization, points of view, or wording.