

ZUR 589o: Cultural History of Advertising

Bignell, “Signs and Myths”
“Advertisements”

“Politics is the intersection of public and private life. This book deals with the public form, but one which influences us privately: our own private relations to other people and to ourselves” (Williamson 10).



His Diary

Mighty nice to be back again with all my old pals—especially this SHEAFFER Pen. It's a darb! I never flunked an exam with it last year—it never fails me. I notice everybody worth knowing writes with a SHEAFFER. There's a freshman girl using one right now—a good excuse to get acquainted.

Fashionable Ebony Finished Pen, illustrated below, with plain solid gold band and clip—No. 29C—\$5.00

W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA

CHICAGO NEW YORK KANSAS CITY DENVER SAN FRANCISCO

Her Diary

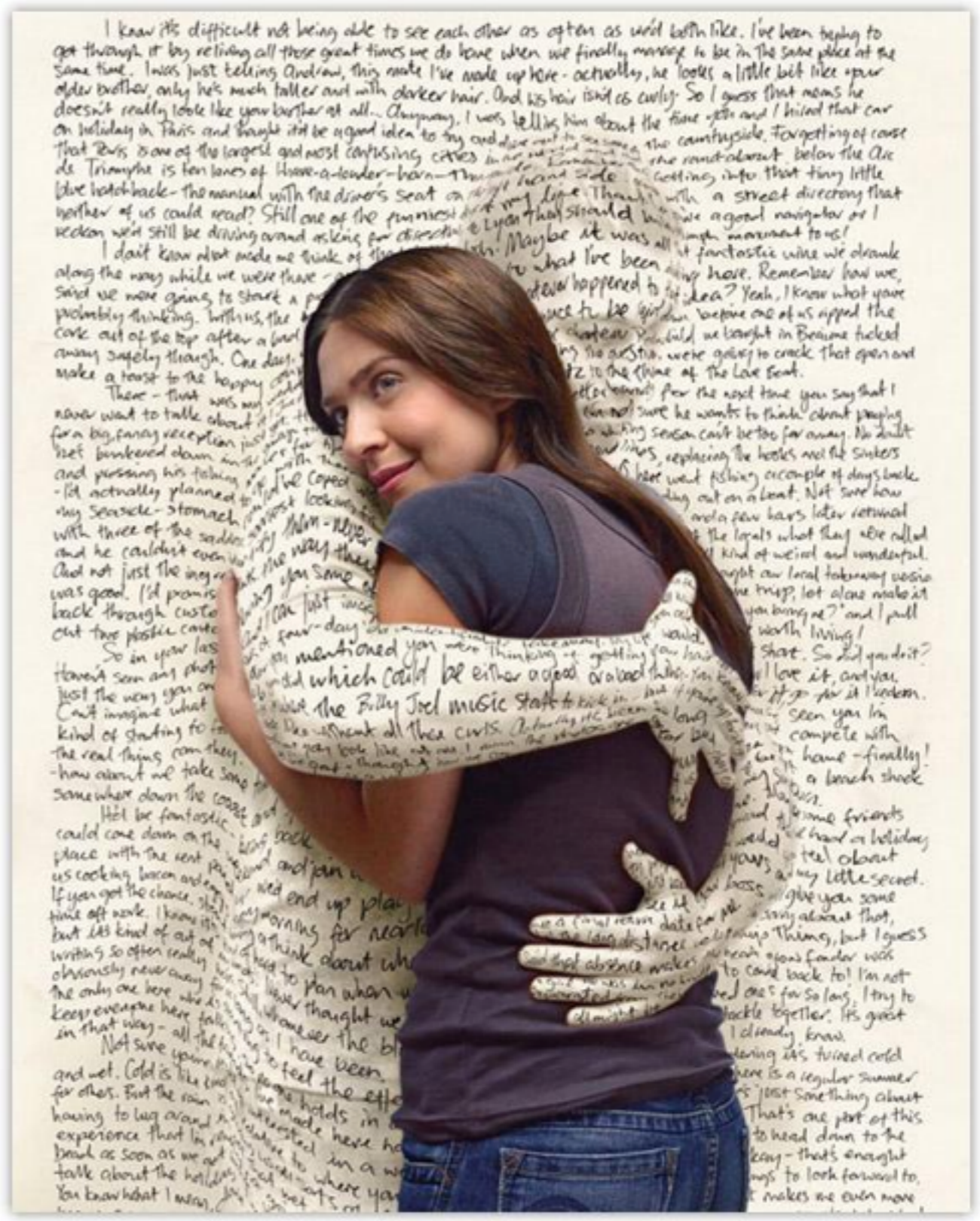
Everybody's so strange. I'm glad I've got my friendly, reliable SHEAFFER Pencil. It's my only connection with home. Looks like a nice upper-classman opposite. He uses a SHEAFFER, too. Hope he speaks to me. We'll talk about SHEAFFER Pens—that's one good thing we have in common.

SHEAFFER'S

PEN - PENCIL



AT THE BETTER DEALERS EVERYWHERE



TRAJDÁME SI,
KAM NÁS
NOHY
ZANE-
SOU.

NEVYDRŽÍME
DLUHO
PŘEŠLAPOVAT
NA MÍSTĚ,
NATOŽ SE
USADIT.

TKaňičkami
se nevážeme
a každý
naš KROK vede
do
neznáma.

Na ošklivý
počasí
VYPLAZUJEME
JAZYK.

Cím dál,
tím líp.

Známe příběh
každé boty.

Bata

Bata

TOM FORD MENSWEAR WOMENSWEAR BEAUTY EYEWEAR THE BRAND



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MENSWEAR
WOMENSWEAR
BEAUTY
EYEWEAR
THE BRAND

www.tomford.com

PRIVACY POLICY | TERMS OF USE | CONTACT

“children”



“children”



“Advertisements are selling us something else besides consumer goods. In providing a structure in which we and those goods are interchangeable, they are selling us ourselves” (Williamson 10).

AWAKEN LOVE...

Be utterly
Irresistible

Awaken love with the lure men can't resist... exotic, tempting irresistible perfume. It wins senses... thrills... sets hearts on fire. Use Irresistible Perfume and know the mad joy of being utterly irresistible. Men will crowd around you... paying you compliments... begging for dates. Your friends will envy your strange new power to win love.

To be completely fascinating, use all the irresistible beauty aids. Each has some special feature that gives you glorious new loveliness. Irresistible Lip Lure is the new lip-stick that melts into your lips leaving no paste or film... just soft, warm, ripe, red, indelible color that makes your lips beg for kisses. Four gorgeous shades to choose from. Irresistible Face Powder is so satin fine and clinging that it hides small blemishes... stays on for hours... gives you a skin that invites caresses.

Be irresistible tonight... buy Irresistible Beauty Aids today. Ask at your 5 and 10¢ store for Irresistible Perfume, Lip Lure, Face powder, Vanishing, Liquefying, Cold Cream, Cologne, Brilliance, Talcum Powder. Guaranteed to be pure. Full size packages only 10¢ each at your 5 and 10¢ store.



