Name: Dr. Janice Cho  
Email: Janice.cho@sfasu.edu  
Office: BO 206  
Office Hours: T/TR 10-10:50 & 1:00-2:50  
Department: Department of Media and Communication  
Class meeting time and place: BO 209 T/TR 11:00-12:15 pm  
Course Duration: Jan 18 - May 10, 2024

Department: Department of Media and Communication  
Class meeting time and place: ONLINE  
Course Duration: Jan 18 - May 10, 2024

Course Description
This course involves an in-depth examination and discussion of issues related to children and advertising. Topics will be analyzed in two major ways. First, catering to the professional goals and intentions of students in the advertising program, students will examine and discuss topics and issues from the perspective of the advertiser (e.g. how to effectively market products to children). Second, in relation to the scholarship of advertising and media effects connected with the college, students will assess topics academically and consider ethical issues and possible problems related to advertising to children.

Use of any artificial intelligence (AI) software or tool, such as ChatGPT, to complete any assignment, including but not limited to any exams, research projects, or written work produced in the class, is considered a violation of the Academic Dishonesty policy and will be treated by the instructor as such.

Learning Outcomes:
• Students will become familiar with major concepts and controversies related to children and advertising.
• Students will demonstrate knowledge of common strategies used to advertise to children.
• Students will understand how/why children represent a unique audience that deserves careful attention and consideration.
• Students will demonstrate their ability to discuss children and advertising issues with others and share their thoughts through writing.
• Students will be able to critically evaluate advertisements aimed toward children (e.g. assess age-appropriateness of advertisements and possible ethical issues associated with advertisements).

Recommended Textbook
Children, Adolescents, and Media  
By Strasburger, Victor C. / Wilson, Barbara J. / Jordan, Amy B.  
Edition: 3RD 14  
Publisher: SAGE  
ISBN 13: 9781412999267

Students are responsible for ensuring they have a functioning computer, reliable Wi-Fi access, and the required textbook to successfully continue with their coursework.

Methods of Assessment:
The expected learning outcomes for the course will be assessed through class discussion/participation, assignments, and a final paper.
2 Major Assignments

Assignment 1: 15 annotated bibliographies (75 points)
For this assignment, you are required to compile and submit an annotated bibliography consisting of 15 entries. Each entry should be a scholarly research article of your choosing, relevant to the subject matter of our course. Give ample thought to the topic as this will become foundation for your final term paper. Your annotated bibliography should provide a comprehensive overview of each selected article, including both a citation and a detailed annotation. The citation for each entry must adhere to the bibliographic style specified for our class (APA), ensuring accuracy and consistency in formatting. Following the citation, include an annotation of approximately 100-300 words. This annotation should offer a concise summary of the article, an evaluation of its strengths and weaknesses, and a reflection on its relevance to your field of study. Additionally, consider discussing the article's methodology, the author's background, its relationship to other studies in the field, and your personal conclusions about the source. This assignment aims to deepen your understanding of key topics in our field and enhance your research and critical thinking skills. It also serves as an opportunity to explore various perspectives and methodologies within scholarly research. Your selections should be thoughtful and relevant, contributing to a broader understanding of the subject matter we are exploring in this course.

Example


In this study, the researchers examined if the Internet had affected public library usage in the United States. This study is distinct because its researchers surveyed library nonusers as well as users. The major finding was that 75.2% of people who used the Internet also used the public library. However, the researchers surveyed only 3000 individuals in a population of millions; therefore, these results may not be statistically significant. However, this study is relevant because it provides future researchers with a methodology for determining the impact of the Internet on public library usage.

Assignment 2: Final term paper (175 points)
In this final term research paper for our "Children & Advertising," you are tasked with crafting a comprehensive analysis on a topic that intersects the fields of children's psychology and advertising. Drawing upon the 15 annotated bibliographies you have previously compiled, your paper should offer an in-depth exploration of how advertising impacts children. This paper must adhere to APA 7th edition formatting guidelines and should be between 10-15 pages in length, excluding the title page and references.

APA Style Formatting Basics:

**Title Page:** Include a concise title, your name, and the institution's name.

**Abstract:** A brief summary of your research, approximately 150-250 words, on a separate page following the title page.

**Main Body:** Organized with clear headings and subheadings. The paper should include an **introduction** that presents your thesis statement, a **literature review section** synthesizing the sources from your annotated bibliography, a **methodology section** if applicable, a **results or findings** section, and a **conclusion**.

