

Welcome to Sex and the Media

COM350L online

Sex and the Media has been designed to enable adult 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!

Prof. Joanna D'Avanzo

Joanna D'Avanzo is a Senior Professional Lecturer and former Chair of the Communication Department at Marist College. She came to Marist to lead their creative advertising program and has worked with colleagues to help students create breakthrough, award-winning work. Her student's work has been recognized with Young Ones awards through The One Club for Creativity and district placements at the National Student Advertising Competition sponsored by the American Advertising Federation. In Joanna's initial year at Marist, she held the first Marist Portfolio Review in NYC, which continues each year with graduates going to top ad agencies, including R/GA, FCB, Ogilvy, Grey, McCann, DDB, and 360i. Before academia came calling, Joanna spent time at big NYC agencies, where where she worked her way up to Creative Director creating campaigns for a wide range of clients. Joanna's 20 plus years in advertising has given her a depth of knowledge to pull from and relate to; she has hands-on knowledge of where her students are headed, what's in store for them and helps them prepare to get there. Joanna gives her students the advice to "Know A Little About A lot" and she takes that advice to heart which enables her to never stop learning.

