XIDS 2002-18 – What Do You Know About How Advertising Exploits Your Fears?

Fall 2017 First-Year Seminar

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Office Hours: Tuesdays 9:20–10:50 a.m. in Starbucks; Thursdays 9:20–10:50 a.m. in my office; also available by appointment and email.

Course Description

By some estimates, you see and hear thousands of ads every day. Thousands!

These targeted messages are begging for your attention when you’re online, watching TV, or walking down the street. Big and brash or small and sly, they pop up while you stream and chat, and they sneak almost unnoticed into your shows, movies, and video games.

But why? You’re a poor student, right? What do all of these ads want from you aside from your cash?

This seminar will explore the ways in which advertising tries to grab you by the eyeballs and change how you shop, how you think, and worse, how you view yourself. Some try to stroke your ego—while others try to chip away at your confidence. We’ll take a tour through different advertising worlds and discuss how different messages try to press your brain buttons. We’ll look at how what you’re watching is also watching you. Creepy much?!

Yes. Yes, it is. But what’s the alternative? Having no ads would mean there’s no Super Bowl or March Madness. Most of the shows you love would vanish. And just about all of your apps would cease to exist. Not a pretty thought.

However, we don’t have to give up all of our privacy or our money. By talking about how ads try to exploit our fears, we’ll take back the power. We’ll consider advertising through different lenses: art, business, economics, literature, politics, and psychology. With a strong sense of critical curiosity, we’ll write a little, talk a lot, and see these pitches for what they really are.

GENERAL COURSE STATEMENTS AND POLICIES

ACADEMIC SUPPORT

Accessibility Services

Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact Accessibility Services in 123 Row Hall, by calling 678-839-6428, or via email: counseling@westga.edu

Center for Academic Success
The **Center for Academic Success** provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu

**University Writing Center**

The **University Writing Center** assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu

**ONLINE COURSES**

UWG takes students’ privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the UWG Online site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide](#). If a student is experiencing distress and needs help, please see the resources available at the UWG Cares site. [Online counseling](#) is also available for online students.

**HONOR CODE**

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing. The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student’s conduct record at UWG. Additionally, the student is responsible for safeguarding his/her computer account. The student’s account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook](#).

**UWG EMAIL POLICY**

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student’s responsibility to check his or her email.

**CREDIT HOUR POLICY**
The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

**Plagiarism and Excessive Collaboration Policy**

If a student violates this policy, he/she may receive an F for the assignment or an F for the course (at the instructor’s discretion).

For more about plagiarism, visit [http://www.westga.edu/~engdept/Plagiarism/index.html](http://www.westga.edu/~engdept/Plagiarism/index.html).

**Plagiarism & Academic Honesty:**
Plagiarism is taking personal credit for the words and ideas of others as they are presented in electronic, print, and verbal sources. I expect that students will accurately credit sources in all assignments. An equally dishonest practice is fabricating sources or facts; it is another form of misrepresenting the truth. Plagiarism is grounds for failing the course. (See also Excessive Collaboration.) The University Policies for handling Academic Dishonesty are found in the following documents:
- The Faculty Handbook, sections 207 and 208.0401 ([https://www.westga.edu/administration/vpaa/assets/docs/faculty-handbook.pdf](https://www.westga.edu/administration/vpaa/assets/docs/faculty-handbook.pdf))
- Student Uncatalogue: "Rights and Responsibilities"; Appendix J. ([http://www.westga.edu/handbook/](http://www.westga.edu/handbook/))

**Excessive Collaboration:**
By the end of the term, students should demonstrate the ability to produce independent writing (writing without collaborative assistance of peers, writing tutors, or professionals in the field) that shows an acceptable level of competence. Although classroom activities and out-of-class assignments may highlight collaborative learning and collaborative research, excessive collaboration (collaboration that results in the loss of a student’s voice/style and original claims to course related work) is considered another form of academic dishonesty and therefore will not be permitted.

