



Advertising and Pop Culture

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COURSE DESCRIPTION

This course is an exploration of advertising and popular culture (and advertising as popular culture). Students will explore advertising from many different perspectives, how it is attached by pop culture and how it is affecting pop culture and our everyday lives.

The goal of this course is to provide:

- Define and discuss the elements of popular culture
- Understand the symbiotic relationship between marketing communication and popular culture
- Analyze various forms of popular culture and critically examine the social impact of marketing communication

READING MATERIAL

Arthur A. Berger (2021), 6th Edition. *Ads, Fads, and Consumer Culture*, Rowman & Littlefield

* Additional readings will be provided to students prior to the lectures

COURSE REQUIREMENTS AND GRADING

Students are responsible for all reading assignments, handouts, and lecture materials. Students who miss class are expected to make arrangements with fellow students for lecture material. SKKU regulations require students to attend at least 80% of all classes.

	Grading		Scale	
Participation	10%	90-100%	A	PASS
"Pop" Journal	20%	87-89%	B+	PASS
Art and Ads	20%	84-86%	B	PASS
Group: Ad Critique	25%	80-83%	B-	PASS
Group: Pop Culture x Branding	25%	77-79%	C+	PASS
		74-76%	C	PASS
		70-73%	C-	PASS
Total	100%	67-69%	D+	PASS
		60-66%	D	PASS
		59% or lower	F	FAIL

CLASS PARTICIPATION (10%)

The class participation grade will be based on the frequency and quality of your comments (for attendance policy, please refer to the last page of the syllabus). I will often direct questions to the class as a whole or towards specific individuals – thus, be prepared to be "cold called" (If you find this extremely aversive, please let me know). Keep in mind that your grade for participation is not simply a function of the amount of "air time" or "space" you take up. You will be evaluated on how well you respond to the questions and how effectively you take into account the comments and analyses of your classmates.

The criteria to be considered in calculating the participation mark are:

- quality of contribution (e.g., relevance, contribution to understanding, critical analysis, clarity of contribution, originality, comparative insight, consistency of valuable contribution, facilitation of further discussion, evidence of learning in the subject)
- contribution to group climate (e.g., not domineering/brevity, courtesy and tack)
- attitude to learning (e.g., interest, attentiveness in class)

“POP” JOURNAL (20%)

In our daily lives, we are constantly exposed to a barrage of advertising through various platforms, ranging from traditional mediums like television to newer formats such as Instagram. As both recipients and instigators of advertising's influence on popular culture, this assignment aims to critically analyze and document captivating forms of marketing communication. Throughout your day, it is essential to remain aware of the advertising messages that surround you, paying particular attention to those that you find exceptionally effective or ineffective. Following the format below, you will explore and analyze these messages in-depth. The assignment requires a minimum of 15 pages of journal entries.

Journal Entry Format

Present your journal entries in sequential order, starting from page 1. Each journal entry should consist of two parts: the documentation of the advertising message and the critical analysis.

Documentation of Ad Message:

- In this section, visually present the advertising message you encountered. Choose one of the suggested options: a drawing, a color photocopy, or a cut-and-paste of an actual ad. Ensure the visual representation is clear and easy to understand.

Critical Analysis of Adv Message:

Answer the three provided questions for each advertising message. Start with a subheading for each question (e.g., "a) Who is the intended audience of the message?") and provide a well-structured response that demonstrates your critical thinking and analysis skills. Use paragraphs and provide supporting evidence or examples where applicable.

- 1) Who is the intended audience of the message?
Identify the specific target audience that the advertisement aims to reach. Consider demographic factors such as age, gender, interests, and lifestyle.
- 2) How effective (or ineffective) is the message at persuading its intended audience? Why?
Evaluate the effectiveness of the advertising message in terms of its ability to persuade and influence the intended audience. Assess factors such as clarity, creativity, emotional appeal, and the presence of a strong call to action. Discuss why you believe the message is effective or ineffective based on these criteria.
- 3) How does the message utilize and/or influence popular culture? (Describe the pop culture reflected in the ad)
Examine the ways in which the advertisement integrates and impacts popular culture. Identify the elements within the ad that reflect or draw inspiration from contemporary trends, societal values, or cultural references. Discuss how these aspects enhance the message's relevance and appeal.

Through this assignment, you will engage in a critical examination of marketing communication in contemporary popular culture. By documenting and analyzing advertising messages, you will gain insights into their intended audience, effectiveness, and their relationship with popular culture. These exercises will enhance your understanding of the complex interplay between advertising, popular culture, and consumer behavior. Remember to reflect on your observations and provide thoughtful analyses to gain a deeper appreciation for the impact of marketing communication in our daily lives.

