

FIMS 9241, "Health, Marketing, and Media" Winter 2016

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Office Hour, Tues 5-6pm, or by appointment

fims-ms-9241@uwo.ca (class mailing list)

Class Time: Wed, 9:00AM-Noon MC 16b

Why and how do unhealthy products continue to be sold? What roles have marketing and media institutions played in these phenomena? This course takes up these questions and related others via the study (historical and contemporary) of product sectors like cigarettes, alcohol, drugs (patent medicines/ pharmaceuticals), and processed-'fast' foods, among others. We will examine the multi-dimensional roles played by manufacturers, marketers, media firms, public health advocates, and state regulators. For their major assignment, students will conduct original research and write a paper (20-25 pages) on one area of 'unhealthy' marketing.

The seminar consists of weekly discussions of selected readings. Each student will do two seminar presentations (approx. 30 minutes). Students will also write a research essay (20 pgs for MA students; 25 pgs PHD students) on an appropriate topic to be determined upon consultation with myself. Students will also do a presentation based on their research topic. There is also a critical book review on either the Brandt or Heron texts (5-7 pages).

Students can miss one seminar without penalty, although a courtesy, explanatory email is appreciated. After that, each absence will result in a 5% penalty, except in cases of exceptional circumstance (family death, etc.).

Be prepared to discuss the assigned readings in light of: basic argument/persuasiveness; type/uses of evidence; dominant themes (i.e. gender, class); empirical and/or theoretical orientation; interdisciplinarity; relationship to other readings. Note both strengths and weaknesses of each reading. Presenters, in addition to the above, will also provide discussion questions.

Grading Allocation

Seminar participation: 30%

Major paper (20-25 pp): 40%

Seminar Presentation(s): 20%

Short paper (5-7 pp): 10%

Books to Purchase:

Allan M. Brandt, The Cigarette Century (Basic Books, 2007) (paperback)

Craig Heron, Booze: A Distilled History (Between the Lines, 2004) (paperback)

Plagiarism: Yes, this occurs in graduate school, usually inadvertently. You must cite sources accurately, ensuring proper use of: 1) quotations and 2) paraphrasing. This will be discussed later in greater detail. I'm partial to Richard W. Fox's take on this:

"Don't claim the ideas or words of someone else as your own. Do use the ideas and words of others to help develop your own. Do have friends read and comment on drafts of your papers. Always give explicit credit when you use anyone's exact thoughts or language, whether in paraphrasing or quoting them. Give an acknowledgement to someone who's helped you overall. Intellectual work is about developing and sharing your ideas, and it's about taking note of and praising other people who have shared good ones with you."

Statement on Academic Offences

The statement: "Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_grad.pdf

Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

WEEKLY OUTLINE

1 Introduction

Barry Meier, "Energy Drinks Promise Edge, but Experts Say Proof is Scant," New York Times, 1 Jan. 2013 (on-line)

2 Patent Medicines

Pamela Walker Laird, Advertising Progress, (1997), 13-23 (Google books)

S. Strasser, "Sponsorship and Snake Oil" in M. Shaffer, ed. Public Culture: Diversity, Democracy and Community in the United States (Philadelphia: U. of Pennsylvania Press, 2008), 91-113 (on-line, Google Books)

Daniel Robinson "Mail-Order Doctors and Market Research, 1890-1930," in Harmut Berghoff, Philipp Scranton and Uwe Spiekermann, eds., The Rise of Marketing and Market Research (New York: Palgrave Macmillan, 2012), 73-93

James Harvey Young, "Quackery and the American Mind" in Young, ed. American Health Quackery, (Princeton University Press, 1992), 23-31

3. Patent Medicine/Alternative Medicine

Young, James Harvey, Medical Messiahs: a social history of health quackery in twentieth-century America, (Princeton U Press, 1967), 423-31

Barbara Clow, "Alternative Medicine" entry in Oxford Companion to Canadian History, (Oxford University Press, 2004) available on-line

Sita Reddy "The Politics and Poetics of 'Magazine Medicine': New Age Ayurveda in the Print Media" in Robert D. Johnston, The Politics of Healing: A History of Alternative Medicine in Twentieth-Century North America, (2004)

Erin Steuter, "Pedalling Skepticism: Media Representations of Homeopathy as "Junk Science"" Journal of American & Comparative Cultures, (Fall 2001), Vol. 24, Issue 3/4

4. Tobacco, Part I

Alan Brandt, The Cigarette Century: The Rise, Fall, and Deadly Persistence of the Product That Defined America (Basic Books 2007), 1-15, 69-207

Daniel Robinson "Marketing and Regulating Cigarettes in Canada, 1957-1971," in Pierre Lanthier and Claude Bellavance, eds., Les Territoires de l'entreprise (presses de l'Université Laval, 2004), 243-261

Sharon Anne Cook, Sex, Lies, and Cigarettes: Canadian Women, Smoking and Visual Culture, 1880-2000 (McGill-Queen's University Press, 2012), 145-205

5. Tobacco, Part II

Brandt, The Cigarette Century, 211-315

Dewhirst, Timothy, and Brad Davis. 2005. "Brand Strategy and Integrated Marketing Communication" Journal of Advertising 34 (4): 81-92.

