



Sub Committee for Culture Studies
Faculty of Humanities & Social Sciences Curriculum Development

Name of Institute: Symbiosis School for Liberal Arts

Course Name: Culture Studies – Elective- Advertising and Contemporary Culture

(UG/PG): UG / Elective

Number of Credits: 4 (60 Hrs)

Level: 3

Introduction:

This course deals with questions such as what will happen to our democracy when the role of the media becomes an unapologetically profit-driven one, how democracy will work if the media looks at citizens as potential target customers for their industry partners, their advertising clients, what the nexus between media, industry and government is.

Advertising is part of an extremely sophisticated system of corporate communications that is embedded within and acted upon by contemporary culture. It has the power to shape consciousness and plays an important role in helping people form ideas about themselves and their social relationships.

This course aims at helping students study the phenomenon of corporate communications in general, and advertising in specific. It will expose them to different schools of thought related to culture and the specific culture of consumption. It will also explore the power we believe advertising possesses and its positive and negative implications on the life we lead.

The objective of this course is to help students in developing critical thinking competencies, in order to understand modern/popular culture. It also helps them to critically read advertisements and their fine print, and identify issues related to representation, identity, and inequality.

The course outline will broadly cover core concepts such as capitalism, corporate communications, advertising, public relations etc. It will discuss the role of marketing and advertising in today's world, along with the development of consumer culture. The course will also look at concepts such as media literacy, and issues such as the ethics of advertising.