



Advertising



History of Information, July 30, 2010

Why Advertising?



The Infinite Image

- ▶ What would Berger say about Eisenstein's notion of standardization and the idiosyncratic?



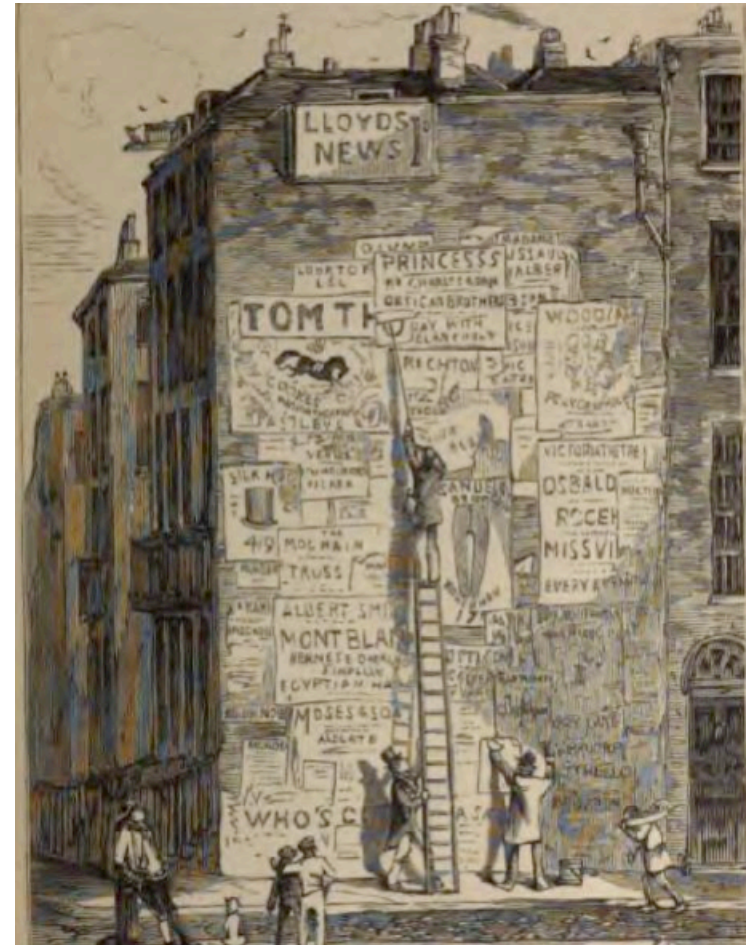
The Infinite Image

- ▶ What would Berger say about Eisenstein's notion of standardization and the idiosyncratic?
 - ▶ The infinitely reproducible nature of an image (standardization) removes it from its original context and renders it unique (idiosyncratic)
 - ▶ The meaning is no longer derived from the work itself



Advertising – A 30-second History

- ▶ “Signs over shops and stalls...go back to the remotest portions of the world’s history”
 - ▶ Signboards in ancient Greece (Aristophanes)
 - ▶ Early Christian era: Scrolls advertising passion plays
 - ▶ Roman tavern signs
- ▶ Street hawkers, public proclamations
- ▶ 17th C. A haberdasher’s handbill deemed “a dangerous innovation”
- ▶ 18th C. British newspapers proliferate and begin to contain advertisements
- ▶ 19th C. Billstickers, Flagstone stencils



Src: Sampson, Henry. *A history of advertising from the earliest times*, 1874

Dark Matter

- ▶ “Advertising is a subliminal pill designed to massage the unconscious.”
 - Marshall McLuhan (quoted by Wilson Brian Key)



Sense Ratios

- ▶ Aural
- ▶ Tactile
- ▶ Visual
- ▶ Subliminal?



