

Papers are due on the following days, evenly distributed over the semester. You may revise each paper as often as necessary to get an “A.”

Paper 1. A Campaign review. Review a particular campaign selling a particular product, or featuring a health or safety issue. The first includes selling Milk, Orange juice, Pepsi, Honda, Abercrombie and Fitch, Ford Motor Company, Maytag repair, I-pod, Apple Switch, Subway sandwiches, BMW internet films, etc., and the latter include seat belts, tobacco control, safety in the sun, dieting, etc. The truth campaign would be a good choice. Outline for the papers include (I) An introduction, statement of the problem/need for a new campaign, preview of the paper; (II) how the new campaign was conceived and researched (we call this ‘formative’ research) and elements selected—using what media, targeting what audience, how are messages designed, etc.; (III) how the campaign was launched, with what outcomes; (IV) Conclusion; what worked, what did not work, what is proposed as next step. Paper 1 should be 10-11 pages in length, similar to that of paper 2.

Paper 2. Paper on theory or process. You may select a theory such as Social Comparison processes, ELM, social learning theory, Fishbein’s Theory of Reasoned Action, Self-Efficacy, emotional appeals (fear, warmth, empathy), etc. and search for articles investigating the operation of these theories to a campaign. You can search the Internet in general, but probably want to focus on PsychInfo, ProQuest Direct or “First Search.” Examples: search on “theory of reasoned action AND safe sex” or “theory of reasoned action AND condoms,” or “Fishbein model and safe sex” or “Fishbein model and condoms,” etc. Another example, search on “self-efficacy AND eating disorders,” or, “self-efficacy AND body image,” or “Bandura’s self-efficacy AND eating disorders,” etc. using PsychInfo or Proquest Direct, or “First Search.” The paper will include 10 references, the outline is: I. Introduction (two paragraphs, introducing topic, a few sentences about the problem, preview of paper); II. Overview of Theory; III. Applying Theory to the Campaign; IV. Conclusion. The paper is 10 pages in length, APA-format in 12 point New Times Roman font. You may make it 11 point font to fit the paper onto 10 pages. The reference page can be page 11.

Paper 3. Paper on campaign proposal or research proposal. You will write a 15 to 20 page paper proposing a research project—using one of the following methodologies: Survey, experiment, focus group, content analysis/ observational analysis, in-depth interviews. The proposal will be based on at least one theory, and will be informed from previous research [you need to have completed a thorough review of literature]. The paper will contain an introduction, a main body that is a “Review of Literature,” and a summary of what previous research has found/concluded. You will then ask a new question, or proposing expanding on a particular aspect of the research; often research “replicates” and extends a line of research. Or, you may wish to evaluate the launch of a new campaign (i.e., the inclusion of a new “media literacy” campaign or evaluate different kinds of print ads, etc.). Outline: I. Introduction and preview; II. Review of Literature culminating in summary and a transition to III. Expectations [new idea, expand on an evaluation, expectations of the new launch on emotional appeals, product placement, evaluating a campaign, etc.].

Alternative: Proposal a new idea/campaign. Based on previous campaigns and what you know about theories or processes (i.e., humor, fear, etc.), propose a campaign using certain channels, target groups, appeals, etc.)

Papers are graded on clarity of writing, reasonable thoroughness of the search, accuracy in writing about the content area and accuracy of summarizing research results. **Note:** All papers are written in APA-format, with reference page included at the end of the paper.

Schedule

Day 1, June 30. Introduction to the course, definitions of terms, discussion of ethics. Discussion of diverse types of “campaigns.”
[Some of these terms and principles of ethics are listed in chapter 1 of Bettinhaus and Cody.]

Day 2, July 5. Compliance. Read chapter 1 in Bettinhaus and Cody, also read chapter on Interpersonal influence in Bettinhaus and Cody; read all of the Cialdini book.

Day 3, July 7. Bettinhaus and Cody, chapters 2, 3, and 4. Basic theories of social influence. When reading these chapters, identify ads/campaigns that are using these principles (theories).

Day 4, July 12. Emotions vs. “rational” argument. Read chapter 8 in Bettinhaus and Cody. Ask yourself – why is there so much humor on television? Radio? Why are “vivid” portrayals so important? **Paper 1 is due.**

Day 5, July 14. Source effects. Read Chapter 5 in Bettinhaus and Cody. Why and on whom are celebrities so important? Even for the stock market! Are beautiful people credible, smart? **Paper 1 is returned to student.**

Day 6, July 19. Receiver variables. Read chapters 6 and 7 in Bettinhaus and Cody.

Day 7, July 21. Noteworthy campaigns. Truth campaign. Drug free America. Designate a driver.

Day 8, July 26. Read last chapter in Bettinhaus and Cody (written by Arvind Singhal) on “entertainment-education.” Product placement, uses of entertainment programs to educate, inform and motivate the public. **Paper 2 is due.**

Day 9, July 28. Using interactive video, simulations, games to influence the public. Contact me if you wish to get a reading list on this topic. **Paper 2 is returned.**

Day 10, August 2. Guest Speaker/special arrangement. To be announced later.

Day 11, August 4. Guest Speaker/special arrangement. To be announced later.

Day 12, August 9—Third paper is due. First set of oral presentations.