

Anita Patankar  
Head, Department of Marketing  
2007-08

## **Advertising and Contemporary Culture**

### **Course Objectives:**

Advertising is part of an extremely sophisticated system of corporate communications that is embedded within and acted upon by contemporary culture. It has the power to shape consciousness and makes firm and definitive statements about culturally 'normal' and desirable relationships and behaviour. Advertising thus plays an important role in helping people form ideas about themselves and their social relationships.

This course **aims** at helping students study the phenomenon of corporate communications in general and advertising in specific. It will expose them to different schools of thought related to culture and the specific culture of consumption. It will also explore the power we believe advertising possesses and its positive and negative implications on the life we lead.

### **Concepts we will explore over this course:**

Corporate communications  
Advertising  
Publicity and Public Relations  
Consumer behaviour and learning  
Economic compulsions  
Legal restrictions in a democracy  
Culture  
Freedom  
Roles and stereotypes  
Truth in advertising and the issue of corporate and personal ethics  
Persuasion and psychological manipulation

### **Learning methodology:**

Readings from books and articles  
Group discussions, interactive learning  
Case studies and Class presentations  
Advertisement viewing and analysis  
Film viewing (such as 'Killing us softly' by Jean Kilbourne)  
Lectures  
Project Report / Major essay

**Evaluation methodology:**

<b>S.No.</b>	<b>Criterion</b>	<b>Marks</b>
<b>1</b>	Attendance	10
<b>2</b>	Short Oral Presentations	10
<b>3</b>	Short Written Assignments	20
<b>4</b>	Original & Analytical discussions	20
<b>5</b>	Final presentation	15
<b>6</b>	Project / Photo essay	25