**Attendance Requirements**

Your regular participation in this class is a vital part of its success. You are expected to attend every class session regularly. What we cover in class is what you need to know. If you are absent, it is your responsibility to contact another student for an explanation of what was covered. We will meet 28 times across this semester. You have three absences or three sets of two tardy arrivals (or any combination thereof) to use at your discretion this semester. After that, your grade will be affected by 1% for each absence and/or pair of tardy arrivals. Note: If you suspect that a high number of absences or continued lateness will severely affect your grade, you have two options: 1) withdraw from the class, which will generate a W if done before September 29, 2017—or a WF if after that deadline; or 2) remain on the roll (still attending classes, if so desired) and receive an F for the course/semester.

**Other Important Attendance Points:**
- Students are considered tardy if they arrive to class after the official start time of 11:00 a.m. sharp. Tardies count as part of the attendance requirements. Note: two instances of tardiness will equal one absence.
- Sleeping for any length of time during the class period will be treated as an absence.
- Disruptive behavior at any time during the class period will be treated as an absence.
• In case of absence, you are responsible for keeping up with all assignments, readings, and in-
class work. I do not make lecture notes etc. available to students who missed class.
• All assignments are still due on the scheduled date.

Disruptive Behavior

Students will be dismissed from any class meeting during which they exhibit behavior that disrupts the 
learning environment of others. Such behavior includes—but is not limited to—arriving late for class,
allowing cell phones to ring, rude actions or behavior, speaking disrespectfully to the instructor and/or
to other students, texting, checking email or surfing the web, and using personal audio or video 
devices. Each dismissal of this kind will count as an absence and will be applied toward the attendance 
requirements policy above. Repeated instances of disruptive behavior will result in judicial processing.
For more information, refer to UWG’s disruptive behavior policy.

Role of the Writing Center

The Writing Center assists all students in the development of their writing skills. Make an appointment 
with a UWC tutor (well in advance of the assignment due date) and focus on improving your writing.
The tutors will not proofread or edit your work, but they will assist you in your endeavor to become a 
better writer. Become familiar with the Writing Center, check it out, and use it. Its reason for being, its 
mission, is to work with you and help you become a better writer regardless of your level of ability or 
proficiency. The Writing Center is located in the Parkman Room, TLC 1201. Or visit the Writing Center 
online: UWG Writing Center.

Library Instruction Sessions

Students enrolled in 1000-/2000-level courses, inexperienced researchers, and students needing 
refresher classes in basic research are strongly encouraged to sign-up for the basic library instruction 
sessions and online research sessions. Please visit the links below for further information and 
scheduling:

Online Research: http://www.usg.edu/galileo/skills/
Basic Library Instruction: https://www.westga.edu/library/research-help.php

Essay Format

All out-of-class essays must be submitted according to current MLA format standards. Essays that run 
short of the minimum length requirement (as stated in the prompt for the essay) will automatically 
receive a failing grade.

Penalties for Late Work

Students are responsible for finding out material due date(s) with regard to missed work; if a student is 
ascent on the day out-of-class work is due or if a student is present but does not turn in the work on the 
assigned due date, ten points (a full letter grade) will be deducted from the overall grade of the 
assignment for each calendar day (not class period) that the work is late. If a student finds it necessary 
to miss class on a day work is due, then the material should be emailed to me on the day work is due in 
order to avoid any penalty.