Irresistible *Perfume and Beauty Aids*
FIFTH AVENUE NEW YORK

PENCIL OF THE LONDON CREAMERY - January 31, 1921



"ERASMIC" Soaps & Perfumes

For Daintiness & Refinement.

"ERASMIC" Perfumes LONDON
Sole for Canada: 11 & 13 St. Princes Street St. Montreal
U.S.A.: 21 West 34th Street, New York, N.Y.



Bud
krásná
ideálním mýdlem
ELIDA

BYE ST. ANGELES, 1921
Jméno kypřičky na krk mýdla

Cadillac ELR Commercial : 'Poolside' The First Ever 2014



Viral Ads · 74 videos



4,218

👍 17 👎 7

semiotics

the study of signs in society (how signs communicate meaning)

Boonville's quirky dialect fading away

Kevin Fagan

Updated 8:26 am, Tuesday, February 26, 2013

VIEW: LARGER | HIDE

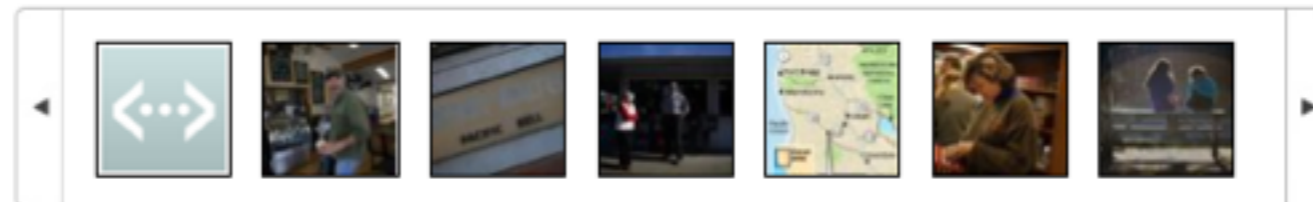
1 of 10

◀ PREV

NEXT ▶



Boontling dialect dying out in Boonville



13

f 220

1

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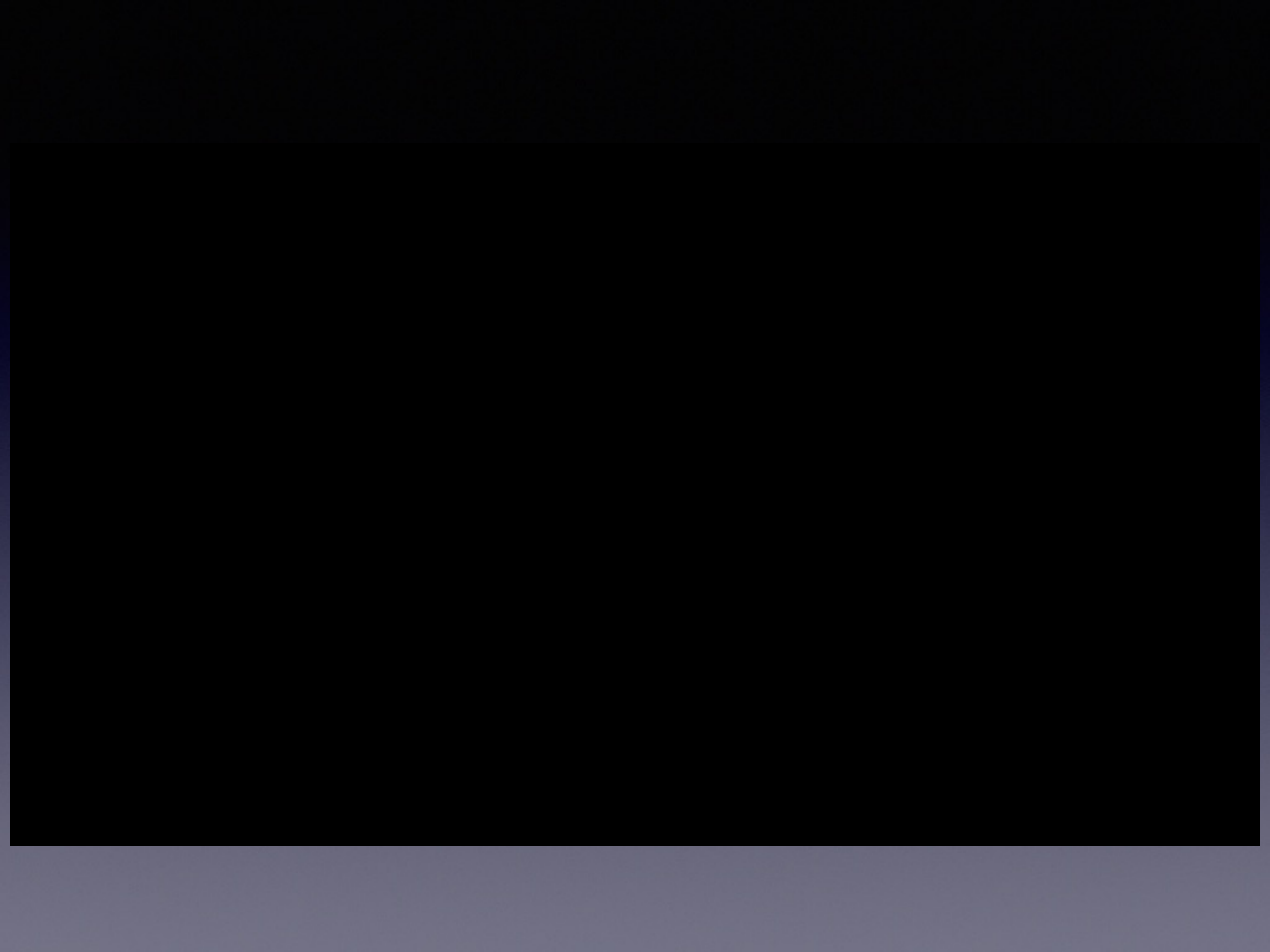
Boonville, Mendocino County --

Wes Smoot was *bahl harpin'* the other day with some *kimmies* at a *gormin' region* - i.e., chatting with pals at a restaurant - and nobody more than 4 feet away could understand what he was saying.

Soon, in all likelihood, nobody will understand any of the words he was using.

That's because the 80-year-old Smoot was speaking Boontling, one of just two homegrown languages in the United States - and it is close to becoming extinct.

