

GCIN2008

Advertising: Cultural and Organizational Dynamics

Course Syllabus

[V.2] 20190917 (Finalized)

Tuesdays, 16.30–18.20 pm (Class A)
Venue: CPD-LG.59 (*19 Nov: KK102)

Semester 1, 2019-20
Elective | Credits: 6

Teacher: Dr. Wai-Kwok Benson Wong (bkwong@connect.hku.hk)
Global Creative Industries Programme
School of Modern Languages & Cultures
The University of Hong Kong

REMINDER: (1) All revisions of this course syllabus will be highlighted in yellow for ease of identification. (2) All announcements about this course will be made and disseminated through Moodle. You are advised to check Moodle regularly to acknowledge the latest information apart from accessing the materials.

Description

This course enables students to study the cultural and organizational dynamics of the advertising industry to understand the economic, social, cultural and material processes that underpin the whole industry. Through an in-depth and comparative study of the creative processes, technology adaptation, value chains, overall organizational structures, and consumer images of the industry, the course aims to engage students in a critical discourse on the complex interplay between the economic and cultural forces which drive the development of the advertising industry in the global market.

Prerequisites: Nil

Aims and Objectives / Intended learning outcomes (ILO)

Upon successful completion of this course, students should be able to:

- (1) Examine the nature of the advertising industry from historical, cultural and organizational perspectives;
- (2) Explore the economic, social, cultural and material processes shaping the industry; and
- (3) Assess the role of creativity and technology in developing the industry.

Assessment

Coursework (**100%**) is based on the continuous assessment of the below items:

- (1) Presentation: **40%**
 - (1.1) Group Presentation: 15%
 - (1.2) Presentation Handout: 15%
 - (1.3) Peer Review Exercise: 10%
- (2) In-class Performance: Participation and Discussion: **10%**
- (3) Individual Essay: **50%**

(1.1) Group Presentation: A group of 4 (+1) students will be formed and then make a 20-minute (+/-2 min.) presentation toward the end of the semester.

(1.2) Presentation Handout: Based on the topic presented during class, each group is required to submit a presentation handout at least 24 hours before the presentation by emailing me. The **handout** should be the **extended and elaborative version** of your oral presentation, covering the following sections:

- (a) Topic, student names and university IDs, and presentation date (1 slide),
 - (b) Outline and structure (1 slide),
 - (c) Major arguments and findings, with visual illustrations when relevant (20-2/+5 slides) which may be much lengthier and elaborative), and
 - (d) List of references (findings, arguments and visual data quoted or cited) (=/>1 slide[s]).
- Total number of slides: 25 (-2/+5 slides).

Grade deduction will be imposed for late submission.

There is no restriction on adopting the extended or simplified version of PowerPoint in aiding your oral presentation.

Being *participative* for each member of the group is expected.

(1.3) Peer Review Exercise: You are invited to evaluate the contribution and involvement of your group members during the process of preparing group presentation and then submit an evaluation form after the presentation. No marks will be given if you do not submit your own form.

(2) In-class Performance: During presentation, you are strongly encouraged to actively participate in the discussion by listening to and jotting down what the presenters have said attentively, raising the questions and making comments as well as observations regarding the presentation contents. Your participation will be recorded and counted.

A separate guideline will be issued regarding the regulations and requirements of (1) and (2).

(3) Individual Essay: Select any ***one*** of the assigned topics on page 6 and then write an essay of about 2,500 words. Deadline: **10 December 2019 (Tuesday)**

Plagiarism is a serious academic offence and will be severely punished.

Lecture Schedule

This is a course aiming to critically examine the dynamics behind the development of advertising industry, rather than purely focusing on strategies and techniques designed and employed for successful or effective advertisement or marketing. No background knowledge in advertisement or the advertising industry is expected. Topics and contents coverage can be adjusted based on the actual progress.

Week 1 (3 Sep)

Course Requirements and Our Expectations

Week 2 (10 Sep)

Topic 1: Understanding advertising

- Robert Cluley (2017). *Essentials of Advertising*. London: KoganPage, Chapter 1.
- Michael F. Weigold and William F. Arens (2018). *Advertising* (3rd Edition). New York: McGraw Hill, Chapter 1.
- Lennon Tsang and Jason Wong (2017). "The Hong Kong Advertising Scene", in Kara Chan ed., *Social Issues of Advertising*. Hong Kong: City University of Hong Kong Press, Chapter 2.

Week 3 (17 Sep)

Topic 2: Organizational dimension (1): Ecology and restructuring

- Robert Cluley (2017). *Essentials of Advertising*, Chapter 4.

Topic 3: Organizational dimension (2): Operations for productivity

- Michael F. Weigold and William F. Arens (2018). *Advertising* (3rd Edition), Chapter 8.
- Iain MacRury (2009). *Advertising*. Oxon: Routledge, Chapter 2.

Week 4 (24 Sep)

Topic 4: Organizational dimension (3): Digitalization

- Andrew McStay (2016), *Digital Advertising*. London: Palgrave, Chapters 3 & 4.

Topic 5: Cultural dimension (1): Persuasion and emotion

- John O'Shaughnessy and Nicholas Jackson O'Shaughnessy (2004). *Persuasion in Advertising*. New York: Routledge, Chapters 1 & 2.
- Gillian Dyer (1982). *Advertising as Communication*. London: Routledge, Chapter 7.