**In-Text Citations:** Cite your sources in the text using APA format (author-date citation style).

**References Page:** List all sources cited in your paper in alphabetical order, formatted according to APA guidelines.
Font and Margins: Use a standard, readable font like 12-pt Times New Roman, with 1-inch margins on all sides.
Page Numbers: Include page numbers in the upper right corner of each page.

Content Requirements:
Critical Analysis: Provide a critical analysis of the selected topic, integrating insights from your annotated bibliographies.
Evidence-Based Arguments: Support your arguments with evidence from your research.
Originality: Offer original insights or perspectives on the topic.
Clarity and Coherence: Ensure your paper is well-organized and ideas flow logically.

Example Topics:
"The Effects of Digital Advertising on Children's Consumer Behavior"
"The Role of Advertising in Shaping Children's Nutritional Preferences"
"Evaluating the Ethical Implications of Targeted Advertising Towards Children"

This assignment is an opportunity to synthesize your research into a well-argued academic paper that contributes to the understanding of the complex relationship between children and advertising. Your paper should not only reflect comprehensive research but also critical thinking and academic rigor.

Weekly response/discussion (50 points)
Throughout this course, you will be actively participating in weekly discussions, where you will engage with and provide peer feedback on a series of thought-provoking questions related to our course topic, "Children & Advertising." Each week, a question will be posed, requiring you to contribute a thoughtful, well-articulated response and then interact with your classmates' posts. This assignment is designed to foster a dynamic and collaborative learning environment, encouraging you to explore different perspectives, deepen your understanding of the subject matter, and develop critical thinking and communication skills. Your participation will be evaluated based on the quality and depth of your contributions, as well as your ability to offer constructive and insightful feedback to your peers. This ongoing dialogue will not only enhance your learning experience but also build a community of inquiry within our class.

Late Works: Late submissions will not be accepted except under exceptional circumstances, such as medical emergencies or other unforeseeable events, and only if the instructor is notified in advance. The decision to accept late work under these conditions is at the instructor's discretion and requires appropriate documentation.

24/7 Policy: I enforce a strict 24/7 policy regarding grade discussions. Students are required to approach me within 24 hours after grades are posted. After this initial 24-hour period, a window of 7 business days is available for any discussions or queries related to the posted grade. Once this 7-day period lapses, the opportunity to discuss or contest the grade is closed. This policy is designed to encourage students to stay informed about their grades and to prevent last-minute appeals for grade adjustments at the end of the semester. Additionally, waiting for 24 hours before initiating a discussion allows time for any necessary cooling off, ensuring that any dialogue with the instructor is conducted in a professional manner.

Upper-Level Class and Professionalism Expectations: As you advance in your studies at the junior and senior levels, you should expect course work to become more demanding. You are expected to complete all readings and activities assigned to the best of your ability, and this work should be at a more advanced level than what was expected in courses in the core curriculum courses. In an upper-level class, you are expected to prepare more and complete assignments from knowledge in your class readings, your own research, and personal experience. As AD/PR student, you are expected to conduct yourself in a professional manner and professionally engage in collaborative work environment. All communications in this class (including assignment submissions, email messages, and class discussions) should present you as a professional in the field. This means that you should always use professional language, proper spelling/grammar/punctuation, appropriate addresses, and completeness in your communications. Each communication you make will help shape your professional image, and this class is the time to practice this. Always proofread your messages from the standpoint of your receiver and make adjustments as needed.
### Course Calendar

**Disclaimer:** The course schedule, including the dates, course content, and assignments, are subject to change at the instructor's discretion. Students have the responsibility to attend class to be notified of these changes. Staying informed about any modifications announced by the instructor during the semester is crucial.

