

Reversing History's Effects: Using Deep Reading to Promote Inclusion

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INTRODUCTION

"Teachers must be able to handle *in practice* the demands for creating an inclusive learning environment" (Molbaek, 2018, p. 1048).

The Problem: A historical lack of diversity throughout advertising leaves faculty with few resources to demonstrate proven strategies in context unless they supplement classroom discussions with outside research about *history, culture, and social structure of the time*.

Our Solution: Adding disciplinary deep reading that calls upon students to "integrate prior knowledge with new information presented in the text, modify and add to existing knowledge structures, and apply subsequent understandings" (Turner & Rossi, 2021, p. 2)

The Question: Does It Work?

METHODS

Group "focus panel" style in-class activities.

- **Sample 1:** Analyzed advertising campaign, *Clairol Does She or Doesn't She* (1956), without adding a faculty-provided deep reading supplement.
- **Sample 2:** Analyzed advertising campaign, Coca-Cola, *Hilltop* (1971) with faculty-provided deep reading supplement.

Equity-Minded Faculty Lead the Way

Faculty Samples

Focus Panel
 Sample 1
 Lady Clairol
 "Does She or Doesn't She"



Deep Reading
 Supplement Sample 2
 Coca Cola "Hilltop"



Focus Panel - Sample 3
 Apple iPod "Silhouette"



Student Generated Outcomes



Coke Boys On a Bench
 Powerful brand statement about
togetherness and inclusion



Aunt Jemima to
 Pearl Milling Company
 Erasing **racist imagery**



Mr. Clean
 Encouraging **gender equality**

Hallmark Engaging an audience to be **empathetic**



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METHODS (cont)

- **Sample 3:** Analyzed advertising campaign, *The iPod Silhouettes* 2000 -2011 adding a faculty-provided deep reading supplement focus panel and group and individual assignments,

Faculty questioned samples, in the classroom setting, one week apart:

- What strategy did advertisers apply?
- What factors affected those decisions?
- Describe critical elements of the creative presentation, including visuals.

STUDENT OUTCOMES

Subsequent student samples included strong evidence of student awareness of equity-minded campaigns that was not evident in previous years results.

Results were obtained in a project focused on Past and Present Comparison of Ad Campaigns and Final Portfolio Summary. The methodology included NO faculty prompt to include equity-minded campaigns.

- **Sample 4:** 1979 Coke "Boys on a Bench".
- **Sample 4:** 2021 Aunt Jemima to Pearl Milling Company "Rebranding".
- **Sample 5:** 1959 - 2017 Mr. Clean transition of roles.
- **Sample 6:** 1930 - 2021 Hallmark "Lift a Spirit".