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 Campus
Auckland

Host Institution Faculty

Host Institution Degree

Host Institution Department
Communications

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