

Welcome to Sex and the Media

COM350L online

Sex and the Media has been designed to enable students to explore the sexualization of our society. This course will explore the prevalence and roles of sexual content in modern media. We will explore the concepts and debates surrounding the pervasive presence of sexual themes and content in communications media. We will investigate the social and economic forces responsible for the success of sexual media and the sexualization of mainstream media.

Let's talk about SEX!



There is no required textbook for this course. You will need some form of word processing software, such as Microsoft Word or Google Docs. Since this course is delivered 100% online, you also need a computer and access to WiFi. If you plan on being away at any time during the course, make sure you have access to wifi. Being on vacation with no access to wifi will not be an excusable reason to miss deadlines.

This course is taught in an online, asynchronous format. Hence, this course will utilize Marist's learning management system, Brightspace. This system will provide you 24/7 access to course materials and individual grades. If you have any questions or issues with Brightspace, please reach out to the HELP Desk. I will do a course overview video in the first week. Please don't hesitate to contact me at **joanna.davanzo@marist.edu** with any course related questions.

I'm looking forward to working with you in this course!

Prof. Joanna D'Avanzo

Joanna D'Avanzo is a Senior Professional Lecturer of Advertising at Marist University, where she previously served as the Chair of the Communication Department. She is also the coordinator of the Global Marketing Communication Degree at the Marist Italy. She joined Marist to lead the creative advertising program and has collaborated with colleagues to guide students in producing innovative, award-winning advertising work. Her students have earned accolades such as Young Ones awards from The One Club for Creativity and have achieved district placements in the National Student Advertising Competition, sponsored by the American Advertising Federation. In her first year at Marist, Joanna initiated the Marist Portfolio Review in New York City, an annual event that has since helped graduates secure positions at top advertising agencies like Havas, Klick, Ogilvy, Grey, McCann, and Disney's in house agency, Yellow Shoes. Before transitioning to academia, Joanna built a significant career at prominent New York City advertising agencies, advancing to the role of Creative Director and crafting campaigns for a diverse clientele. With over 20 years of experience in advertising, Joanna possesses a profound understanding of the industry. She uses this expertise to prepare her students for their future careers, offering practical insights and the advice to "Know A Little About A Lot", a principle she embraces herself to continuously learn and adapt.