Week 5 (1 Oct)

Public holiday: class suspended

Week 6 (8 Oct)

Topic 6: Cultural dimension (2): Creativity

- Chris Fill, Graham Hughes and Scott De Francesco (2013). *Advertising: Strategy, creativity and media*. Essex: Pearson, Chapter 5.
- Andrew McStay (2013). *Creativity and Advertising: Affect, events and process*. Oxon: Routledge, Chapter 2.

Week 7 (15 Oct)

Reading Week: class suspended

Week 8 (22 Oct)

Topic 7: Cultural dimension (3): Consumer culture

- Larry Percy (2016). *Strategic advertising management* (5th Edition). Oxford: Oxford University Press, Chapter 3.
- Chris Wharton (2015). *Advertising: Critical Approaches*. Oxon: Routledge, Chapter 12.

Topic 8: Wrap-up: Concluding remarks and reflections

- Robert Cluley (2017). *Essentials of Advertising*, Chapter 11.

Week 9 (29 Oct)

Presentation#1: 3 group presentations & floor discussion

Week 10 (5 Nov)

Presentation#2: 3 group presentations & floor discussion

Week 11 (12 Nov)

Presentation#3: 3 group presentations & floor discussion

Week 12 (19 Nov) [*Venue changed to **KK102**]

Presentation#4: 3 group presentations & floor discussion

Week 13 (26 Nov)

Presentation#5: 3 group presentations & floor discussion (^N=15)

^Note: The actual number of weeks scheduled for presentations will be adjusted after add-drop period (i.e. after 16 Sep) when the number of students in this class can be finalized.

(10 Dec, @/ <23:59pm) Online submission of individual essay through Turnitin under Moodle

(1) Presentation
(40% of the subject mark)

Each group will make an oral presentation and compose a PowerPoint handout based on the assigned reading listed below. In approaching your presentation, (1) a clear summary of the points made by the author, and (2) a critique over the author's arguments with substantiation should be covered.

Andy Tibbs (2010), *Advertising: Its business, culture and careers*. Oxon: Routledge

- [1] Chapter 2: Resisting the usual (#1, 29 Oct)
- [2] Chapter 3: Making the disinterested interested (#1, 29 Oct)
- [3] Chapter 4: The future is bright, the future is digital (#1, 29 Oct)
- [4] Chapter 5: Is creativity in your DNA? (#2, 5 Nov)

Timothy De Waal Malefyt and Robert J. Morais (2012). *Advertising and Anthropology: Ethnographic Practice and Cultural Perspectives*. London: Berg.
** You are advised to study Chapter 1: Anthropologists In and Out of Advertising as the background reading*

- [5] Chapter 2: Advertising Meetings and Client Relationships (#2, 5 Nov)
- [6] Chapter 3: Rituals of Creativity in Advertising Agencies (#2, 5 Nov)
- [7] Chapter 4: Fieldwork in Advertising Research (#3, 12 Nov)
- [8] Chapter 5: Advertising Emotions (#3, 12 Nov)
- [9] Chapter 6: Creativity, Person and Place (#3, 12 Nov)
- [10] Chapter 7: Advertising, Automobiles and the Branding of Luxury (#4, 19 Nov)
- [11] Chapter 8: Business Anthropology Beyond Ethnography (#4, 19 Nov)
- [12] Chapter 9: Ethics in Advertising (#4, 19 Nov)

Robert Crawford, Linda Brennan and Lukas Parker ed. (2017), *Global Advertising Practice in a Borderless World*. Oxon: Routledge

- [13] Chapter 3: Digital advertising and the new world of 'viral' advertising (#5, 26 Nov)
- [14] Chapter 4: American advertising and the politics of consumption (#5, 26 Nov)
- [15] Chapter 13: China: Unique approaches to advertising in a globalising world (#5, 26 Nov)
- [16] Chapter 11: Indian advertising in the context of globalisation (#5, 26 Nov [reserved])

(3) Individual Essay
(50% of the subject mark | Deadline: 10 December)

Choose any ***one*** of the below topics and then write an essay of about 2,500 words.

You are reminded of observing the university's regulations in regard to the academic honesty. Plagiarism is severely penalized.

In approaching the topic, keywords and key terms should be defined before proposing your arguments. Aspects, themes and/or questions covered in the entire topic should be addressed thoroughly. Features of the chosen keyword(s) or term(s) can be useful for structuring your essay. All arguments should be substantiated with relevant evidence or examples. For illustration and substantiation (*not decoration!*), you can capture and attach visual images with acknowledging the source.

For data collection, a small-scaled questionnaire survey (N=/ <25), interviews (N=/ <2) and/or site visits (fieldwork) may be considered and deployed apart from library and/or online searching.

Topic 1

"Creativity is not equivalent to groundbreaking; it is only a reuse and modification of the old things turning to be new in the advertising industry". Discuss the statement from cultural and organizational dimensions.

Topic 2

Analyze how and why emotion is **deployed** and performed deliberately in the advertising industry. What are the possible impacts brought? **Discuss.**

Topic 3

Explain why digitalization seems to be inevitable in the advertising industry? Do you agree that digital advertising can fully replace traditional advertising **in the next decade**? If yes, how and what are the possible difficulties faced? If no, why?