

**London South Bank**  
University

## Module Guide

# Cultural Identities in Advertising



BA (Hons) Creative Advertising with Marketing  
Level 5

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## 1. MODULE DETAILS

<b>Module Title:</b>	Cultural Identities in Advertising
<b>Module Level:</b>	Level 5
<b>Module Reference Number:</b>	CIN_5_CIA 1
<b>Credit Value:</b>	20
<b>Student Study Hours:</b>	200
<b>Contact Hours:</b>	36
<b>Student Managed Learning Hours:</b>	164
<b>Pre-requisite Learning (If applicable):</b>	None
<b>Co-requisite Modules (If applicable):</b>	None
<b>Course(s):</b>	BA (Hons) Creative Advertising with Marketing
<b>Subject Area:</b>	Creative Advertising
<b>Summary of Assessment Method:</b>	100% summative assessment (CWK1: 40% and CWK2: 60%)

## 2. SHORT DESCRIPTION

This module aims to explore how we might generate creative content through the exploration of cultural identities in advertising. How the creative team uses culture to speak to the consumer and in so doing motivating them to buy has shaped the discourse of modern advertising. Recognising that within a postmodern context the concept of identity is one that is fluid, and constructed on an ongoing basis through our interactions with culture, this module will take the consumer as the object of analysis and explore how identities are constructed and mediated in everyday life. In particular the module examines how culture acts as an integral part of agency life, advertising creative content, media communication and retail culture as well as a fundamental element of our ordinary lives and thus forms a point of identification for the consumer when making brand choices.

## 3. AIMS OF THE MODULE

This module seeks to bridge work completed in Marketing around consumer behaviour and the more creative executions of the Advertising Practice modules in that it takes identity construction as its subject matter and seeks to explore how that might be mediated through creative content and ideas generation. It recognises that when constructing an identity, culture provides a critical set of tools, whether mediated through advertising, 'likes' or via our interactions with vloggers. When consuming, this module argues, a critical element that fuels choice centres on two critical questions that take identity construction at its heart: Who am I? Who do I want to be? Examining a series of themes around responses to these questions the module's delivery will be structured in three parts: lecture; student-owned interactive seminar based on a key reading for that week; creative workshop that allows us to take theory into practice and apply how we might use theory to speak to the consumer in motivating them to consume around a particular advertising problem.

## 4. LEARNING OUTCOMES

On completion of this module, students will:

- Understand key theoretical ideas and concepts around cultural identities and identity construction
- Recognise the multiple ways in which contemporary advertising uses notions of identity
- Apply such concepts to the ideas generation of their own creative responses to advertising problems
- Engage with a wide variety of literature around the key lecture themes
- Develop techniques for understanding meaning and representation in advertising across a range of platforms
- Deliver clear and confident presentations to an audience using text and images
- Produce written work that evidences appropriate critical and analytical tools for a study of culture and advertising imagery.

## 5. ASSESSMENT OF THE MODULE

There are two pieces of assessment for this module:

- (a) **Individually** or in **pairs** students will be responsible for taking the seminar on a weekly basis. Beyond reading the article they will be expected to prepare an interactive activity for the class that allows us to interrogate the subject matter under investigation. Marks will be given for the degrees of preparation and foresight given to the exercise and to the responses from peers in class. (40%)
- (b) **Individually** students will be expected to write a 2,000 word case study on one of a series of themes which will be changed annually. All essays must include Harvard Referencing. (60%)
- ESSAY DEADLINE - 29<sup>th</sup> May by 4pm on Turnitin. (see link on Moodle page)**

## 6. FEEDBACK

Feedback will normally be given to students **15 working days** after the final submission of an assignment or as advised by their module leader.

If for any reason beyond our control (e.g. staff illness or bereavement) feedback cannot be returned within that timeframe, students will be informed by the course director of the fact and be presented with an alternative timeframe.

## 7. INTRODUCTION TO STUDYING THE MODULE

### 7.1 Overview of the Main Content

Your classes will consider the following indicative content:

- What is culture? How does it shape the discourse of advertising?
- What are cultural identities?
- How do the cultural identities of agency employees impact their creative output?
- What do we understand by narrative of the self?
- What is the importance of identity in contemporary advertising?
- How do notions of gender, class, race and ethnicity shape identity construction and how are these represented in advertising?
- How might we explore alternative narratives of the self to form our biographies?
- How useful is big data in the quest to 'know' the consumer?
- How do space, place and time inform the notion of the fluid self?
- What are the consequences of 'selfie culture' on our buying habits?