Cook, Sex, Lies, and Cigarettes, 206-227

6. Tobacco, Part III (Litigation)

Brandt, The Cigarette Century, 401-445

Proctor, Robert N. 2006. "Everyone Knew but No One Had Proof": Tobacco Industry Use of Medical History Expertise in US Courts, 1990-2002." *Tobacco Control* 15, 2006 (Suppl 4) (December): iv117-iv125

Expert Witness Reports by David Flaherty and Robert Proctor *Cécilia Létourneau v. JTI-Macdonald Corp, Imperial Tobacco Canada Ltd. and Rothmans, Benson & Hedges Inc and The Conseil québécois sur le tabac et la santé and Jean-Yves Blais v. JTI-Macdonald Corp, Imperial Tobacco Canada Ltd. and Rothmans, Benson & Hedges Inc.*

Eye on The Trials Blog of Quebec Class Action (at minimum, Days, 1-2, 29, 88-91)

<http://tobaccotrial.blogspot.ca/>

<https://tobacco.asp.visard.ca/Main.htm>

7. Alcohol, Part I

Cheryl Krasnick Warsh, "Prohibition" entry in Oxford Companion to Canadian History (OUP, 2004) online-UWO Library

Craig Heron, Booze: A Distilled History, (Between the Lines, 2003), 269-96

Michelle McClellan, "'Lady Tipplers': Gendering the Modern Alcoholism Paradigm, 1933-1960," in Sarah W. Tracy and Caroline Jean Acker, eds. Altering American Consciousness (U. of Massachusetts Press, 2004), 267-97

Daniel Robinson "'The Luxury of Moderate Use': Seagram and Moderation Advertising, 1934-1955," in G. Allen and D. Robinson, eds., Communicating in Canada's Past: Essays in Media History, (University of Toronto Press, 2009), 109-139

8. Alcohol, Part II

Craig Heron, Booze, 299-348, 351-69

Pamela E. Pennock, "Televising Sin: efforts to restrict the televised advertisement of cigarettes and alcohol in the united states, 1950s to 1980s" Historical Journal of Film, Radio & Television; Oct2005, Vol. 25 Issue 4, p619-636

Messner, Michael A., and Jeffrey Montez de Oca. 2005. "The Male Consumer as Loser: Beer and Liquor Ads in Mega Sports Media Events." Signs: Journal of Women in Culture & Society 30 (3): 1879-1909.

9. Big Pharma

Andrea Tone, "Tranquilizers on Trial: Psychopharmacology in the Age of Anxiety," in A. Tone and E.S. Watkins, Medicating Modern America: Prescription Drugs in History, (New York University Press, 2007), 156-179

Tone and Watkins, "Introduction", 1-17 in above

Iina Singh, "Not Just Naughty: 50 Years of Stimulant Drug Advertising", in Medicating Modern America, 131-55

Jennifer Fishman, "Making Viagra" in Medicating Modern America, 229-252

Michael J. Oldani, "Thick Prescriptions: Toward an Interpretation of Pharmaceutical Sales," Medical Anthropological Quarterly, 18 (3), 324-356 (Internet)

David Healy, "Manufacturing Consensus" Culture, Medicine & Psychiatry, June 2006, v. 30, 2, 135-156

10. Food

Eric Schlosser, Fast Food Nation (Perennial, 2002), 1-10

Daniel Thomas Cook, "Commercial Epistemologies of Childhood: 'Fun' and the Leveraging of Children's Subjectivities and Desires," in Detlev Zwick and Julien Cayla, eds Inside Marketing: Practices, Ideologies, Devices (Oxford University Press, 2011), chp 11

Kyle Asquith, "A Critical Analysis of the Children's Food and Beverage Advertising Self-regulatory Initiatives." Democratic Communiqué (Fall 2009)

Steve Penfold, "'Eddie Shack was no Tim Horton': Donuts and the Folklore of Mass Culture in Canada," in W. Belasco and P. Scranton, eds. Food Nations: Selling Taste in Consumer Societies, (Routledge, 2002), 48-66

Steven Kline, Globesity, food marketing, and family lifestyles, (Palgrave Macmillan, 2011) pgs tba

11 Essay Presentations

12 Essay Presentations

13 Gambling

Suzanne Morton, "Gambling," entry in Oxford Companion to Canadian History (2004) online

Campbell, Colin S., and Garry J. Smith. 2003. "Gambling in Canada - from Vice to Disease to Responsibility: A Negotiated History." Canadian Bulletin of Medical History 20 (1) (June): 121-149.

McMullan, John L., and Delthia Miller. 2010. "Advertising the 'New Fun-Tier': Selling Casinos to Consumers." International Journal of Mental Health & Addiction 8 (1) (January): 35-50.

Williams, Robert J., and Robert T. Wood. 2007. "The Proportion of Ontario Gambling Revenue Derived from Problem Gamblers." Canadian Public Policy 33 (3) (September): 367-387.

Friend, Karen B., and George T. Ladd. 2009. "Youth Gambling Advertising: A Review of the Lessons Learned from Tobacco Control." Drugs: Education, Prevention & Policy 16 (4) (August): 283-297