XIDS 2002: WDYKA How Advertising Exploits Your Fears?

Semester/Year: Fall 2018
Time/Location: Tuesdays & Thursdays, 8:50–9:40 a.m. in Adamson Hall, room 115
Instructor: Rod McRae
Office Location: Mandeville Hall, room 216
Office Hours: Tu. 9:45–10:45 a.m. in my office & We. 8:00-9:30 a.m. in Starbucks
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Please note: This syllabus is subject to change by the instructor. Advance notice will be given if any changes are made.

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.
XIDS 2002 is a course designed to help students get excited about learning at West Georgia. In addition, it is our hope that this course helps you succeed academically as well as personally and socially during this semester and beyond. The fundamental focus of the class is to provide an understanding of the basic structure of critical thinking and of academic disciplines in order to increase learning in the university classroom. Students are required to attend class and to interact with their instructors and classmates. While students must take responsibility for their own learning, the course attempts to support and enhance that responsibility by making the class a learning community within the University.

COURSE OBJECTIVES
As a result of participating in this course, students should be able to:
1. adapt written and oral communication to specific rhetorical purposes and audiences.
2. recognize and begin to implement the skills necessary to become life-long, active learners through the exploration of an academic topic that focuses on a contemporary and/or enduring topic, question, or problem.

3. identify, evaluate, and use information, language, or technology appropriate to a specific purpose.

TEXTS, READINGS, INSTRUCTIONAL RESOURCES, AND REFERENCES

Required Text:
The Navigator: https://issuu.com/thenavigatoruwg/docs/navigator_fy18_19_complete

ASSIGNMENTS

The Wolf Experience Supplements will be posted on https://www.westga.edu/vpaa/first-year-programs/

ATTENDANCE

Your regular participation in this class is a vital part of your 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 27 times across this semester. You have two absences or two 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 October 8th, 2018—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.

- Students are considered tardy if they arrive to class after the official start time of 8:50 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.
- All assignments are still due on the scheduled date.

DUE DATES

Each assignment will state the due date clearly. Submitting assignments on time is important. Late work will receive a penalty of five points per calendar day.

ASSIGNMENTS & ASSESSMENT

1. In-Class Process Work (15%)  
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” (WIT) reflection journal entries to CourseDen. The prompts for these entries will be provided. Each WIT reflection is worth 2% of your final grade.

3. Final Project (25%)
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 27 times across this semester. You have two absences or two 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.

5. Wolf Experience Events (15%: 5 events at 3% each)
You should attend at least five Wolf Experience Events. Decide early which five (or more) you will attend over the course of the semester, and then show up and sign in.

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.

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).

HB 280 (Campus Carry)
UWG follows University System of Georgia (USG) guidance: 
http://www.usg.edu/hb280/additional_information
You may also visit our website for help with USG Guidance: 
https://www.westga.edu/police/campus-carry.php

Mental Health Support)
If you or another student find that you are experiencing a mental health issue, free confidential 
services are available on campus in the Counseling Center. Students who have experienced 
sexual or domestic violence may receive confidential medical and advocacy services with the 
Patient Advocates in Health Services. To report a concern anonymously, please go to UWGcares.
COURSE SCHEDULE
Changes may occur and will be announced in class and/or through email. Complete all assignments and readings before the class session on the date listed.

Week 1
• Th. 08/16: Class introductions, explanations and expectations; syllabus overview

Week 2
• Tu. 08/21: Discussion & Writing Forum: advertising and its appeals
• Th. 08/23: Reflective writing on the college experience: What I’m Thinking (WIT)
• Su. 08/26: WIT #1 due in CourseDen by 11:59 p.m.

Week 3
• Tu. 08/28: Discussion & Writing Forum: selling (out) Americanness
• Th. 08/30: Discussion cont.; preparing for WIT #2
• Su. 09/02: WIT #2 due in CourseDen by 11:59 p.m.

Week 4
• Tu. 09/04: Discussion & Writing Forum: advertising and mind games; preparing for WIT #3
• Th. 09/06: No class today. Work on your response for WIT #3
• Su. 09/03: WIT #3 due in CourseDen by 11:59 p.m.

Week 5
• Tu. 09/11: Discussion & Writing Forum: advertising as art
• Th. 09/13: Discussion cont.; preparing for WIT #4
• Su. 09/16: WIT #4 due in CourseDen by 11:59 p.m.

Week 6
• Tu. 09/18: Discussion & Writing Forum: when free isn’t free
• Th. 09/20: Discussion cont.; preparing for WIT #5
• Su. 09/23: WIT #5 due in CourseDen by 11:59 p.m.

Week 7
• Tu. 09/25: Discussion & Writing Forum: diversity, inclusion, and commercialism
• Th. 09/27: Discussion cont.; preparing for WIT #6
• Su. 09/30: WIT #6 due in CourseDen by 11:59 p.m.

Week 8
• Tu. 10/02: Discussion & Writing Forum: advertising and psychology
• Th. 10/04: No class – Fall Break

Week 9
• Mo. 10/08 – 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.)
• Tu. 10/09: Discussion & Writing Forum: viral advertising
• Th. 10/11: Discussion cont.; preparing for WIT #7
• Su. 10/14: WIT #7 due in CourseDen by 11:59 p.m.

Week 10
• Tu. 10/16: Discussion & Writing Forum: advertising inside entertainment
• Th. 10/18: Discussion continued; preparing for WIT #8
• Su. 10/21: WIT #8 due in CourseDen by 11:59 p.m.

Week 11
• Tu. 10/23: Discussion & Writing Forum: ads vs. lit.
• Th. 10/25: Discussion continued; preparing for WIT #9
• Su. 10/28: WIT #9 due in CourseDen by 11:59 p.m.

Week 12
• Tu. 10/30: Begin discussion of final project
• Th. 11/01: Final project – prep; preparing for WIT #10
• Su. 11/04: WIT #10 due in CourseDen by 11:59 p.m.

Week 13
• Tu. 11/06: Final project – exploration
• Th. 11/08: Final project – drafting

Week 14
• Tu. 11/13: No class meeting today. Work on final project.
• Th. 11/15: No class meeting today. Continue working on your final project.

Thanksgiving Break: November 20-24

Week 15
• Tu. 11/27: Final project – editing
• Th. 11/29: Final project – finishing touches

Week 16
• Tu. 12/04: Student course evaluation; final project demos
• Th. 12/06: Continue final project demos