## 7.2 Overview of Types of Classes

The classes are completely dependent on the participation of all for their success. Students will be expected to read widely and contribute to both the seminar and the creative workshop based on their readings. In this manner the class will take a tri-partite structure:

- Lecture
- Seminar
- Creative Workshop

## 7.3 Importance of Student Self-Managed Learning Time

The importance of self-managed learning cannot be under-estimated. You will be expected to undertake individual work, or work independently in your pair or group. You will also be expected to undertake study (e.g. reading books and articles) and prepare tasks for forthcoming sessions.

## 7.4 Employability

Students will develop an understanding of the craft of the creative. Students will recognise where creative ideas come from: that they are shaped and developed through reading and through an ongoing engagement with culture, in all its forms

# 8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

This module will run over 12 weeks in Semester 2 and will be taught in the following format: Lecture, Seminar (based on set readings provided in advance: some are in the reading pack, others are on Moodle), creative workshop. Each week we will apply the ideas explored in class to a creative problem/brief.

<b>Week</b>	<b>Lecture</b>	<b>Seminar Reading</b>
<b>Wk:1</b>	From ways of life to lifestyles: the crafting of cultural identities	Reading magazines
<b>Wk:2</b>	Who am I? Theoretical approaches to the relationship between the self and consumption	John Storey (2017) <i>Theories of Consumption</i> . London: Routledge. Chapter 1. 'Why we consume' (pp.1-17) [Pack]
<b>Wk:3</b>	Culture, Creativity and Communication	John Hegarty (2011) <i>Hegarty on Advertising</i> . London: Thames & Hudson. (pp.26-38) [Moodle]
<b>Wk:4</b>	The Challenges for sustainability in the selfie generation	T.M.Senft and N.K.Baym (2015) 'What does the selfie say? Investigating a global phenomenon', <i>International Journal of Communication</i> (9), pp. 1588-1606 [Moodle]
<b>Wk:5</b>	In the future will the most valuable resource be time?	Helen Powell (2017) 'Always on: mobile culture and its temporal consequences' in S. Prasad (ed.) <i>Creative Mobile Media</i> . Europe: WSPC. [Moodle]
<b>Wk:6</b>	Field Trip	Field Trip
<b>Wk:7</b>	Bourdieu, class and taste: Has social media changed all this?	James Wallman (2015) <i>Stuffocation</i> . London: Penguin. Chapter 10: 'Facebook changed how we keep up with the Joneses' (pp.185-207)[Pack]
<b>Wk:8</b>	Big Data: is to know to understand?	Helen Powell and Katy Parsons (2017) 'Waving not drowning: understanding consumer behaviour in the age of big data' in J. Hardy et al (eds.) <i>The Advertising Handbook</i> (4 <sup>th</sup> edition). London: Routledge.[Moodle]
<b>Wk:9</b>	Cultural Identities and Retail Spaces: why is the high street and the department store in trouble?	Graham Hughes (2019) 'Death of the High Street', <i>Sunday Times Magazine</i> , January 13, pp. 28-31 [Pack]
<b>Wk:10</b>	Race, Ethnicity and Gender in the Advertising Agency: How do cultural identities of personnel shape advertising copy?	Ross Gill (2008) 'Empowerment/Sexism: Figuring Female Sexual Agency in Contemporary Advertising', <i>Feminism &amp; Psychology</i> , vol.18(1), pp. 35-60 [Moodle]  And/or: Choose one or more of the articles on race, ethnicity and advertising from the links on Moodle
<b>Wk:11</b>	Planning and Preparing for your Assessment Come to class today with some ideas for the kind of case study you would like to write based on the topics covered in class	
<b>Wk:12</b>	1-1 Tutorials to work through drafts of your assessment Please book an appointment in advance Please come prepared	

## 9. LEARNING RESOURCES

### Core reading:

Hackley, C. & R.A.Hackley (2017) *Advertising and Promotion*. Los Angeles: Sage.

Hardy, J. et al (eds) (2017) *The Advertising Handbook* (4<sup>th</sup> edition). London: Routledge.

Nixon, S. (2003) *Advertising Cultures: gender, commerce, creativity*. London: Sage

### Optional reading:

Bauman, Z. (2000) *Liquid Modernity* and *Liquid Life* (2005) Cambridge: Polity. [E-books via LSBU library].

Kornberger, M. (2010) *Brand Society: How brands transform management and lifestyle*. Cambridge: Cambridge University Press.

Storey, J. (2015) *Cultural Theory and Popular Culture: an introduction* (7<sup>th</sup> edition). London: Routledge.

Storey, J. (2017) *Theories of Consumption*. London: Routledge.

\*Chapter 7: 'Consumption and identities'.

Thompson, N. (2018) *Culture as Weapon: the art of influence in everyday life*. Brooklyn: Melville House.

**Please note that the module guide, lecture presentations and other supporting materials will be available on Moodle. Please ensure that you refer to Moodle regularly as it is constantly updated to provide you with class assignments, a wide range of topical readings, guides to using Photoshop and important notices when they arise.**