

8/30/11

Cultural Anthropology 110
Linguistics 120
Sociology 160
Visual Studies 110

Advertising and Society: Global Perspectives

Fall 2011
Duke University

Professor William M. O'Barr
M W lectures 11:40 - 12:55

Course Objective. This course examines the relation of advertising in the United States and globally to society, culture, history, and the economy. Using contemporary theories about visual communications, we learn to analyze the complex levels of meaning in both print advertisements and TV commercials. The lectures will discuss theoretical frameworks and apply them to specific advertisements. The course will cover a wide range of topics, including sex and gender, advertising semiotics, advertising to children, representations of ethnic minorities and foreigners, postmodern advertising, and international and global advertising. Attention will also be given to advertising traditions in selected other countries.

Please Note. This is NOT a course about advertising techniques and how to do advertising. Rather, it is a liberal arts course that examines the place of advertising in contemporary society and culture.

Course Format. The course will consist of two lectures (normally, with time also for discussions) per week.

Required Viewings. This syllabus contains a list of videos that you are required to view. Details of how to access the video materials are included in the list below. There are no readings per se.

Paper, Exams, Notebooks, Etc. The written work in this course consists of an extensive notebook, which you will prepare over the course of the semester. There will be no hourly exams and no final. However, one or more weekly written assignments for your notebook are due every week. A detailed set of topics and instructions for the notebook will be posted on Blackboard shortly after the beginning of the semester. Notebook assignments will be due every Monday in class beginning with Monday, September 5th. No assignment is due on October 10th (Fall Break).

Unannounced quizzes. Over the course of the semester, there will be some unannounced pop quizzes covering lecture and/or video materials.

Course Grade. Your course grade will be based on your notebook (80%) and your quizzes (20%).

Office Hours. I am available and happy to meet with you outside class. Please ask for a specific appointment by asking me after lectures, by email (William.obarr@duke.edu), or by phone 684-8863. The teaching assistant is also available to meet with you outside class. Please make appointments directly with her.

Lecture Topics

M	8/29	What is Advertising?
W	8/31	A Brief History of Advertising in America
M	9/5	Subliminal Ads
W	9/7	Interpreting Ads – Part I
M	9/12	Interpreting Ads – Part II
W	9/14	The Concept of Brands
M	9/19	How Ads Get Made – Part I
W	9/21	How Ads Get Made – Part II
M	9/26	Advertising and Gender: Constructing Femininity
W	9/28	Advertising and Gender: Constructing Masculinity
M	10/3	Children and Advertising
W	10/5	Ethics
M	10/10	Fall Break
W	10/12	No Class
M	10/17	Research and Advertising
W	10/19	History of the TV Commercial
M	10/24	Tobacco
W	10/26	Representing Ethnicity: Foreigners
M	10/31	Representing Ethnicity: Ethnic Minorities
W	11/2	Niche Marketing
M	11/7	Public Service Advertising
W	11/9	High Culture/Low Culture
M	11/14	Global Advertising: China
W	11/16	Global Advertising: India
M	11/21	Global Advertising: Brazil
W	11/23	Thanksgiving Holiday
M	11/28	New Media
W	11/30	Public Service Advertising
M	12/5	Sex and Advertising
W	12/7	Advertising and the Construction of Christmas

Required Videos

8/31 *History of Advertising (Spin and Sell)*

<http://www.youtube.com/watch?v=OdvutYuao-E> -- watch all 9 parts; this is the URL of the first part only

9/7 *The Great Subliminal Message Deception - Full Documentary*

<http://www.youtube.com/watch?v=09LGpNMYNjw&playnext=1&list=PL22328EA052615C3F> (all parts)

9/14 *Ways of Seeing (Episode 4 on Advertising)*

<http://www.youtube.com/watch?v=BCDzPeQhCGE> (all 3 parts of episode 4)

ALSO highly recommended, especially if you no background in film studies, visual studies, and/or art history – entire series of all 4 episodes of this program

9/21 *Behind the Scenes (available from Advertising Educational Foundation)*

http://www.aef.com/on_campus/classroom/educational_materials/1751)

Although this video is now quite dated, the process of making advertising is still largely correct for contemporary advertising.

9/26 *Mars, Venus or Planet Earth? Men & Women in a New Millennium*

On reserve in Lilly Library and by streaming; read background information on the video at <http://www.mediaed.org/>

9/26 *Still Killing Us Softly 4*

On reserve in Lilly Library and by streaming; read background information on the video at <http://www.mediaed.org/>

9/28 *Tough Guise*

On reserve in Lilly Library and by streaming; read background information on the video at <http://www.mediaed.org/>

10/3 *Consuming Kids*

On reserve in Lilly Library and by streaming; read background information on the video at <http://www.mediaed.org/>

10/5 *Captive Audience: Advertising Invades the Classroom*

On reserve in Lilly Library and by streaming; read background information on the video at <http://www.mediaed.org/>

10/17 *Behind the Scenes: Hollywood Goes Hypercommercial*

On reserve in Lilly Library and by streaming; read background information on the video at <http://www.mediaed.org/>

10/24 *Pack of Lies*

On reserve in Lilly Library and by streaming; read background information on the video at <http://www.mediaed.org/>

11/2 *Further Off the Straight and Narrow*

On reserve in Lilly Library and by streaming; read background information on the video at <http://www.mediaed.org/>

11/7 *The Hucksters*

On reserve in Lilly Library

11/9 *Crazy People*

On reserve in Lilly Library; also on Netflix

11/14 *No Logo*

On reserve in Lilly Library and by streaming; read background information on the video at <http://www.mediaed.org/>

11/28 *Shop 'Till You Drop: The Crisis of Consumerism*

On reserve in Lilly Library and by streaming; read background information on the video at <http://www.mediaed.org/>

12/5 *Advertising and the End of the World*

On reserve in Lilly Library and by streaming; read background information on the video at <http://www.mediaed.org/>

Here are dates that streaming videos will be available:

CA 110—MW11:40-12:55—Carr 103
Media Education Foundation Streaming Content, 7 day license
<http://www.mediaed.org>

You will receive a ULR and a password that will be available for 7 days before the class for which the video is assigned.

9/20-9/26	<i>Kimmel on Gender: Mars, Venus or Planet Earth?</i> DVD 20070
9/20-9/26	<i>Still Killing Us Softly 4</i> DVD 16391
9/22-9/28	<i>Tough Guise</i> DVD 12700
9/27-10/3	<i>Consuming Kids</i> DVD 15641
9/29-10/5	<i>Captive Audience: Advertising Invades the Classroom</i> DVD 20069
10/11-10/17	<i>Behind the Scenes: Hollywood Goes Hypercommercial</i> VC9029
10/18-10/24	<i>Pack of Lies</i> DVD 1912
10/27-11/2	<i>Further Off the Straight and Narrow</i> DVD 17356
11/8-11/14	<i>No Logo</i> DVD 2150
11/22-11/28	<i>Shop 'Till You Drop: The Crisis of Consumerism</i> DVD 15851
11/29-12/5	<i>Advertising and the End of the World</i> DVD 1380