Important Points:
• An essay is late when it is not submitted to me by the time stated in the prompt.
• All late essays will be penalized a letter grade per day late (thus 10 points).
• Unless otherwise stated in the prompts, essays will no longer be accepted for grading one week 
past the deadline.
• Unless otherwise states, all writing assignments must be submitted through Turnitin 
(www.turnitin.com). Technological issues are not acceptable excuses for failing to turn essays 
in on time.
• If you arrive to class late and miss a quiz, or if you miss a quiz, workshop, or in-class assignment due to an absence, you cannot make it up.
• I do not accept assignments sent to me via email.
• I do not accept any other late work.
• **Failure to submit an essay will result in receiving an F for the course.**

**Extra Credit and Previous Work**

With all of the above in mind, your best method for getting the best grade available to you should be dependent upon your doing all of the essays and work assigned to the best of your ability. Accordingly, remember the following:

• Do not ask for extra credit. If there is any, the whole class will be notified of it.
• Any work completed for another course will not be accepted in this course.

**Discussion of Work**

I will not discuss an individual’s grade during a class session or in front of other students. Please visit me during my office hours or make an appointment to discuss your work—or other questions you have. For several reasons, I refuse to discuss any work until the day after I have handed back the assignment. This interval gives you the opportunity to look at my comments and to generate specific questions about improving your essay. On your graded essays, you will see my notes in the margins to help you—make sure you read what I’ve written before you come to see me!

**Office Consultations**

Students who seek help outside of class, either from me or the Writing Center, are usually the most successful. An office consultation, whether conducted during scheduled office hours or during a scheduled appointment, is a time for you to meet with me to discuss very specific issues, (i.e., a specific essay, a specific in-class or out-of-class assignment, a specific grade, a specific concern as it relates to your writing, etc.) When you schedule an office consultation, you should come in prepared. Please do not come in, for example, with an essay and say you just want to “go over it.” In order for me to be able to give you the help you need, you need to be specific. For example, if you have an essay you are concerned about, write down exactly what concerns you, (i.e., thesis statement, paragraph development, comma splices, proper MLA format, etc.) This list will give us some guidelines during our consultation and will help to generate discussion. Be aware that an email asking questions about an essay cannot replace an actual meeting with me during office hours. It is very difficult to respond to your questions and your needs by only responding to an email, especially if your questions are general. I welcome any email correspondence you wish to have with me; however, this type of correspondence is best used only when you have a very specific question that doesn’t require an extended discussion.

*Other Important Points:*

• I will not proofread an essay for you; that step is part of your writing process.
• I will not review entire drafts that are emailed to me; instead, you must schedule an appointment during office hours to discuss specific issues with your draft.
• You are also not allowed to meet with me about an essay on the day it is due; thus all office consultations must occur prior to the essay due date.

**Scoring and Grading**

The following chart will be used when calculating your numerical grade at the end of the semester with regard to letter grades received on out-of-class essays (and I will, at times, split grades to indicate work that falls between two categories. For example, a B+/A- on an out-of-class essay translates numerically to an 89, while an A-/B+ translates to a 91; or for in-class essay, a 3/2 translates to an 82, while a 2/3 translates to a 78).
### Out-of-class Writing Grade Equivalents

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A+</td>
<td>98</td>
</tr>
<tr>
<td>A</td>
<td>95</td>
</tr>
<tr>
<td>A-</td>
<td>92</td>
</tr>
<tr>
<td>B+</td>
<td>88</td>
</tr>
<tr>
<td>B</td>
<td>85</td>
</tr>
<tr>
<td>B-</td>
<td>92</td>
</tr>
<tr>
<td>C+</td>
<td>78</td>
</tr>
<tr>
<td>C</td>
<td>75</td>
</tr>
<tr>
<td>C-</td>
<td>72</td>
</tr>
<tr>
<td>D+</td>
<td>68</td>
</tr>
<tr>
<td>D</td>
<td>65</td>
</tr>
<tr>
<td>D-</td>
<td>62</td>
</tr>
<tr>
<td>F</td>
<td>55</td>
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### In-class Writing Grade Equivalents

<table>
<thead>
<tr>
<th>Writing Grade</th>
<th>Letter Grade</th>
<th>%age</th>
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<tbody>
<tr>
<td>4</td>
<td>A</td>
<td>95</td>
</tr>
<tr>
<td>3</td>
<td>B</td>
<td>85</td>
</tr>
<tr>
<td>2</td>
<td>C</td>
<td>75</td>
</tr>
<tr>
<td>1</td>
<td>D</td>
<td>65</td>
</tr>
<tr>
<td>0</td>
<td>F</td>
<td>55 or 0</td>
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### Communication and E-mail Policy and Etiquette

UWG students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student’s responsibility to check his or her email.