After 160 years of people speaking the oddball, cornpone-inflected dialect invented in and around the tiny, forested outpost of Boonville, Smoot and 11 others are the only ones left who still know Boontling down pat. And the younger generation shows no interest in it.



semiotics

sign =

signifier = “fork” or

+

signified



or



semiotics

Anything which seems to carry meaning in an ad is a sign:

linguistic signs (words)

iconic signs (visual representations/images)



non-representational signs (*font*, *color*, size)

semiotics

- diachronic = evolution of linguistic signs over time

Census Bureau replaces 'Negro' in survey

Associated Press

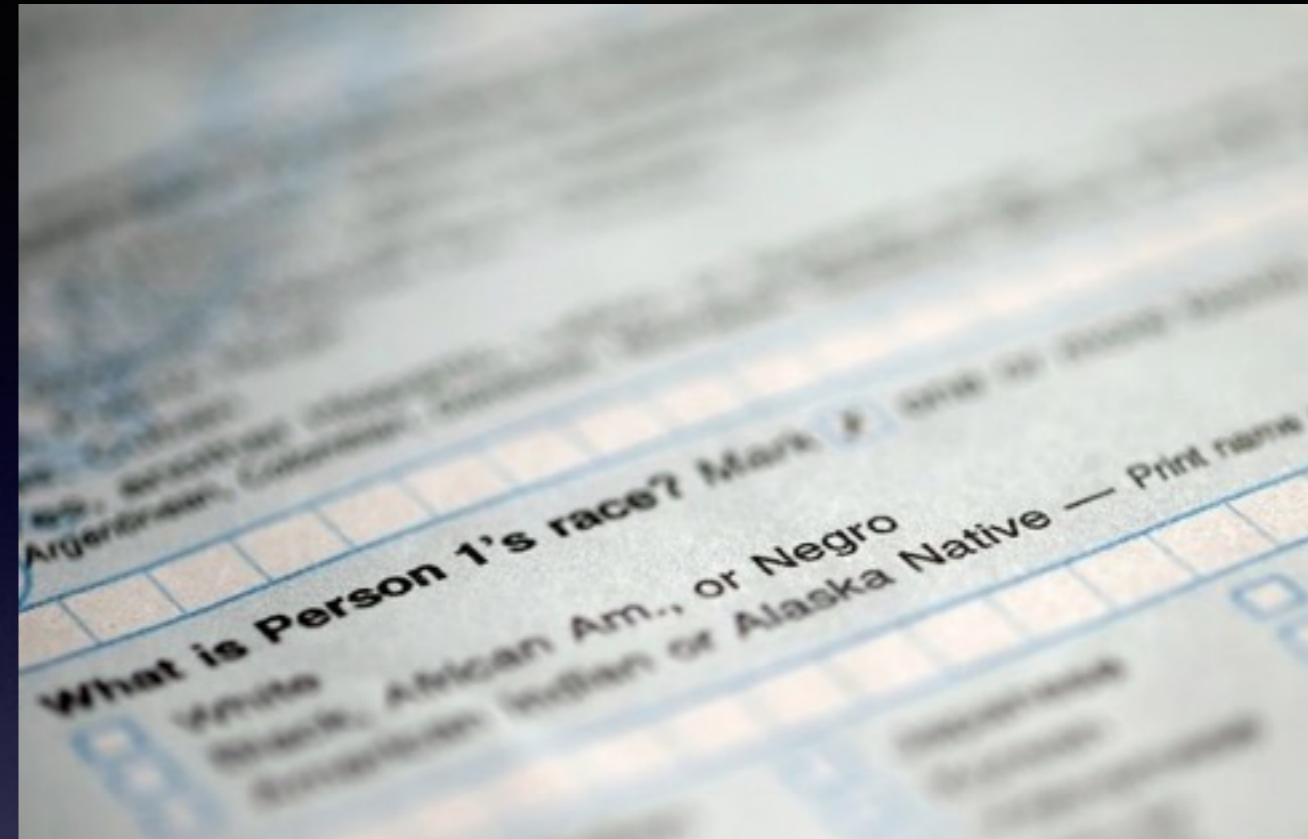
Updated 10:36 pm, Monday, February 25, 2013

VIEW: LARGER | HIDE

1 of 2 ◀ PREV NEXT ▶



FILE - In this April 14, 1964 black-and-white file photo, a man holds a Confederate flag at right, as demonstrators, including one carrying a sign saying: "More than 300,000 Negroes are Denied Vote in Ala", demonstrate in front of an Indianapolis hotel where then-Alabama Governor George Wallace was staying. After more than a century, the Census Bureau is dropping use of the word "Negro" to describe black Americans in its surveys. Instead of the term popularized during the Jim Crow era of racial segregation, census forms will use the more modern-day labels, "black" or "African-American". (AP Photo/Bob Daugherty, File) Photo: Bob Daugherty, Associated Press



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Comments (1) | Email This

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Washington --

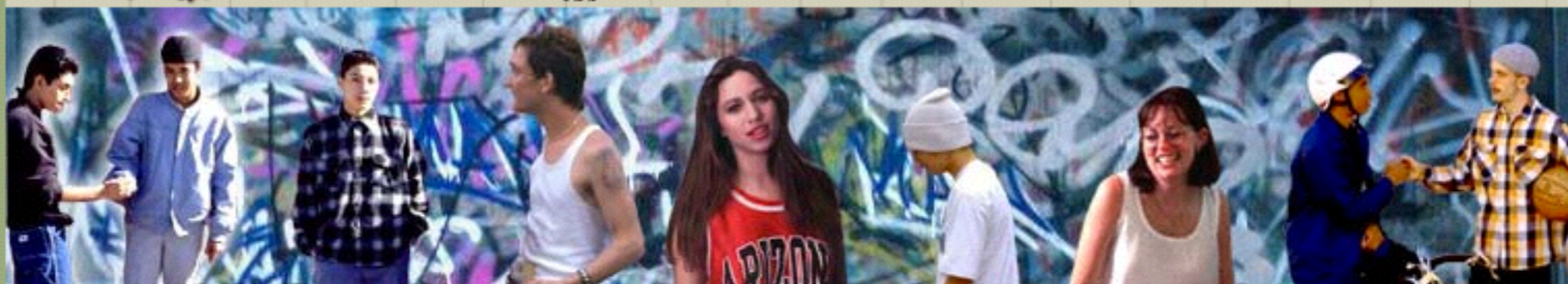
After more than a century, the [Census Bureau](#) is dropping its use of the word "Negro" to describe black Americans in surveys.

Instead of the term that came into use during the Jim Crow era of racial segregation, census forms will use the more modern labels "black" or

"African American."

semiotics

- synchronic = signs existing at any given point in time



SlangSite.com

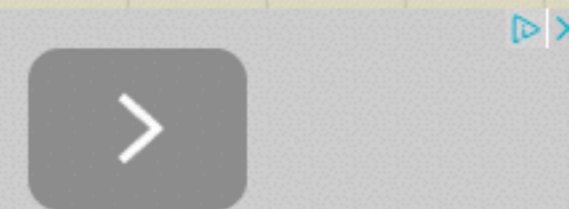
A dictionary of slang, webspeak, made up words, and colloquialisms.

Click on a letter below to browse our listings, or submit your own words to our site.

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Progressive Insurance ®

Official Progressive website. Get your free quote today!