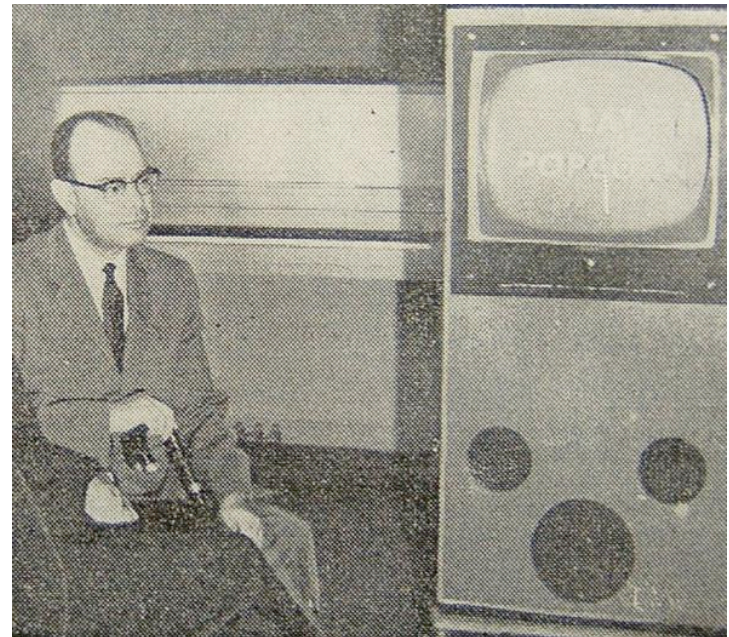
Seeing Is Not Reading

- ▶ “Seeing comes before words. The child looks and recognizes before it can speak.”
- ▶ How does this inform/complicate this course’s “conventional wisdom” about oral culture?



The Mechanical + The Subliminal

- ▶ Tachistoscope
 - ▶ 1957: Vicary's experiment
- ▶ Radio/Audio/TV
 - ▶ Sound/light/message manipulation



▶ Src: <http://www.psychologytoday.com/files/u690/Popcorn.jpg>



Desire and Insecurity

► Not a new selling point

Roman face cream discovered and reproduced

Cosmetic face cream used by fashionable Roman women has been analysed by scientists at Bristol University, UK, and then reproduced.



Does Your Husband Look Younger than You do?

You may sidestep the tragedy that overtakes so many wives . . .

Glance about among your friends. How many of the women look older than they are?—and especially older than their husbands?

Unfals! though it may be, the day has come, the time of wonder, the time of skin care and color, when you turn to the science of a new achievement . . . and find you make a long-breaking difference in a woman's life.

Yet thousands of women now daily have learned to stop living in the shadow. They have found a way to show the world . . . to combat the power of nature, with a beauty cream that is the only one that is a beauty cream in the daily use of a woman's wardrobe.

Dorothy Gray Collagen Cream. And it can help you sidestep the tragedy of the middle years.

A natural way to look younger after 30

Some operations have proved that estrogen hormones (hormones that can help women look younger) and the hormones in Collagen Cream are natural substances, making in the most natural way in the world to combat the effects of the gradual loss of your own collagen (your skin's . . . work, from beneath its surface) by aging, loss of blood and vitality, give skin a color, finish, truly younger look.

Collagen Cream . . . is a preparation to Collagen Cream, with its own special, long-lasting ingredients. It's not just a beauty cream, it's a beauty cream that can help you look younger than you are.

Happy results reported by women every-where. Thousands have written grateful letters to Dorothy Gray, reporting actual results of Collagen Cream. Here's a typical comment:

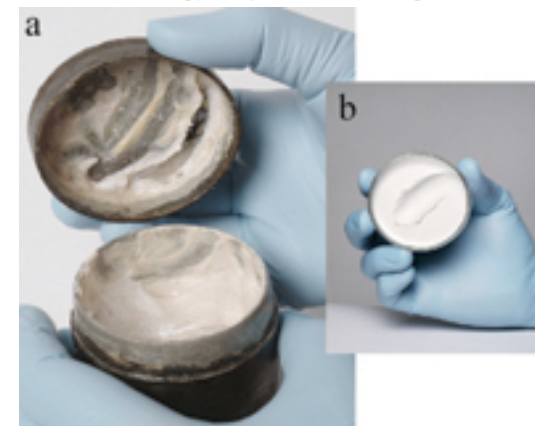
"After using one jar of Collagen Cream, my skin appeared much softer and smoother, the fine lines less noticeable . . . my complexion appeared much more youthful and supple."

Collagen Cream . . . is a preparation to Collagen Cream, with its own special, long-lasting ingredients. It's not just a beauty cream, it's a beauty cream that can help you look younger than you are.

Collagen Cream . . . is a preparation to Collagen Cream, with its own special, long-lasting ingredients. It's not just a beauty cream, it's a beauty cream that can help you look younger than you are.