Thus, according to university policy and the Family Educational Rights and Privacy Act (FERPA), I can only accept and answer emails you send me from either your official West Georgia email account (you can access this remotely through webmail or through “MyUWG”) or your CourseDen account.

I expect you to be a professional in all communications with me. Following email etiquette, and observe the basic rules of politeness and formality in email messages:

- Any message should begin with a professional address line (e.g. “Dear Mr. McRae”)
- Use polite and appropriate language, as well as reasonably edited prose (i.e. complete sentences, correct spelling, no text-messaging lingo, etc.)
- Always sign off your email with your name, followed by your class and section number.

### Communication and Feedback Expectations for this Class

<table>
<thead>
<tr>
<th>Course Email</th>
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<tbody>
<tr>
<td>Contact me primarily via at <a href="mailto:rmcrae@westga.edu">rmcrae@westga.edu</a> from your MyUWG account. This will allow us to maintain security and keep a credible record for correspondence. However, you may also email me through the CourseDen D2L email account in this course. Note: As per federal law, I cannot respond to emails from any other accounts or addresses.</td>
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<tr>
<th>My Response Time to You</th>
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<tbody>
<tr>
<td>For email: If you ask direct questions via email, I will get back with you within one business day. (Response times will be longer between Friday 5:00 p.m. and Monday 8:00 a.m.).</td>
</tr>
<tr>
<td>For graded material: All assignments and quizzes will return to you within one week; essays will return between one and two weeks.</td>
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<tr>
<th>Emergencies</th>
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<tr>
<td>If you have an emergency, you can contact me via email. Please explain the nature of the emergency and its application to class.</td>
</tr>
<tr>
<td>If the emergency is of a technical nature (i.e., can't log on to CourseDen, etc.), please contact Distance Education's Student Support.</td>
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<tr>
<th>Communication in General</th>
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<tr>
<td>Online communication takes special consideration. In a professional environment, the use of acronyms and text-message abbreviations in discussions and emails is unwise and unprofessional. Also, be careful what you say to someone on any discussion boards because everyone in the class will see it, and it cannot be retracted! Please abide by netiquette when talking to your classmates online.</td>
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</table>

### Classroom Etiquette
I expect everyone to be ready to work at the beginning of class. This means in particular having all reading materials assigned for that day on hand and ready to use, as well as any tools for note-taking. You may use laptops, but you may not use wireless connections to surf the Internet or email. Please turn off or silence all cell-phones or other electronic communication devices before class. If you need to leave earlier for whatever reason, you need to let me know before the beginning of class. Sleeping during class will count as an absence for that day. You may bring drinks to class, but no food. Most importantly, be respectful toward the opinions, ideas, and personal identity of all members of our class.

ASSIGNMENTS AND ASSESSMENT

1. In-Class Process Work (25%)
   This grade includes class participation, various types of activities, and short writing responses, all of which are based on class discussions and prepare you for the final project.

2. Reflection Journal Entries (20%)
   You will submit 10 “What I'm Thinking” reflection journal entries to CourseDen. The prompts for these entries will be provided. Each reflection—or WIT—is worth 2.5%. The two lowest grades will be dropped.

3. Final Project (30%)
   For the last assignment for this seminar, you will create a project that highlights your awesome work across the semester. You will have a lot of choice in how to show us your portfolio creatively. The main thing, though, is to exhibit how your thinking about the power of advertising has changed since the beginning of the semester.

