



Advertising and Pop Culture

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COURSE DESCRIPTION

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

Arthur A. Berger (2021), 6th Edition. *Ads, Fads, and Consumer Culture*, Rowman & Littlefield

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

COURSE REQUIREMENTS AND GRADING

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. SKKU regulations require students to attend at least 80% of all classes.

	Grading		Scale	
Participation	10%	90-100%	A	PASS
"Pop" Journal	20%	87-89%	B+	PASS
Exam	20%	84-86%	B	PASS
Ad Critique	25%	80-83%	B-	PASS
Group Project	25%	77-79%	C+	PASS
		74-76%	C	PASS
		70-73%	C-	PASS
Total	100%	67-69%	D+	PASS
		60-66%	D	PASS
		59% or lower	F	FAIL

CLASS PARTICIPATION (10%)

The class participation grade will be based on the frequency and quality of your comments (for attendance policy, please refer to the last page of the syllabus). I will often direct questions to the class as a whole or towards specific individuals – thus, be prepared to be "cold called" (If you find this extremely aversive, please let me know). Keep in mind that your grade for participation is not simply a function of the amount of "air time" or "space" you take up. You will be evaluated on how well you respond to the questions and how effectively you take into account the comments and analyses of your classmates.

The criteria to be considered in calculating the participation mark are:

- quality of contribution (e.g., relevance, contribution to understanding, critical analysis, clarity of contribution, originality, comparative insight, consistency of valuable contribution, facilitation of further discussion, evidence of learning in the subject)
- contribution to group climate (e.g., not domineering/brevity, courtesy and tack)
- attitude to learning (e.g., interest, attentiveness in class)

“POP” JOURNAL (20%)

In our daily lives, we are constantly exposed to a barrage of advertising through various platforms, ranging from traditional mediums like television to newer formats such as Instagram. As both recipients and instigators of advertising's influence on popular culture, this assignment aims to critically analyze and document captivating forms of marketing communication. Throughout your day, it is essential to remain aware of the advertising messages that surround you, paying particular attention to those that you find exceptionally effective or ineffective. Following the format below, you will explore and analyze these messages in-depth. The assignment requires a minimum of 15 pages of journal entries.

Journal Entry Format

Present your journal entries in sequential order, starting from page 1. Each journal entry should consist of two parts: the documentation of the advertising message and the critical analysis.

Documentation of Ad Message:

- In this section, visually present the advertising message you encountered. Choose one of the suggested options: a drawing, a color photocopy, or a cut-and-paste of an actual ad. Ensure the visual representation is clear and easy to understand.

Critical Analysis of Adv Message:

Answer the three provided questions for each advertising message. Start with a subheading for each question (e.g., "a) Who is the intended audience of the message?") and provide a well-structured response that demonstrates your critical thinking and analysis skills. Use paragraphs and provide supporting evidence or examples where applicable.

- 1) Who is the intended audience of the message?
Identify the specific target audience that the advertisement aims to reach. Consider demographic factors such as age, gender, interests, and lifestyle.
- 2) How effective (or ineffective) is the message at persuading its intended audience? Why?
Evaluate the effectiveness of the advertising message in terms of its ability to persuade and influence the intended audience. Assess factors such as clarity, creativity, emotional appeal, and the presence of a strong call to action. Discuss why you believe the message is effective or ineffective based on these criteria.
- 3) How does the message utilize and/or influence popular culture? (Describe the pop culture reflected in the ad)
Examine the ways in which the advertisement integrates and impacts popular culture. Identify the elements within the ad that reflect or draw inspiration from contemporary trends, societal values, or cultural references. Discuss how these aspects enhance the message's relevance and appeal.

Through this assignment, you will engage in a critical examination of marketing communication in contemporary popular culture. By documenting and analyzing advertising messages, you will gain insights into their intended audience, effectiveness, and their relationship with popular culture. These exercises will enhance your understanding of the complex interplay between advertising, popular culture, and consumer behavior. Remember to reflect on your observations and provide thoughtful analyses to gain a deeper appreciation for the impact of marketing communication in our daily lives.

Note: The length of the assignment may vary based on specific guidelines provided by your instructor. Please refer to the instructions for any additional requirements.

GROUP PROJECT: AD CRITIQUE (25%)

Each student team of four will deliver a presentation that compares and critically analyzes advertising strategies in different cultures within the same context of popular culture. You will explore how cultural nuances shape advertising approaches and examine the ways in which advertising reflects and influences popular culture in diverse societies. Through this presentation, you will develop a deeper understanding of the interplay between advertising, culture, and pop culture.

