Linguistics 305, Advertising Rhetoric

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themes: dilemmas in selling familiar consumer products and services (banks, cars, jewelry, food, etc.); formulating rhetorical strategies to address these dilemmas; possibilities and limitations of a static and primarily visual (print) advertising medium; relationship between text (=copy) and visuals, including text as visual (typography); special features of radio advertising; advertising criticism; competing small creative groups designing magazine ads with Photoshop and radio spots with e.g. Audacity.

not covered: quantitative analysis (media mixes), ad placement, agency organization, linguistic theory

designed for students with a general interest in advertising and marketing but with limited creative ability; not open to students from the School of Art and Design

book for purchase (at big 3 bookstores; other readings will be provided online)
Daniel Harris, Cute, Quaint, Hungry, and Romantic: the Aesthetics of Consumerism

grades: two termtime exams (15 pts each), two small-group creative competitons (first, low-tech one 12 points, final “hi-tech” one 18 points), and two 6-page papers (15 pts each), 10 points for short homeworks, plus adjustments at instructor's discretion (down for non-attendance, up for exceptional participation). Course letter grades are curved.

Mo 1.8 organization

We 1.10 style and positioning
Williamson, fine-print discussions of ads A8-11, A14 (CTools Resources)
essays/articles in CTools-Resources or online (read in the order given below):
Piccalo, “Fads are so yesterday,” NY Times 2005
Schneider, "Brands for the chattering masses."
web surfing: google "street marketing" and "buzz marketing" (e.g. www.streetattack.com)

We 1.17 visualization and visual puzzles; visual environment in early department stores
Williamson: ads A25, A27-28, A30, A34-36, A88 (CTools
Resources


magazines: VM&SD (Visual Marketing and Store Design)

surfing: "store design" (e.g. www.visualstore.com)

Mo 1.22 positioning and line extension; creating a market (lawn products)
Ries & Trout, *Positioning*, 101-13, 127-36, 159-70

We 1.24 diamonds; girls' skin care
Harris: *Cute, Quaint, ..."the romantic" (79-106)
cultural background: Joan Brumberg, *The Body Project: An Intimate History of American Girls*, 59-94 (skin care from the Victorian era to the present, based on girls' diaries)
website: http://www.jewelry-paideia.com/reference/ref-diamond-jewelry.1/2/3
website with links to articles: http://www.skin-care-support.org/skin-care/

**paper #1 assignment given out**
**short in-class quiz on readings thru today**

Mo 1.29 automobiles
Williamson: auto ads: A24, A29, A65, A73, A83
historical background: James Flink, *The Automobile Age*, 140-68 (from chapters on "diffusion" and "the family car") and 229-244 ("Sloanism")

reading: Cook, *Discourse of Advertising*, 108-14

**paper #1 due**

We 1.31 cigarettes
Harris: *Cute, Quaint, ...."coolness" (51-77)0000.

Mo 2.5 food advertising; Super Bowl spots
Nick Fiddes, *Meat: A Natural Symbol*, 65-70 and 87-93 [written by a vegetarian]
Harris: *Cute, Quaint, ...."deliciousness" (153-78)
(if that doesn't work, google "superbowl ads" or "superbowl commercials")

We 2.7 *first student competition*

Mo 2.12 liquor

We 2.14 **exam #1**

Mo 2.19 creative briefs (from concept to team creative work)

We 2.21 covert and subliminal messages (facts and phallus-ies?)
Harris: *Cute, Quaint, .... "cuteness"* (1-21)

**Mo 3.5** layout (2d geometry) and color  
Harris: *Cute, Quaint, .... "the natural"* (179-208)

**We 3.7** simulation of 3D space

**Mo 3.12** photographic techniques  
Harris: *Cute, Quaint, .... "glamorousness"* (209-32)

**We 3.14** PhotoShop workshop (Lang Res Ctr classroom, 2nd floor MLB)  
Harris: *Cute, Quaint, .... "quaintness"* (23-50)  
**paper #2 assignment given out**

**Mo 3.19** writing copy  
Harris: *Cute, Quaint, .... "zaniness"* (107-26)

**We 3.21** writing, layout, physicality  
Harris: *Cute, Quaint, .... "cleanness"* (233-61)

**Mo 3.26** typography

**We 3.28** logo design  
Harris: *Cute, Quaint, .... "futuristic"* (127-52)  
**paper #2 due**

**Mo 4.2** radio advertising

**We 4.4** *exam #2* [covers readings and technical material presented since exam #1]

**Mo 4.9** pitching to clients  
Rothenburg, *Where the Suckers Moon*, 5-37 [real-world agency competition]

**We 4.11** *2nd student competition, part 1*

**Mo 4.16** *2nd student competition, part 2*