DOROTHY GRAY SALON
445 Park Avenue, New York 22, New York

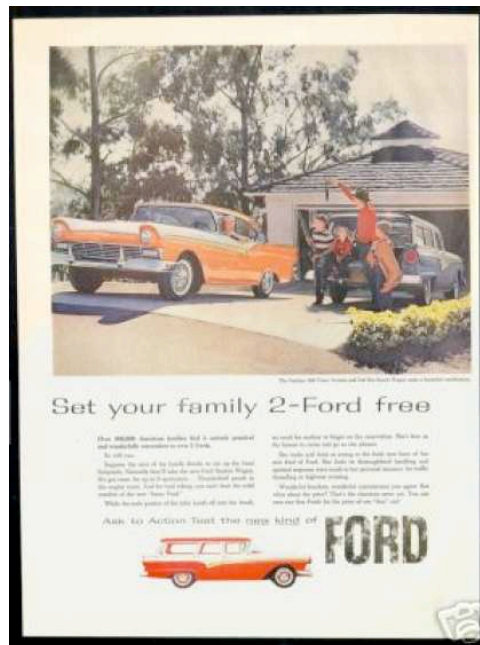
With the Dorothy Gray Salon and let our sales experts demonstrate the famous Dorothy Gray beauty methods. Or call Plaza 5-4130 for an appointment.



Src: http://www.eurekalert.org/pub_releases/2004-11/uob-rfc110304.php

Iconography

- ▶ Advertising icons can create/reinforce ways that we perceive ourselves as a society
- ▶ Symptomatic approach benefits from this



Iconography, Cont.

- ▶ Advertising icons also create/reinforce negative stereotypes within society

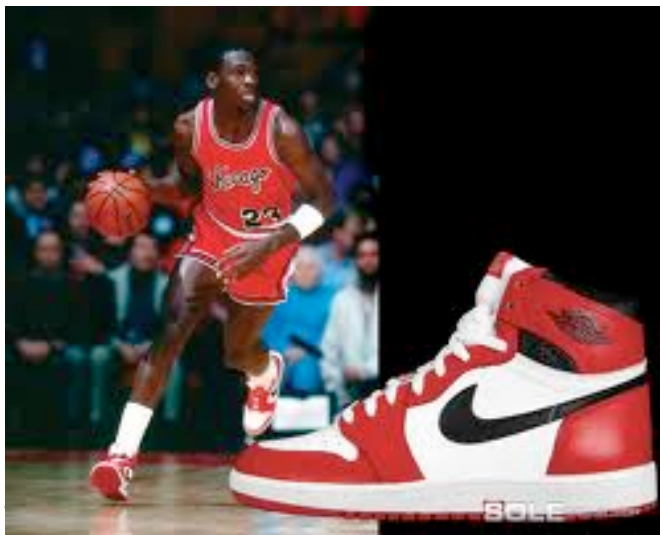


Src: <http://www.library.illinois.edu/adexhibit/Thumbs/ra5t.JPG>

Src: <http://t2.gstatic.com/images?q=tbn:ANd9GcS2Q7NpEC57k>

QImamYoa6RqKPhRs3pLzNGteH2GUuzqjc-cT4&t=1&usg=__Sklzuja-MZyhzRyXe4fLHt_NGI=

Spokespersons



Spokespersons Can Backfire



Src: <http://www.brandfreak.com/images/Misc/accenture.jpg>

Src: <http://www.snopes.com/radiotv/tv/marlboro.asp&usg=...>

Political Advertising

- ▶ At what point does the political image turn into propaganda?



Targeted Advertising

- ▶ Not new, but new modes/methods
- ▶ Not perfect
- ▶ Largely opaque
- ▶ Drive to track as much consumer behavior as possible


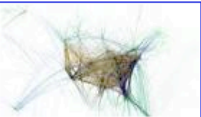

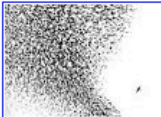
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Consumer Privacy

- ▶ "If you went to" a shopping mall "and stopped at Chipolte's, then Nordstrom's...then a jewelry store, then, maybe, Annie's Pretzels, then a bookstore where you bought *Rolling Stone*, *Better Homes and Gardens* and *How to Make a Nuclear Weapon*," Dorgan said.
- ▶ "And someone followed you every step of the way, just over your shoulder, making copious notes on your behavior. Anyone would find that unbelievable," he continued. "They'd say who are you to be following me around taking notes? Yet that sort of thing is happening every day to people using the Internet."
 - ▶ Sen. Byron Dorgan, D-ND, Senate Commerce, Science and Transportation Committee's hearings on Consumer Online Privacy

Spam

- ▶ Email
- ▶ Click Fraud
- ▶ Fierce competition for your senses in the “Age of Attention”
 - ▶ But is there a point of diminishing return? Have we already reached it?

