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, media and 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 and one discussion section 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 will be provided shortly. 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 Sakai shortly after the beginning of the semester.

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 (70%), your quizzes (20%), and attendance and participation in your discussion section (10%).
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 assistants are also available to meet with you outside class. Please make appointments directly with them.

Lecture Topics

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<td>Niche Marketing</td>
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<tr>
<td>W</td>
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<td>Public Service Advertising</td>
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M 3/30  High Culture/Low Culture
W 4/1  Global Advertising: China

M 4/6  Global Advertising: India
W 4/8  Global Advertising: Brazil

M 4/13 New Media
W 4/15 Public Service Advertising

M 4/20 Sex and Advertising
W 4/22 Last Class

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**Required Videos**

1/7, but be sure to view before you discussion section on 1/8 or 1/9
*The Story of Stuff*
[https://www.youtube.com/watch?v=9GorgroigqM](https://www.youtube.com/watch?v=9GorgroigqM)
This video places advertising in its larger social, historical, cultural, and material context. Think about the role it plays in society and economy and be prepared to discuss it in section.

1/12  *History of Advertising (Spin and Sell)*
[http://www.youtube.com/watch?v=b7c27ikbR20](http://www.youtube.com/watch?v=b7c27ikbR20)
This video is not required but is highly recommended, especially for those who are unfamiliar with the history of advertising.
Watch all 9 parts; the URL here is for the first part only.
This is not a serious academic piece but rather a made-for-TV documentary. The history is largely accurate. The examples and images of older ads are excellent which is the reason I am asking you to view this.

1/15-16  *The Great Subliminal Message Deception - Full Documentary (YouTube)*
NOTE: Please view this AFTER class on 1/14 but before you go to discussion group on 1/15 or 1/16 in order to prepare for discussion.
[http://www.youtube.com/watch?annotation_id=annotation_430719&feature=iv&src_vid=09LGpNMYNjw&v=h4to2f4L5MU](http://www.youtube.com/watch?annotation_id=annotation_430719&feature=iv&src_vid=09LGpNMYNjw&v=h4to2f4L5MU)
(entire video)
The maker of this video gives only his name and does not mention any credentials (academic or otherwise). However, his strong critique of subliminal advertising is in line with many people outside advertising who believe that it exists and are constantly searching for examples of it in their efforts to put an end to the practice. Examples are interesting and make good fodder for discussion in the sections this week.

1/21  *Ways of Seeing* by John Berger
*(Episode 4 on Advertising on YouTube)*
[http://www.youtube.com/watch?v=BCDzPeQhCGE](http://www.youtube.com/watch?v=BCDzPeQhCGE)
(all 3 parts of episode 4)
The entire series (4 parts) is ALSO highly recommended, especially if you have no background in film studies, visual studies, and/or art history.

1/29 or 1/30  What is Branding?
http://www.youtube.com/watch?v=JKIAOZzritk
Please view this short 3-minute video before going to discussion section. It would be much better to view it AFTER class on 1/28. Otherwise, please view it a second time after the lecture. Pay attention to who made and posted the video and thus analyze their views on branding itself and its social and economic value.

2/2  Behind the Scenes (AEF website streaming)
http://www.aef.com/on_campus/classroom/educational_materials/1751
Although this video is now quite dated (made in 1990), the process of making advertising is still largely correct for contemporary advertising.

2/9  Michael Kimmel on Gender (Mars, Venus or Planet Earth)
http://duke.kanopystreaming.com/node/41507
Read critics’ comments http://www.mediaed.org/cgi-bin/commerce.cgi?preadd=action&key=232
SEE ALSO SECOND VIDEO FOR 2/9 BELOW.

2/9  Still Killing Us Softly 4 (Streaming)
http://duke.kanopystreaming.com/node/41635
Read critics’ comments at http://www.mediaed.org/cgi-bin/commerce.cgi?preadd=action&key=241

2/11  Tough Guise 2 (Streaming)
http://duke.kanopystreaming.com/node/93038
Read critics’ comments at http://www.mediaed.org/toughguise2/index.html

2/16Consuming Kids (Streaming)
http://duke.kanopystreaming.com/node/41605
Read critics’ comments at http://www.mediaed.org/cgi-bin/commerce.cgi?preadd=action&key=134

2/18  Captive Audience: Advertising Invades the Classroom (Streaming)
http://duke.kanopystreaming.com/node/41529
Read critics’ comments at http://www.mediaed.org/cgi-bin/commerce.cgi?preadd=action&key=105

2/23 Good-Bye Guesswork: How Research Guides Today’s Advertisers (Streaming)
http://www.aef.com/on_campus/classroom/educational_materials/1751
Although this video is now quite dated (made in 1995), the process of research advertising is still largely correct for contemporary advertising.

2/27  Behind the Screens: Hollywood Goes Hypercommercial (Streaming)
Advertising and Society Notebook Writing Assignments

Preparing Your Notebook for Advertising and Society (Spring 2015)

Each of your assignments should be one-page, double-spaced in length (to be exceeded by a few lines if absolutely necessary).

Place them in a “notebook” with your name clearly on the outside. Also put this personal information and date on each sheet you include.
Please purchase a folder that allows you to insert sheets on the right or left side. Normally your ungraded assignments will be on the right side. They will be moved to the left pocket after they have been graded.

Please consult with the TA for more specific details if you have further questions about the notebooks.

DUE 1/8 or 1/9 (due in discussion section)

Notebook assignment #1: Prepare a table with 3 columns that contains the following information:

1st column: definition of advertising*

2nd column: source of this definition, including date if available (e.g., 1880s, 1924, or early 20th century, etc.), and the name of and a brief note about the person formulating the definition (e.g., curator of ceramics at British Museum in London, noted Harvard economics professor, etc.)

3rd column: describe at least one major advantage of this particular definition over others (e.g., emphasizes the antiquity of advertising, describes advertising from practitioner’s point of view, etc.)

N.B. On this and every other page of your notebook, be sure to put the following information: your name, your discussion section, date prepared. Number the items in your notebook and update the Table of Contents every time you submit the notebook to your TA.

*Use the 3 definitions given in class and others that you will find in “What is Advertising?” at www.adtextonline.org. This assignment may be longer than the usual one-page limit in order to include all the definitions from class and ADText.

DUE 1/15 or 1/16 (in discussion section)

Notebook assignment #2: Prepare a one-page outline** of key events and dates in the development and evolution of American advertising. Base this on the reading in ADText about the history of advertising in America.
**Use outline format, a series of dates (or approximate dates) plus event/changes that occurred in the development of advertising. Base this on the lecture material and other information you find in www.adtextonline.org (see unit on “A Brief History of Advertising in America”).