Here are a few Slang samples:

props - "respect, recognition" (**example.** Gotta give that girl props for her web site...)

off the hinges - "similar to off the hook, something is outstanding, great" (**example.** "Yo, that concert was off the hinges!")

warez - The de facto standard term for a piece of pirated software/music/movies copied from a friend or downloaded from the Internet. (**example.** This website has a huge abundance of warez on it!)

dot gone - unsuccessful internet company (**example.** ex. pets.com)



semiotics

- syntagmatic = spatial arrangement of signs
 - dog bites man
 - man bites dog
- paradigmatic = grammatically substitutable (parallel, alternate, or opposite) signs
 - pitbull bites man
 - poodle licks boy

semiotics

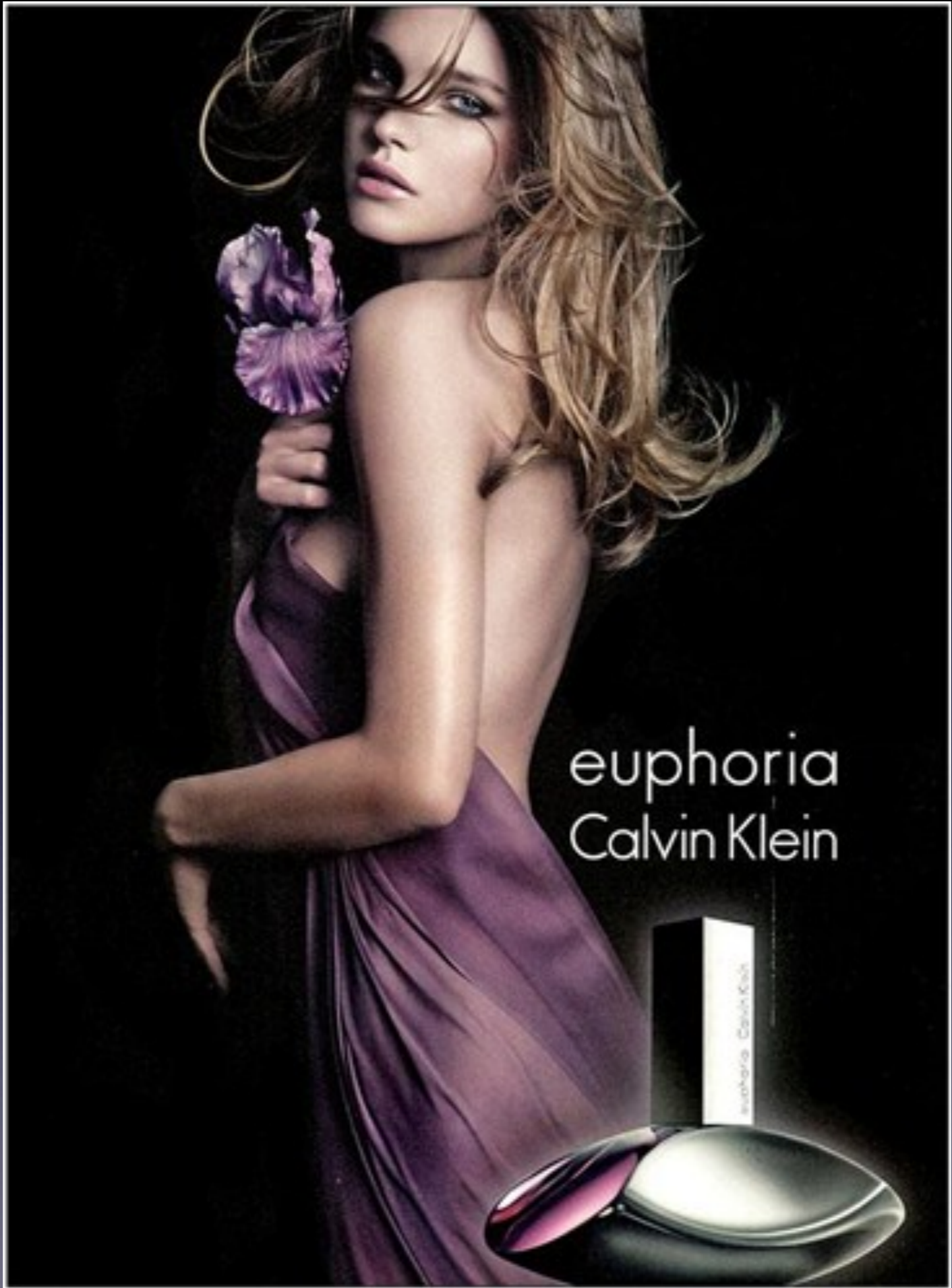
- metaphor = one signified is made to appear similar to another *different* signified
 - “my love is like a red, red rose”
(1794, Robert Burns)
- metonymy = replaces one signified with another *related* signified
 - “Hollywood”

“Myth, as Barthes uses the term, means things used as signs to communicate a social and political message about the world” (Bignell 21).

“The message always involves the distortion or forgetting of alternative messages, so that myth appears to be simply true, rather than one of a number of different possible messages” (Bignell, 21).



Sophie Dahl/Opium ad (discussed in Bignell, p. 33)



euphoria
Calvin Klein

2012

ADWEEK



What Will Kids Watch Next?

Our look at youth and media, presented by Nickelodeon



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Wizard of Awwws

This blind girl's vision of a Hollywood classic is truly charming

THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADFREAK VIDEO **SUBSCRIBE**

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THE BEST AND WORST OF ADVERTISING, BRANDING AND DESIGN

Ben & Jerry's Scoops Up Euphoria on Instagram

Followers show off their ice-cream faces By David Gianatasio

November 20, 2012, 7:33 AM EST

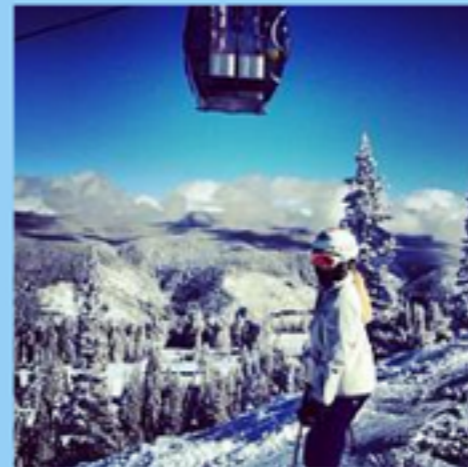
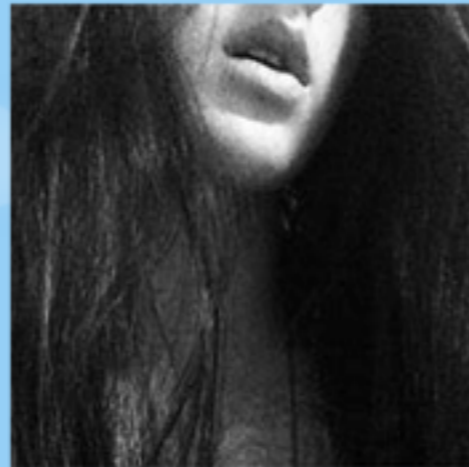


#CAPTURE EUPHORIA



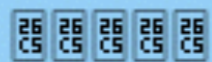
Follow @benandjerrys
on Instagram

Ben & Jerry's not only creates euphoria but also celebrates it. Share your euphoric Instagrams with the hashtag #captureeuphoria & we'll pick our favorite users from around the world to feature in our advertising in your neighborhood.



