



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2020

## Advertising and Pop Culture

Prof. Kacy Kim, Brynat University

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### COURSE DESCRIPTION

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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

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Arthur A. Berger (2015), 5<sup>th</sup> Edition. *Ads, Fads, and Consumer Culture*, Rowman & Littlefield

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

### COURSE REQUIREMENTS AND GRADING

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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.

Exam	30%
Group Project	30%
Pop Journal	30%
Participation	10%

\* A grade of 60 or above is considered as a passing grade.

#### Group Project (30%)

The instructor will provide a list of topics and you can choose from this list, or select your own, although it has to be approved by the instructor. Within this topic, the group will choose a case study that will examine the context, elements and aspects of a specific segment of popular culture (i.e. pop music, political communication, film genre, TV program, artist, etc.). You will also examine this case study with a popular culture lens such as representation, rhetoric, metaphors, or portrayals. The guidelines on format and presentation will be provided in a separate handout. Selected groups will give a presentation of their findings in front of the class.

#### Pop journal Assignment (30%)

We are inundated with pop culture by way of advertising every day. From traditional modes such as television, to new media format such as Instagram – we act as both recipient and instigator of advertising's pop culture messages. Your assignment is to document and critically analyze forms of marketing communication that you find interesting. As you go about your day remain aware of the advertising messages that surround you; when you come in contact with a message that you find exceptionally effective (or ineffective). Use the format below to document and analyze it. The minimum number of journal entries in 15 pages.

### Sample Journal Entry

Documentation of Advertising Message	Critical Analysis of Advertising Message
<p>Use this space to visually document the advertising message. You may use any of the following:</p> <ul style="list-style-type: none"> <li>• Drawing</li> <li>• Color Photocopy</li> <li>• Cut &amp; Paste Actual Ad</li> </ul>	<p>Answer the following:</p> <ul style="list-style-type: none"> <li>• Who is the intended audience of the message?</li> <li>• What elements of the message make it an effective (or ineffective) form of persuasion?</li> <li>• How does the message utilize and/or influence popular culture?</li> </ul>

### COURSE SCHEDULE

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

#### WEEK I

6/25 Thu      What is Advertising and Popular Culture I  
 6/26 Fri      What is Advertising and Popular Culture II

#### WEEK II

6/29 Mon      How Advertising Works: Theory & Practice I  
 6/30 Tue      How Advertising Works: Theory & Practice II  
 7/01 Wed      Movie & Advertising  
 7/02 Thu      Music & Advertising

#### WEEK III

7/06 Mon      Sports & Advertising  
 7/07 Tue      Social Class and Race in Advertising  
 7/08 Wed      Advertising: Codes of Gender  
 7/09 Thu      Generational Advertising

#### WEEK IV

7/13 Mon      Pop Culture and Advertising in America  
 7/14 Tue      Pop Culture and Advertising in Asia  
 7/15 Wed      Pop Culture and Advertising in Europe  
 7/16 Thu      The Future of Advertising  
 7/17 Fri      Final Exam