4. Attendance (25%)
   We will meet 28 times across this semester. You have three absences or three sets of two tardy arrivals (or any combination thereof) to use at your discretion this semester. After that, your grade will be affected by 1% for each absence and/or pair of tardy arrivals. Note: for every class session over 25 that you attend, you will receive one bonus point on your final grade for the course.

CLASS SCHEDULE

Changes may occur and will be announced in class and/or through email. Complete all assignments and readings BEFORE class on the date listed.

Week 1
- Th. 08/10: Class introductions, explanations and expectations; syllabus overview

Week 2
- Tu. 08/15: Discussion & Writing Forum: advertising and its appeals
- Th. 08/17: Reflective writing on the college experience: What I’m Thinking (WIT)
- Su. 08/20: WIT #1 due in CourseDen by 11:59 p.m.

Week 3
- Tu. 08/22: Discussion & Writing Forum: selling (out) Americanness
- Th. 08/24: Discussion cont.; preparing for WIT #2
- Su. 08/27: WIT #2 due in CourseDen by 11:59 p.m.

Week 4
- Tu. 08/29: Discussion & Writing Forum: advertising and psychological mind games
- Th. 08/31: Discussion cont.; preparing for WIT #3
- Su. 09/03: WIT #3 due in CourseDen by 11:59 p.m.

Week 5
Tu. 09/05: Discussion & Writing Forum: ads as art; preparing for WIT #4
We. 09/06: Extra Credit Opportunity: Campus Center Ballroom, 4:00–5:00 p.m.
Th. 09/07: No class meeting today. Work on WIT #4 submission.
Su. 09/08: WIT #4 due in CourseDen by 11:59 p.m.

Week 6
Tu. 09/12: Discussion & Writing Forum: when free isn’t free
Th. 09/14: Discussion cont.; preparing for WIT #5
Su. 09/16: WIT #5 due in CourseDen by 11:59 p.m.

Week 7
Tu. 09/19: Discussion & Writing Forum: diversity, inclusion, and commercialism
Th. 09/21: Discussion cont.; preparing for WIT #6
Su. 09/24: WIT #6 due in CourseDen by 11:59 p.m.

Week 8
Tu. 09/26: Discussion & Writing Forum: advertising and psychology
Th. 09/28: Discussion cont.; preparing for WIT #7
Fr. 09/29 – Last Day to Withdraw with a Grade of W. Students withdrawing from after midnight will be awarded a grade of WF. Note: A WF grade is calculated as an F in the GPA.
Su. 10/01: WIT #7 due in CourseDen by 11:59 p.m.

Week 9
Tu. 10/03: Discussion & Writing Forum: viral advertising
Th. 10/05: No class – Fall Break

Week 10
Tu. 10/10: Discussion & Writing Forum: advertising inside entertainment
Th. 10/12: Discussion continued; preparing for WIT #8
Su. 10/15: WIT #8 due in CourseDen by 11:59 p.m.

Week 11
Tu. 10/17: Discussion & Writing Forum: ads vs. lit.
Th. 10/19: Discussion continued; preparing for WIT #9
Su. 10/22: WIT #9 due in CourseDen by 11:59 p.m.

Week 12
Tu. 10/24: No class meeting today. Work on out-of-class reflective writing: WIT #10.
Th. 10/26: No class meeting today. WIT #10 due in CourseDen by 11:59 p.m.

Week 13
Tu. 10/31: Begin discussion of final project
Th. 11/02: Final project prep.

Week 14
Tu. 11/07: Final project exploration
Th. 11/09: Final project drafting

Week 15
Tu. 11/14: Final project editing
Th. 11/16: Final project finishing touches

Thanksgiving Break: November 20-24

Week 16
Tu. 11/28: Student course evaluation; final project demos
Th. 11/30: Continue final project demos

Final Exam Session: Tuesday, December 5, 11:00 a.m.–1:00 p.m. (Any late/missing work must be submitted at the start of the session. No work will be accepted after this point.)