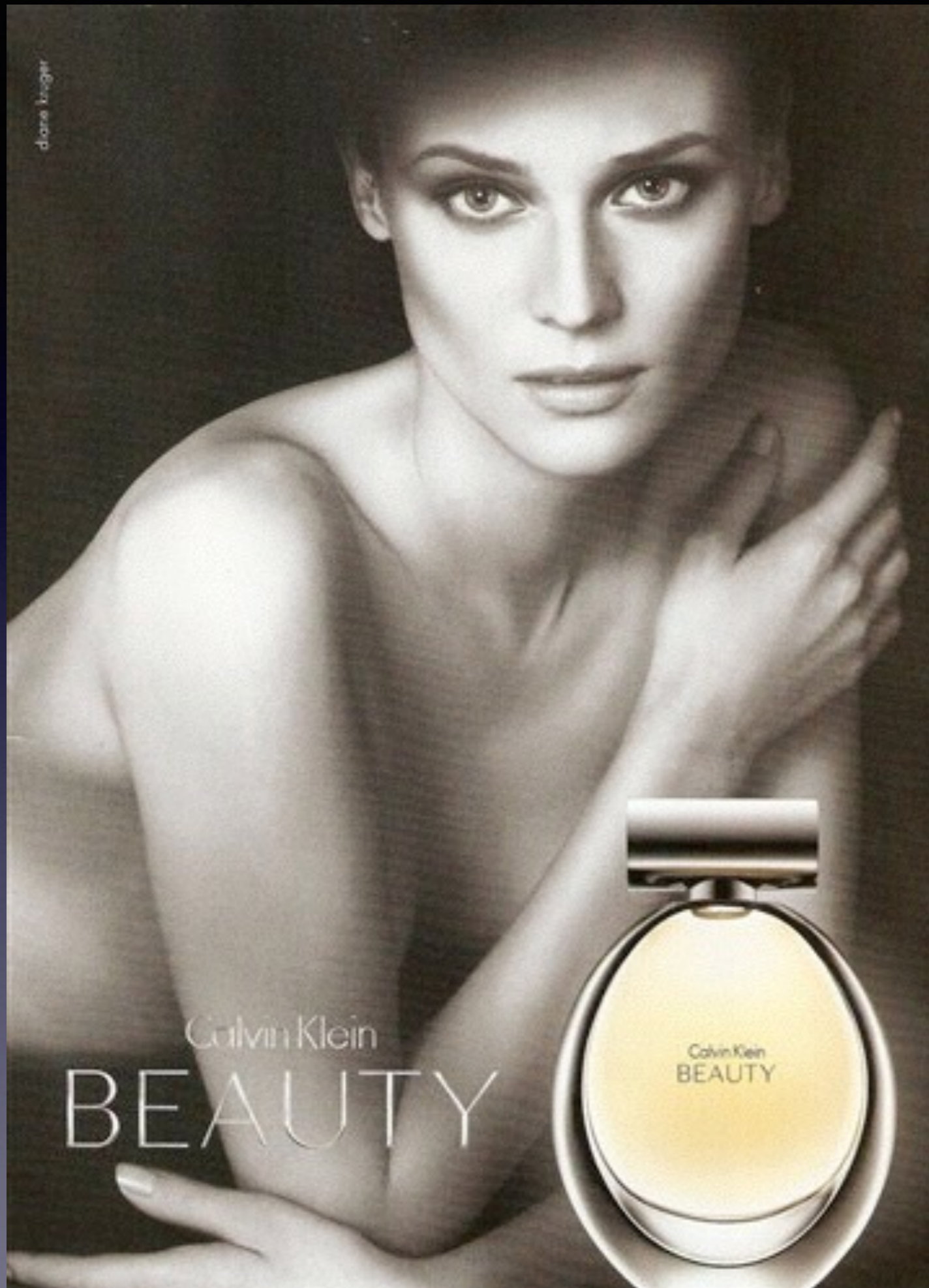


yaelzarbiv2610



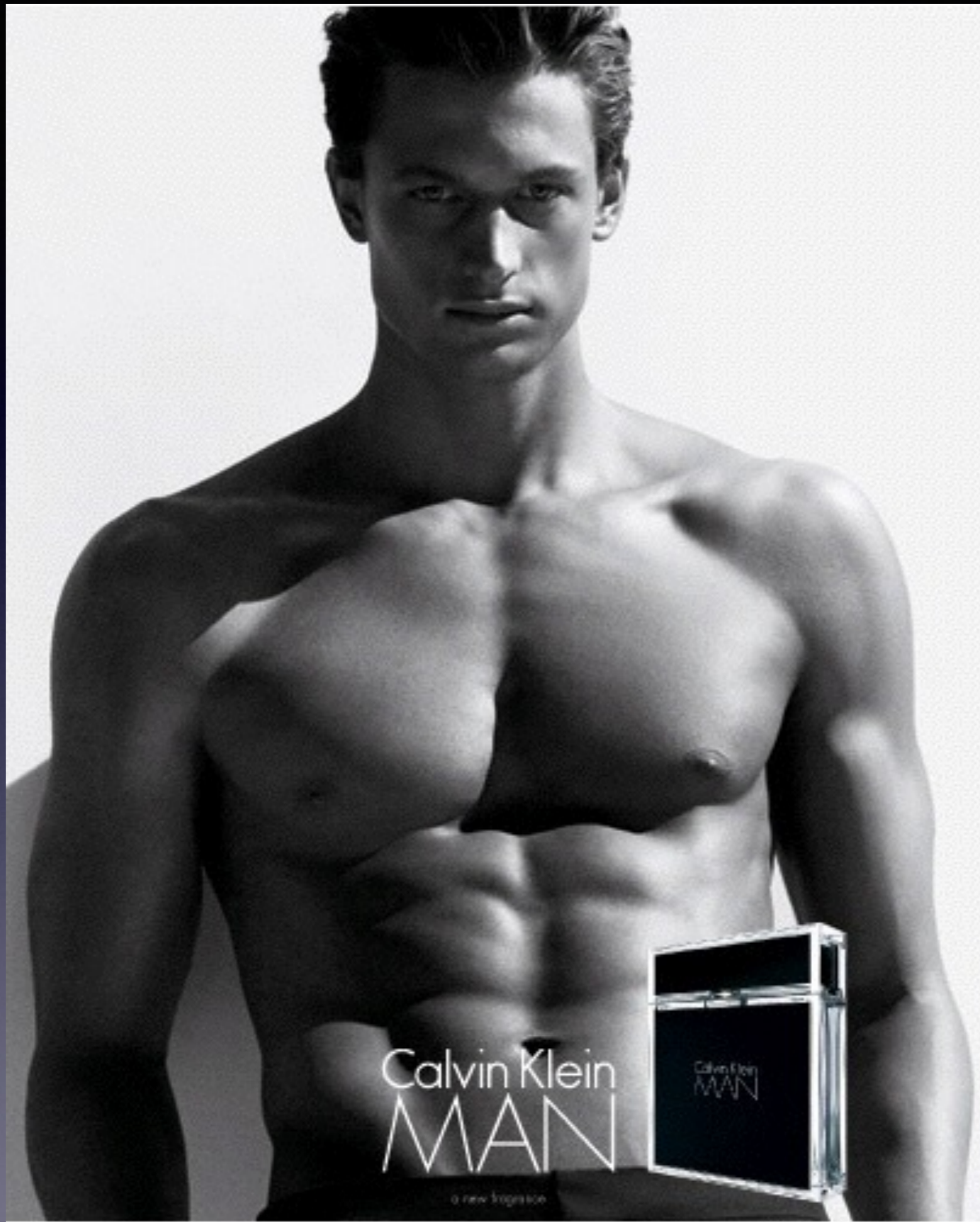
6:12 AM · Feb. 25, 2013

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ideology in ads

ads attempt to
make meaning
appear
automatic and
unsurprising --
rather than
arbitrary



