

## Or ... the nature & development of advertising in relation to the consumer society ...

### Course Overview

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This course will provide you with the means to evaluate the nature and development of advertising in relation to the consumer society in Europe and America; from the perspective of cultural theory. You will critically assess the relationship between advertising and society, and re-examine advertising as an aspect of cultural production. As a result, you will develop a broader critical understanding of the methods used to analyse the content of advertisements, and to evaluate theoretical perspectives which relate, considering advertisements as part of the culture that gives rise to them. You will also develop a critical understanding of the methods that can be used to analyse the content of advertisements.

### When, Where and How Much?

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Your creative retreat will take place on 3-4 September 2010 (in Bournemouth). This will be followed by seven weeks of online supported tuition.

If you so wish you will have the option of working towards an academic assignment and on successful completion of this you will gain 20 Masters level credits.

The cost of this course will be £800. For information on fee discounts, please visit our [Fees & Funding](#) page.

### Course Delivery

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This course will be delivered by David Alder.

### Additional Entry Requirements

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This course is open to media professionals with an undergraduate degree and the required work experience in a relevant industry (normally a minimum of two years); and to non-graduates with significant and relevant work experience (normally ten years) who can demonstrate an ability to both complete and benefit from the course.

There are no additional entry requirements for this course.

### Further Details

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Full details of how to apply and the relevant application form are available at [www.bournemouth.ac.uk/mixtape](http://www.bournemouth.ac.uk/mixtape).

If you would like to contact us to find out more, please give us a call on 01202 965646 or drop us an e-mail at [mixtape@bournemouth.ac.uk](mailto:mixtape@bournemouth.ac.uk)