1) Choose three to five diverse examples of advertising from different cultures, all within the same context (e.g., beauty and cosmetics, fast food, fashion). Ensure the selected advertisements represent distinct cultural contexts but focus on the same product or service category. This allows for a meaningful comparative analysis of advertising strategies within the shared context of popular culture.

2) Organize your presentation with the following sections:

- Introduction:
 - Provide an overview of the influence of advertising on popular culture and the importance of considering cultural context.
 - State the purpose and objectives of your presentation, emphasizing the comparative analysis of advertising strategies within the same context.
- Cultural Context
 - Introduce the cultural contexts of the selected advertisements.
 - Highlight relevant cultural characteristics, traditions, values, and consumer behavior specific to each culture within the shared context.
- Advertising Examples
 - Present each selected advertisement to the audience.
 - Include visual aids such as slides or video clips to display the advertisements effectively.
 - Provide a brief description of each advertisement and its cultural significance within the shared context.
- Comparative Analysis
 - Compare and contrast the advertising strategies and approaches across cultures within the shared context.
 - Discuss the differences and similarities in messaging, cultural influences, and popular culture integration.
 - Highlight any common themes or techniques used across different cultures and how they shape the perception of the shared context
- Reflection and Implications:
 - Reflect on the implications of advertising strategies shaped by cultural nuances within the shared context.
 - Discuss the challenges and opportunities that arise when advertising navigates diverse cultural landscapes within the same context.
 - Consider the potential impact of cultural sensitivity, localization, or global marketing on advertising and popular culture within the shared context.
- Conclusion:
 - Summarize the key findings and insights from your comparative analysis.
 - Reflect on the significance of understanding cultural nuances in advertising within the shared context and its influence on popular culture.
 - Discuss the importance of ethical considerations when advertising intersects with different cultures within the same context.

3) Organize your presentation with the following sections:

The presentation should be approximately 15-20 minutes long, including any Q&A session that follows. Deliver your presentation to the class using appropriate presentation software (e.g., PowerPoint, Google Slides). Ensure that your presentation is engaging, well-structured, and visually appealing. Use clear and concise language, and support your analysis with relevant visual aids and examples.

GROUP POP CULTURE PROJECT (25%)

TOPIC 1: KOREAN POP CULTURE ADVERTISING TRENDS

This assignment aims to explore the relationship between advertising and Korean pop culture, focusing on trends and strategies employed in Korean entertainment industries. Each student team of five will deliver a presentation to analyze the impact of advertising on Korean pop culture and its influence on societal trends and consumer behavior. In the presentation, students should:

- 1) Select a specific Korean pop culture phenomenon (e.g., K-pop music, K-dramas, Korean beauty products) and research its connection to advertising
- 2) Prepare a presentation to cover the following aspects:
 - Introduction:
 - Introduce the chosen Korean pop culture phenomenon and its significance within and beyond Korea. For example, if you choose K-pop music, explain how it has become a global sensation, captivating audiences worldwide with its catchy melodies, synchronized dance routines, and charismatic idol groups.
 - Highlight why this phenomenon is particularly interesting in the context of advertising.
 - Advertising Strategies:
 - Investigate the advertising strategies utilized to promote and capitalize on the chosen Korean pop culture phenomenon. For instance, analyze how music videos seamlessly integrate product placements, fashion brands, and endorsement deals to enhance their global visibility and generate revenue.
 - Explore various channels used, such as television, social media, endorsements, and product placements.
 - Analyze the use of visuals, narratives, and celebrity involvement in these advertising campaigns. Provide specific examples of successful advertising campaigns within the chosen pop culture phenomenon.
 - Impact and Global Reach:
 - Analyze the impact of advertising efforts on the popularity and global reach of Korean pop culture. For example, discuss how advertisements featuring K-drama actors have sparked global interest in Korean dramas and led to increased viewership on international streaming platforms.
 - Examine how advertising has contributed to the phenomenon's international recognition, audience engagement, and market expansion.
 - Evaluate the effectiveness of these strategies by considering factors such as brand awareness, fan engagement, and commercial success. Support your analysis with relevant case studies and examples.
 - Influence on Society and Consumer Behavior:
 - Discuss the ways in which Korean pop culture advertising reflects or influences societal trends and consumer behavior in Korea and internationally. Analyze how advertising campaigns shape beauty standards, fashion trends, consumption patterns, and cultural perceptions.
 - Provide specific examples and case studies to support your analysis. For instance, explore how Korean beauty product advertisements have popularized the concept of the "K-beauty" routine, influencing skincare practices and product preferences worldwide.
 - Conclusion:
 - Summarize the key findings of your analysis, highlighting the significant impact of advertising on Korean pop culture.
 - Reflect on the overall influence of advertising on Korean pop culture and its potential implications for the global entertainment industry.