Calvin Klein
MAN

a new fragrance

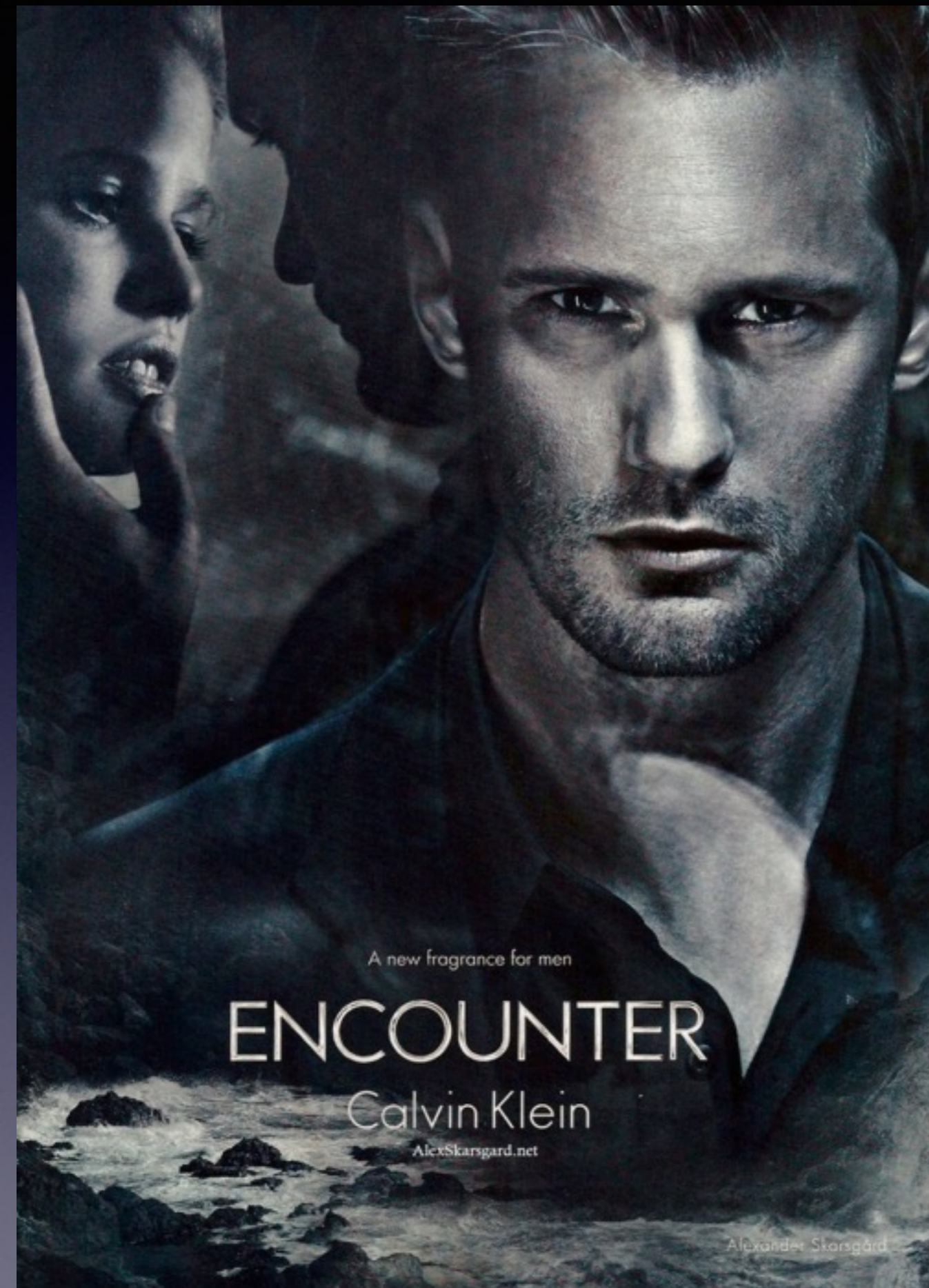




ckfreeforment.com
© Calvin Klein 2011

a new fragrance
Calvin Klein

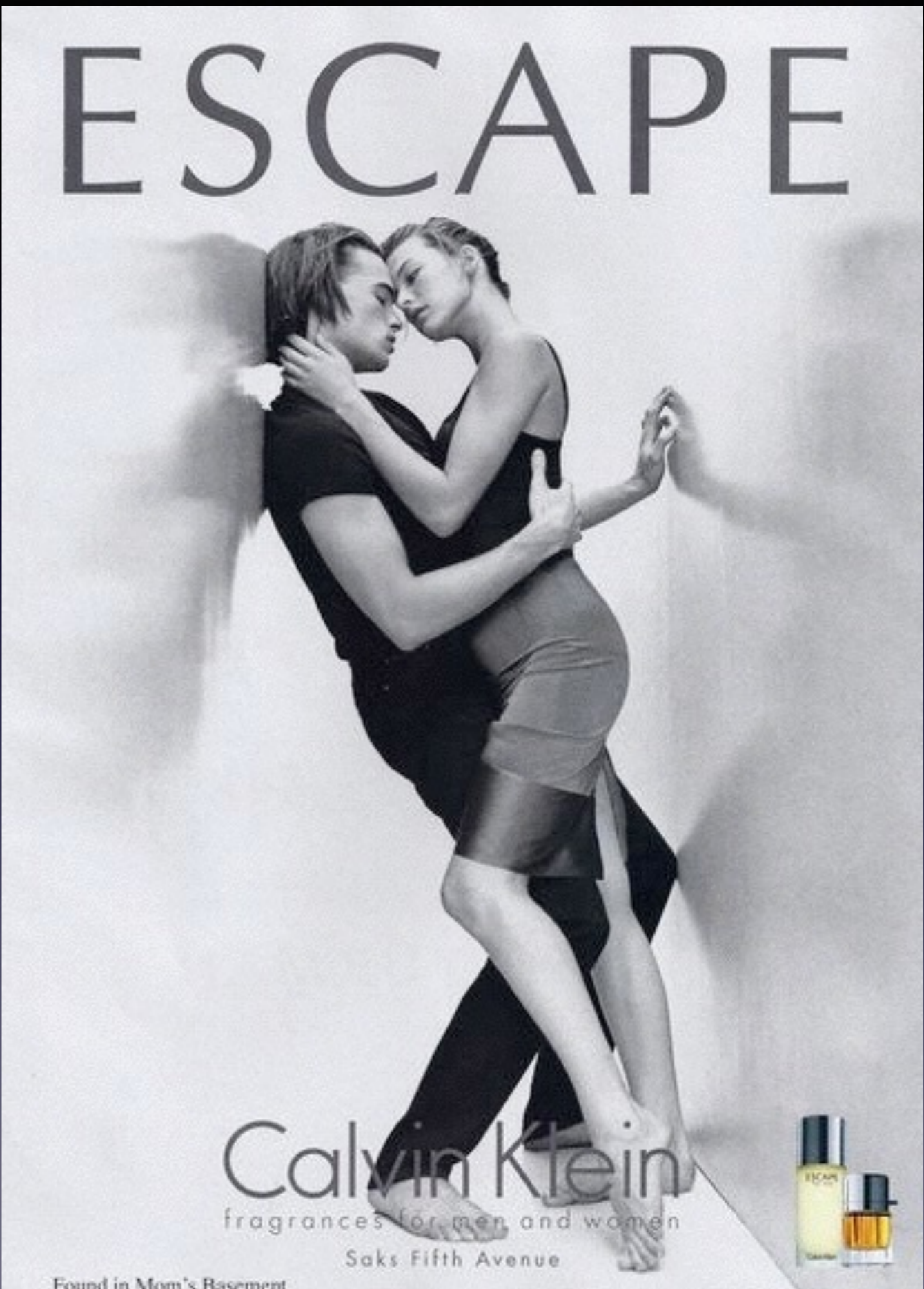
ckfree
for men
Calvin Klein



A new fragrance for men
ENCOUNTER
Calvin Klein

AlexSkarsgard.net

Alexander Skarsgard

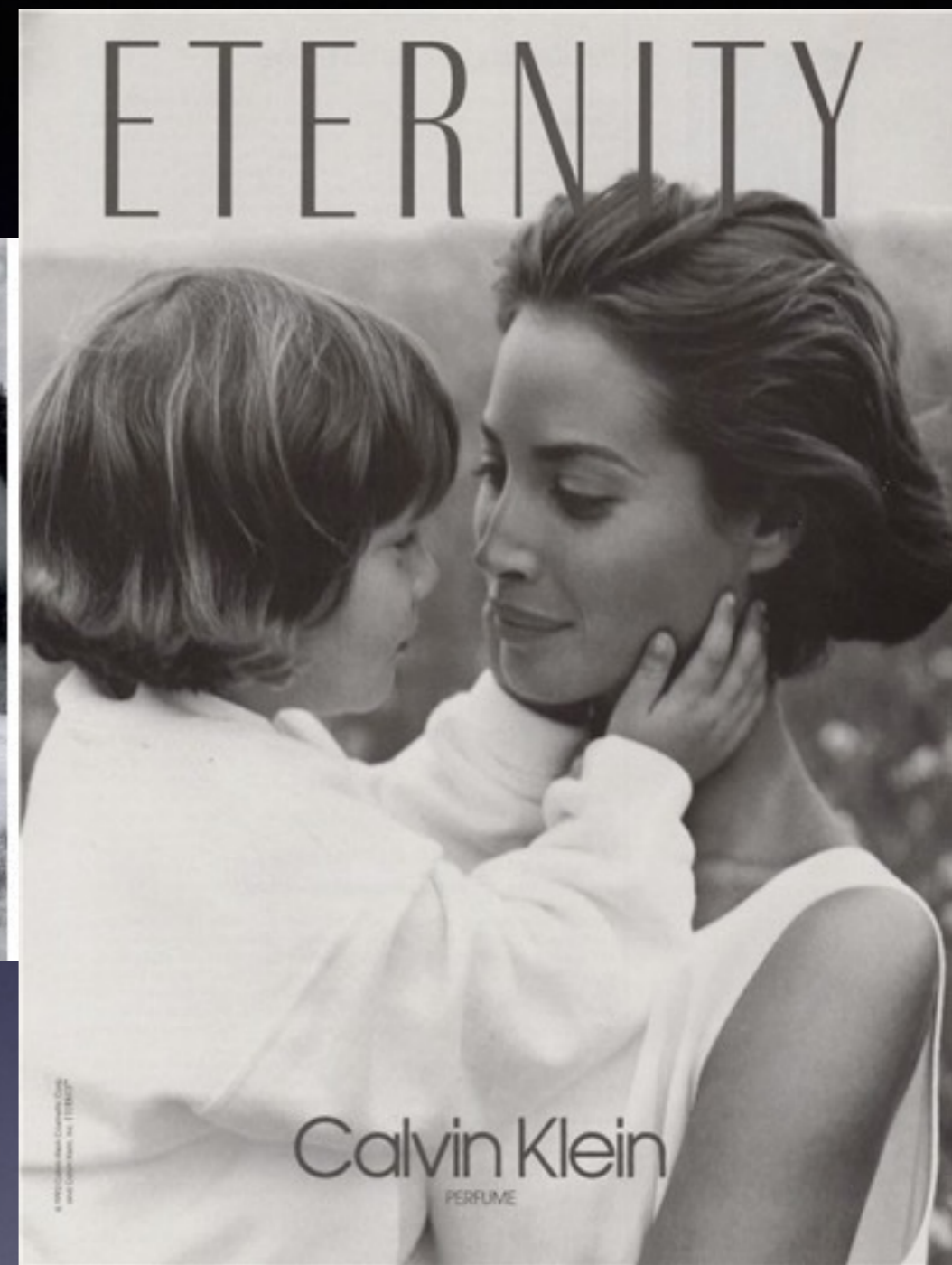
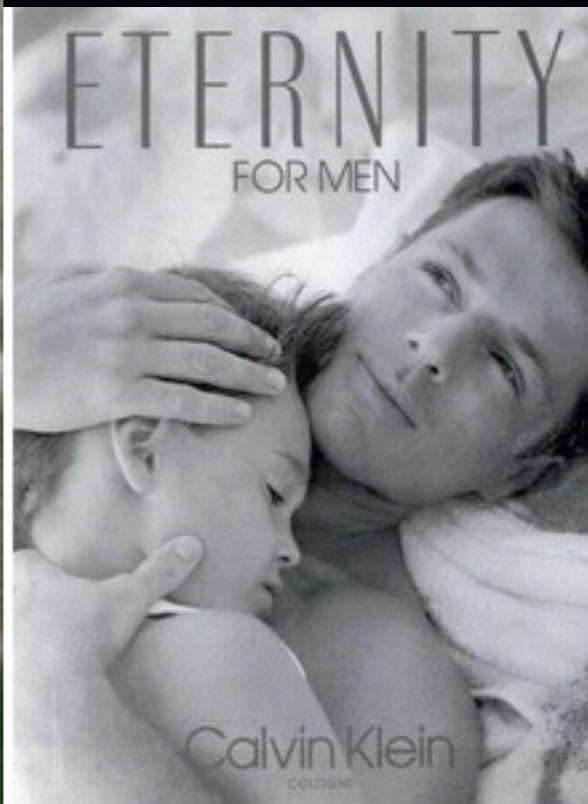
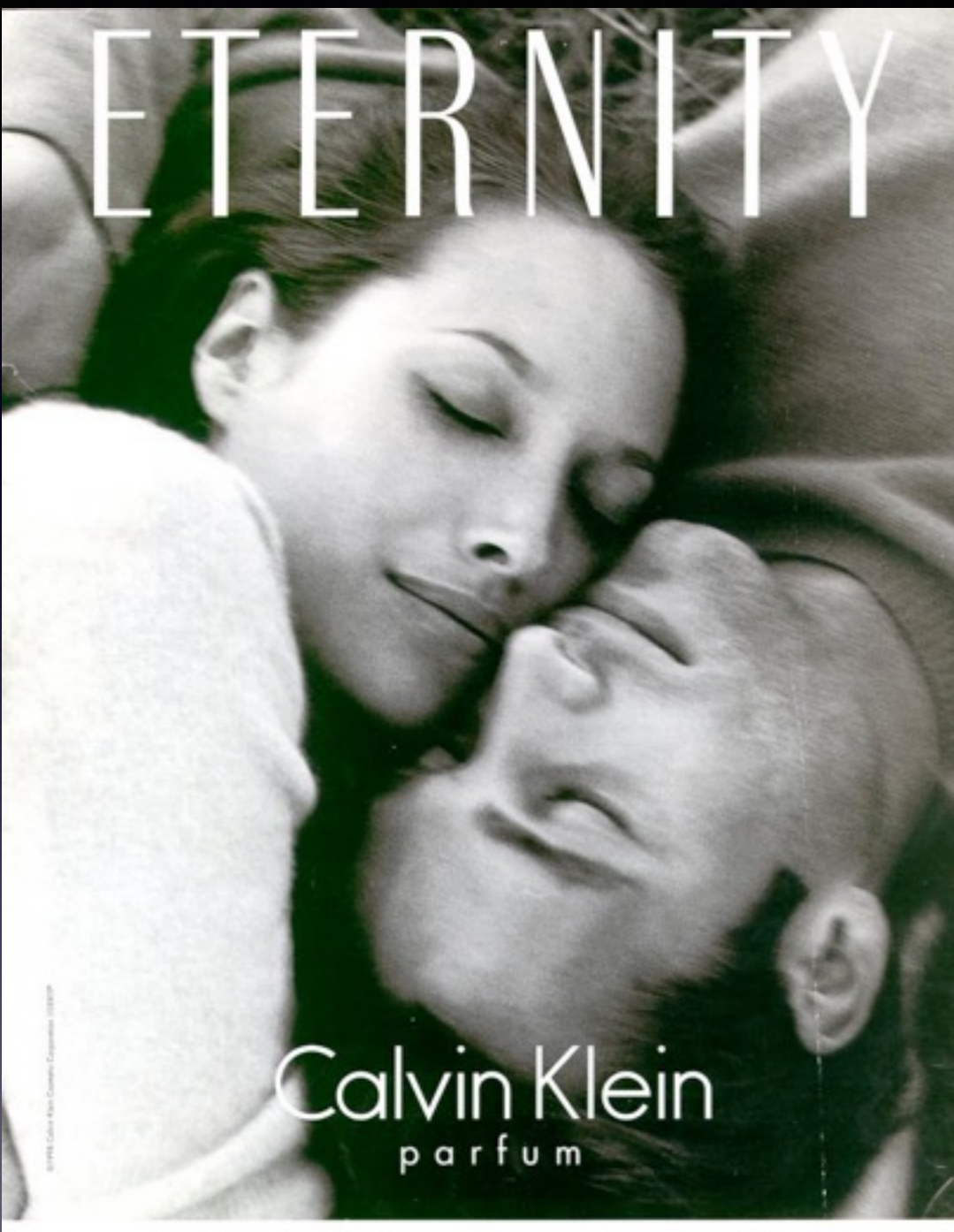


ESCAPE

Calvin Klein
fragrances for men and women
Saks Fifth Avenue



Found in Mom's Basement



What myth does is to hollow out the signs it uses, leaving only part of their meaning, and invest them with a new signification which directs us to read them in one way and no other.

(Bignell 22)

The function of the criticism and analysis of myth must then be to remove the impression of naturalness by showing how the myth is constructed, and showing that it promotes one way of thinking while seeking to eliminate all the alternative ways of thinking.