Note: The length of the assignment may vary based on specific guidelines provided by your instructor. Please refer to the instructions for any additional requirements.

ART AND ADS (20%)

This assignment challenges students to explore how artistic and cultural inspirations from museums can connect with real-world advertising strategies observed in pop-up stores. By integrating themes and visuals from both experiences, students will develop a creative advertising concept that reflects the interplay between art, culture, and consumer engagement.

1) Visit for Inspiration

Museum or Gallery Visit:

- Visit at least one museum (e.g., National Museum of Modern and Contemporary Art, Seoul).
- Choose a piece of artwork that resonates with you, focusing on its cultural, historical, or social significance.
- Analyze the artwork's **themes, visual style, and symbolic elements**.

Pop-Up Store Visit:

- Visit at least one pop-up store to observe how brands integrate elements of design, pop culture, and creativity to engage consumers.
- Pay attention to the store's use of **visuals, themes, and interactive experiences** to attract its target audience.

2) Connecting Art to Advertising:

- Identify a **common thread** between the chosen artwork and the advertising strategies observed at the pop-up store. For example:
 - A shared theme, such as "infinity" or "urban modernity."
 - Similar visual styles, such as color schemes or use of patterns.
 - Cultural references or storytelling elements.

3) Developing Your Advertising Concept:

- Similar visual styles, such as color schemes or use of patterns.
- **Product/Service Selection:** Choose a product or service that aligns with the shared theme or inspiration from the artwork and the pop-up store.
- **Ad Concept Creation:** Design an ad campaign that integrates the artwork's visual and thematic elements with the creative strategies observed at the pop-up store.
- Include a visual mock-up (sketch, digital design, or collage).
- Ensure the ad concept highlights the **cultural influence** and **consumer appeal** inspired by your visits.
- **Connection Explanation:** Prepare a detailed explanation of your creative process, discussing:
 - How the artwork inspired the ad's visuals and themes.
 - How the pop-up store's strategies influenced your advertising approach.
 - How the ad bridges artistic inspiration with practical consumer engagement.

4) Presentation:

- Present your advertising concept to the class in a 10 minute presentation.
- Include:
 - A brief overview of your chosen artwork and pop-up store observations.
 - Your ad mock-up with a discussion of its cultural and consumer relevance.
 - Key insights on how art and advertising can work together to shape pop culture.

GROUP PROJECT: AD CRITIQUE (25%)

Each student team of four will deliver a presentation that compares and critically analyzes advertising strategies in different cultures within the same context of popular culture. You will explore how cultural nuances shape advertising approaches and examine the ways in which advertising reflects and influences popular culture in diverse societies. Through this presentation, you will develop a deeper understanding of the interplay between advertising, culture, and pop culture.

- 1) Choose three to five diverse examples of advertising from different cultures, all within the same context (e.g., beauty and cosmetics, fast food, fashion). Ensure the selected advertisements represent distinct cultural contexts but focus on the same product or service category. This allows for a meaningful comparative analysis of advertising strategies within the shared context of popular culture.
- 2) Organize your presentation with the following sections:
 - Introduction:
 - Provide an overview of the influence of advertising on popular culture and the importance of considering cultural context.
 - State the purpose and objectives of your presentation, emphasizing the comparative analysis of advertising strategies within the same context.
 - Cultural Context
 - Introduce the cultural contexts of the selected advertisements.
 - Highlight relevant cultural characteristics, traditions, values, and consumer behavior specific to each culture within the shared context.
 - Advertising Examples
 - Present each selected advertisement to the audience.
 - Include visual aids such as slides or video clips to display the advertisements effectively.
 - Provide a brief description of each advertisement and its cultural significance within the shared context.
 - Comparative Analysis
 - Compare and contrast the advertising strategies and approaches across cultures within the shared context.
 - Discuss the differences and similarities in messaging, cultural influences, and popular culture integration.
 - Highlight any common themes or techniques used across different cultures and how they shape the perception of the shared context
 - Reflection and Implications:
 - Reflect on the implications of advertising strategies shaped by cultural nuances within the shared context.
 - Discuss the challenges and opportunities that arise when advertising navigates diverse cultural landscapes within the same context.
 - Consider the potential impact of cultural sensitivity, localization, or global marketing on advertising and popular culture within the shared context.
 - Conclusion:
 - Summarize the key findings and insights from your comparative analysis.
 - Reflect on the significance of understanding cultural nuances in advertising within the shared context and its influence on popular culture.
 - Discuss the importance of ethical considerations when advertising intersects with different cultures within the same context.
- 3) Organize your presentation with the following sections:

The presentation should be approximately 15-20 minutes long, including any Q&A session that follows. Deliver your presentation to the class using appropriate presentation software (e.g., PowerPoint, Google Slides). Ensure that your presentation is engaging, well-structured, and visually appealing. Use clear and concise language, and support your analysis with relevant visual aids and examples.