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<thead>
<tr>
<th>Week (Monday - Friday)</th>
<th>Week Number</th>
<th>Course Content</th>
<th>Assignment</th>
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<td>Welcome week</td>
<td>Syllabus acknowledgement form</td>
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<td>Jan 22 - Jan 26</td>
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<td>Part 1 begins</td>
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<tr>
<td>Jan 29 - Feb 2</td>
<td>Week 3</td>
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<td>Feb 5 - Feb 9</td>
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<td>Paper topic submission due</td>
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<td>Feb 19 - Feb 23</td>
<td>Week 6</td>
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<td>Part 1 begins</td>
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<tr>
<td>Feb 26 - Mar 1</td>
<td>Week 7</td>
<td>Module 2</td>
<td>Part 2 begins. Annotated bibliography due</td>
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<td>Mar 4 - Mar 8</td>
<td>Week 8</td>
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<td>Mar 11 - Mar 15</td>
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<tr>
<td>Mar 25 - Mar 29</td>
<td>Week 11</td>
<td>Module 2</td>
<td>Skeleton submission due</td>
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<tr>
<td>Apr 1 - Apr 5</td>
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<td>Part 1 begins</td>
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<td>Apr 8 - Apr 12</td>
<td>Week 13</td>
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<td>Draft submission due</td>
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<td>Apr 15 - Apr 19</td>
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<td>Part 2 begins</td>
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<td>Apr 22 - Apr 26</td>
<td>Week 15</td>
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<td>Final paper submission due</td>
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<td>Apr 29 - May 3</td>
<td>Week 16</td>
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<tr>
<td>May 6 - May 10</td>
<td>Week 17</td>
<td>Final exam week</td>
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### Academic Integrity (4.1)

Academic integrity is the responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways, including instruction on the components of academic honesty and abiding by university policy on penalties for cheating and plagiarism.

**Definition of Academic Dishonesty**

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are: (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at [http://www.sfasu.edu/policies/student-academic-dishonesty-4.1.pdf](http://www.sfasu.edu/policies/student-academic-dishonesty-4.1.pdf).

Use of any artificial intelligence (AI) software or tool, such as ChatGPT, to complete any assignment, including but not limited to any exams, research projects, or written work produced in the class, is considered a violation of the
Academic Dishonesty policy and will be treated by the instructor as such.

**Withheld Grades Semester Grades Policy (5.5)**

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the coursework because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

**Students with Disabilities**

To obtain disability-related accommodations, alternate formats, and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

**Student Wellness and Well-Being**

SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources**

- **The Dean of Students Office** (Rusk Building, 3rd floor lobby)
  www.sfasu.edu/deanofstudents
  936.468.7249
dos@sfasu.edu

- **SFA Human Services Counseling Clinic** Human Services, Room 202
  www.sfasu.edu/humanservices/139.asp
  936.468.1041

- **The Health and Wellness Hub** “The Hub” Location: corner of E. College and Raguet St.
  To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:
  
  • Health Services

  **Updated: February 2023**

  • Counseling Services
  • Student Outreach and Support
  • Food Pantry
  • Wellness Coaching
  • Alcohol and Other Drug Education

  www.sfasu.edu/thehub

  936.468.4008 thehub@sfasu.edu

**Crisis Resources:**

- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- johCrisis Text Line: Text HELLO to 741-741
Course Syllabus Acknowledgement Form

Course Title: MCOM 5175 Children & Ad

This form serves as an acknowledgment and agreement to the terms and conditions outlined in the course syllabus. By signing this form, you confirm that you have read, understood, and agreed to adhere to the policies, requirements, and expectations set forth in the syllabus for the aforementioned course.

Key Points of Agreement:

• Course Requirements: I understand it is my responsibility to complete all course requirements, including readings, assignments, and participation in class activities.

• Attendance and Participation: I acknowledge the importance of regular attendance and active participation in the course.

• Assignment Submission: I am aware that late submissions are generally not accepted, except under exceptional circumstances, at the discretion of the instructor, and with prior notification.

• 24/7 Grade Discussion Policy: I understand that I must approach the instructor within 24 hours of grades being posted, and that discussions regarding grades will be closed after 7 business days from the posting date.

• Technology and Materials: I accept the responsibility to secure a functioning computer, reliable Wi-Fi, and the required textbook(s) to continue with the coursework.

• Professional Conduct: I agree to maintain professional conduct in all interactions and communications related to this course.

• Academic Dishonesty: I am aware that use of any artificial intelligence (AI) software or tool, such as ChatGPT, to complete any assignment, research projects, or written work produced in the class, is considered a violation of the Academic Dishonesty policy and will be treated by the instructor as such.

Acknowledgement:

I, __________________________, hereby acknowledge that I have read and understood the course syllabus for MCOM 5175 Children & Ad. I agree to abide by the policies and requirements as outlined and understand that failure to adhere to these guidelines may impact my course grade and standing.

Student Signature: __________________________

Date: __________________