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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