GROUP PROJECT: POP CULTURE X BRANDING (25%)

Each student team of four will deliver a presentation that explores the relationship between a Korean brand and pop culture. Over three weeks, groups will conduct in-depth research, visit the brand or its store to observe firsthand, and critically evaluate how the brand leverages pop culture in its advertising strategy and its impact on brand identity and consumer behavior.

- 1) Brand Selection and Initial Research:

- Form groups (3-5 students) and select a Korean brand known for integrating pop culture into its identity or advertising (e.g., Samsung, Kakao Friends, Sulwhasoo, Hyundai, BTS x McDonald's, or emerging brands like Gentle Monster).
- Submit your selected brand for approval by the end of Week 1.
- Begin research on the brand's history, positioning, and connection to Korean pop culture.

2) Brand Visit and Detailed Analysis: Focus on the following areas during your research:

- Brand Visit (Mandatory)
 - Visit the brand's store, flagship location, or pop-up shop to experience its branding and advertising strategies firsthand.
 - Observe and document:
 - ◆ How the brand's identity and pop culture connections are reflected in its physical space.
 - ◆ Visual elements, store design, and customer engagement strategies.
 - ◆ Take photos (if permitted) and note key takeaways from your visit.
- Analysis Focus
 - Brand Identity and Positioning:
 - ◆ What makes this brand unique in the market?
 - ◆ Who is the brand's target audience, and how does it appeal to them?
 - Pop Culture Integration:
 - ◆ Identify examples of how the brand leverages Korean pop culture (e.g., K-pop, K-dramas, traditional culture).
 - ◆ Analyze key campaigns, collaborations, or endorsements that reflect pop culture.
 - Advertising Strategy:
 - ◆ Evaluate the brand's use of storytelling, visuals, media channels, and cultural relevance in advertising.
 - Insights from Brand Visits:
 - ◆ How does the physical experience align with the brand's advertising strategies?
 - ◆ What aspects of the store design or in-person experience reflect pop culture?

3) Presentation and Final Report

- Develop a **10-15 minute presentation** that summarizes your findings. Include:
 - A brief overview of the brand and its cultural significance.
 - Examples of campaigns or collaborations that highlight pop culture integration.
 - Key insights on the effectiveness of the brand's strategy.
 - Recommendations for future strategies to strengthen the brand's connection to pop culture.
- Submit a final written report (5-7 pages) that includes:
 - Research findings, analysis, and recommendations.
 - Visual examples (ads, campaign visuals, or collaborations).
 - References to academic and industry sources.

Peer Evaluations

Team members will be evaluated using the peer evaluation form. Peer evaluations impact each individual's project grade. Each individual in the team is evaluated by all others using the attached, confidential form. The individual's average percentage contribution is the percent score that the individual will receive for the project. For example, if the individual receives an 80%, 85%, and 90% from his/her team members his/her average percentage score is 85%. Thus, if the project grade was 90 out of 100 points, that individual would receive a 76.5 (90 points * 85%) for the project.

PLEASE NOTE: THERE IS NO REASON FOR ONE OR TWO INDIVIDUALS TO CARRY A TEAM. THE TEAM IS EXPECTED TO BE A TEAM.

COURSE SCHEDULE

* This schedule may be revised if needed. Changes to the schedule will be announced in class.

WEEK I: Ch 1 - 3

Ad Critique

6/30 Mon	Course Introduction
7/01 Tue	What is Advertising; What is Pop Culture
7/02 Wed	How do Ads and Pop Culture Influence each other?
7/03 Thu	Art Inspiring Ads: Cultural Connections

WEEK II:

7/07 Mon	Media & Advertising (Ch 8 & 9)
7/08 Tue	Pop Culture x Brand Visit
7/09 Wed	Entertainment & Advertising (Ch 10)
7/10 Thu	Sports & Advertising

WEEK III

7/14 Mon	Politics & Advertising (Ch 6)
7/15 Tue	Sexuality and Gender in Advertising (Ch 5)
7/16 Wed	Generational Advertising (Ch 12)
7/17 Thu	Social Class and Race in Advertising Exam

WEEK IV

7/21 Mon	Group Project Work Session
7/22 Tue	Group Project Presentation I
7/23 Wed	Group Project Presentation II