(Bignell 23)

For
PEP and VIGOR-



VITAMIN DONUTS



Each Donut Fortified with a minimum of 25 units of Vitamin B1

FACE THE FACTS!

When tempted to over-indulge
"Reach for a Lucky instead"



Be moderate—be moderate in all things, even in smoking. Avoid that future shadow * by avoiding over-indulgence, if you would maintain that modern, ever-youthful figure. "Reach for a Lucky instead."



Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED."
Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Luckies** are less irritating to your throat.

"It's toasted"

Your Throat Protection—against irritation—against cough.

*We do not say smoking **Luckies** reduces flesh. We do say when tempted to over-indulge, "Reach for a **Lucky** instead."



LETTORILE
129,000 BOTTLES
OF TVSKIE BEER EXPORTED
TO CZECH REPUBLIC
IN 2006



ELLIS ISLAND, STATUE OF LIBERTY NATIONAL PARK

Every year National Parks are visited by millions of Americans. And each time they take away something different.

What will you see?

I first saw

the Statue of Liberty

from the ship.

What's that?

a man asked.

My mother whispered

the answer.

"Home."



35 years of sharing the
National Park Experience.
www.nationalparks.org

Ads are designed to to move out from the page or screen on which they are carried, to shape and lend significance to our experience of reality. We are encouraged to see ourselves, the products or services which are advertised, and aspects of our social world, in terms of the mythic meanings which ads draw on and help to promote”
(Bignell 30)





The aim of ads is to engage us in their structure of meaning, to encourage us to participate by decoding their linguistic and visual signs and to enjoy this decoding activity.
(Bignell 31)