

# COURSE DETAIL

## ADVERTISING AND SOCIETY

**Country**

New Zealand

**Host Institution**

University of Auckland

**Program(s)**

University of Auckland

**UCEAP Course Level**

Lower Division

**UCEAP Subject Area(s)**

Sociology Communication

**UCEAP Course Number**

14

**UCEAP Course Suffix****UCEAP Official Title**

ADVERTISING AND SOCIETY

**UCEAP Transcript Title**

ADVERTISING & SOCTY

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This course critically examines advertising, exploring its effects on our notions of society and self within the context of larger economic, social, political, and global shifts. Beginning with an overview of the development of advertising, the course introduces a methodological framework for understanding how advertisements create meaning, and then explores how such meanings interact with, and impact upon, the culture at large.

## Language(s) of Instruction

English

## Host Institution Course Number

COMMS 104

## Host Institution Course Title

ADVERTISING AND SOCIETY

## Host Institution Course Details

<https://artsfaculty.auckland.ac.nz/courses/?Subject=COMMS%20&Number=104&Year=20...>

## Host Institution Campus

Auckland

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Communications

## Course Last Reviewed

2022-2023

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