Ensure your presentation is visually engaging, using appropriate images, graphs, and examples to support your points. Include references to academic research, industry reports, and relevant examples from the chosen Korean pop culture phenomenon. Deliver the presentation to the class, allowing time for questions and discussion afterward.

Note: Adjust the number of slides and content allocation based on your presentation format and time constraints, ensuring a coherent and well-structured presentation.

TOPIC 2: CELEBRITY ENDORSEMENTS IN KOREAN POP CULTURE ADVERTISING

This assignment aims to investigate the role of celebrity endorsements in Korean pop culture advertising and their impact on consumer behavior. International students will deliver a presentation to analyze the influence of celebrity endorsements, examine their effectiveness, and discuss ethical considerations in Korean pop culture advertising.

- 1) Select a Korean celebrity known for their involvement in advertising campaigns.
- 2) Prepare a presentation to cover the following aspects:
 - Introduction:
 - Introduce the selected Korean celebrity and explain their significance in Korean pop culture. Provide background information about their career, achievements, and the reasons for their popularity.
 - Highlight the influence of celebrities in Korean pop culture and their role in shaping trends and consumer behavior.
 - Types of Endorsements:
 - Examine the types of products or brands the celebrity endorses. Provide specific examples, showcasing the range and diversity of endorsements, such as cosmetics, fashion, technology, or food and beverages.
 - Analyze the effectiveness of these celebrity endorsements in enhancing the brand's image or driving sales. Discuss the impact of the celebrity's association with the endorsed products on consumer perception and purchasing decisions.
 - Influence on Consumer Behavior:
 - Explore the reasons behind the popularity of celebrity endorsements in Korean pop culture advertising. Discuss how the perceived attractiveness, credibility, and relatability of celebrities influence consumer attitudes and behaviors.
 - Analyze the impact of celebrity endorsements on consumer purchasing decisions, brand loyalty, and the power of social influence within the context of Korean pop culture.
 - Ethical Considerations:
 - Discuss the potential ethical considerations associated with celebrity endorsements in advertising, focusing on issues such as transparency and authenticity. Analyze instances where misleading or deceptive practices have occurred and their impact on consumer trust.
 - Explore the measures taken by Korean advertisers and celebrities to maintain transparency and authenticity in endorsement practices. Highlight any industry guidelines or regulations implemented to protect consumers' interests.
 - Conclusion:
 - Summarize the key findings of your analysis, emphasizing the influence of celebrity endorsements on Korean pop culture advertising and consumer behavior.
 - Reflect on the potential future trends and challenges in celebrity endorsements within the Korean entertainment industry.

Peer Evaluations

Team members will be evaluated using the peer evaluation form. Peer evaluations impact each individual's project grade. Each individual in the team is evaluated by all others using the attached, confidential form. The individual's average percentage contribution is the percent score that the individual will receive for the project. For example, if the individual receives an 80%, 85%, and 90% from his/her team members his/her average percentage score is 85%. Thus, if the project grade was 90 out of 100 points, that individual would receive a 76.5 (90 points * 85%) for the project.

PLEASE NOTE: THERE IS NO REASON FOR ONE OR TWO INDIVIDUALS TO CARRY A TEAM. THE TEAM IS EXPECTED TO BE A TEAM.

COURSE SCHEDULE

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

WEEK I: Ch 1 - 3

7/01 Mon	Course Introduction
7/02 Tue	Pop Culture: What is it?
7/03 Wed	Analyzing Popular Culture
7/04 Thu	Advertising: What is it?

Ad Critique

WEEK II:

7/08 Mon	Media & Advertising (Ch 8 & 9)	Team 1
7/09 Tue	Entertainment & Advertising (Ch 10)	Team 2
7/10 Wed	Sports & Advertising	Team 3
7/11 Thu	Politics & Advertising (Ch 6)	

WEEK III

7/15 Mon	Sexuality and Gender in Advertising (Ch 5)	Team 4
7/16 Tue	Generational Advertising (Ch 12)	Team 5
7/17 Wed	Social Class and Race in Advertising	Team 6
7/18 Thu	Exam	

WEEK IV

7/22 Mon	Group Project Work Session
7/23 Tue	Group Project Presentation I
7/24 Wed	Group Project Presentation II