



# advertising 2

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History of Information

April 14, 2009



# the road ahead

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**Tuesday April 14**

Advertising 2

Information as property I


**Thursday April 16**

Information as property II


Advent of the Computer

**Tuesday April 21**

Politics and propaganda

 Babbage, Charles. 1835. "[Registering Operations](#)" and "[On the Method of Observing Manufacturies](#)," chapters 8 & 12 in *Economy and Machinery of Manufactures*.

Campbell-Kelly, Martin & William Aspray. 1996. "Babbage's Dream Comes True," (pp. 53-104) in Martin Campbell-Kelly & William Aspray, *Computer: A History of the Information Machine*. New York: Basic Books.

 Marlin, Randall, 2002. "History of Propaganda," pp. 62-94 in *Propaganda and the Ethics of Persuasion*, Toronto: Broadview Press.

Watch the first 10-minute segment of "[Divide and Conquer](#)," one of the "Why We Fight" films that Frank Capra made for the Office of War Information in WWII. (If you want more, there are the other segments on this page.) Watch this brief [video](#) on the background of these films.

Watch the first 7-10 minutes of Leni Riefenstahl's "[Triumph of the Will](#)," and browse the rest to get the flavor of the rallies -- it's pretty repetitive.



a deliberate  
confrontation  
with social and  
technological  
determinism

—David

human ...

tendency to lie,  
dissemble, and  
promote ourselves

—Sam

the creation of  
new ways of  
thinking

—Elaine

## why are we here?

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- a. detaching information from technology
- b. pushing at/shaping the technology
- c. raising issues of reliability, trustworthiness
- d. topicality: advertising & the public sphere
- e. topicality: advertising and infrastructure



# YouTube Is Doomed (GOOG)

Benjamin Wayne | Apr. 9, 2009, 6:30 AM | 98

Tags: Media, Google, Big Tech, Video, YouTube, Advertising

public sphere/  
infrastructure

YouTube, that incandescent tower of video Babel; monument to the sloughed-off detritus of our exponentially-exploding digital culture; a Technicolor cataract of skateboarding dogs, lip-synching college students, political punditry, and porn; has reached the zenith of its meteoric rise; and Icarus-like, wings melting; is spiraling back to earth. Despite massive growth, ubiquitous global brand awareness, presidential endorsement, and the world's greatest repository of illegally-pirated video content, Google's massive video folly is on life-support, and the prognosis is grave.



Believers would have us think that Google (GOOG) will sustain YouTube, indefinitely if necessary. Proponents of online advertising argue that increased understanding of the medium will lead to more advertising dollars at better CPMs, lifting all boats in a sea of monetization. In the short term, however, neither celebrity presidents, a rabidly growing customer base, nor a brand which has in three short years injected itself into the global cultural lexicon can forestall the inevitable: YouTube is soaring towards the future like a pigeon towards a plate glass window.

<b>GOOG</b>	Apr 9 2009, 08:10 PM EDT	
<b>372.50</b>	Change <b>+10.50</b>	% Change <b>+2.90%</b>

<http://www.businessinsider.com>

The problem lies with the bean-counters. According to a report by Credit Suisse, YouTube is on track to lose roughly \$470 million in 2009. No matter Google's \$116 billion market cap: a half-billion dollar loss on a single property, even one as large as YouTube, is a bitter pill to swallow. Even Eric Schmidt, talking to the

"no space:  
the branded world"



"stretching across  
ever more expansive  
surfaces and cramming  
into the smallest of  
crevices"

Naomi Klein







Richard Sears 1863-1914

# homesteading: from catalog to community



**1862:** Homestead Act

**1888:** Sears Watch Co. catalog

**1896:** Rural delivery

[USPO: "aids in the dissemination of knowledge"]

**1893:** Sears, Roebuck & Co, catalog

**1897:** first color catalog

**1908:** catalog homes:

*Book of Modern Homes and Building Plans*

25 tons, 30,000 parts

**1908-1940:** 100,000 homes sold

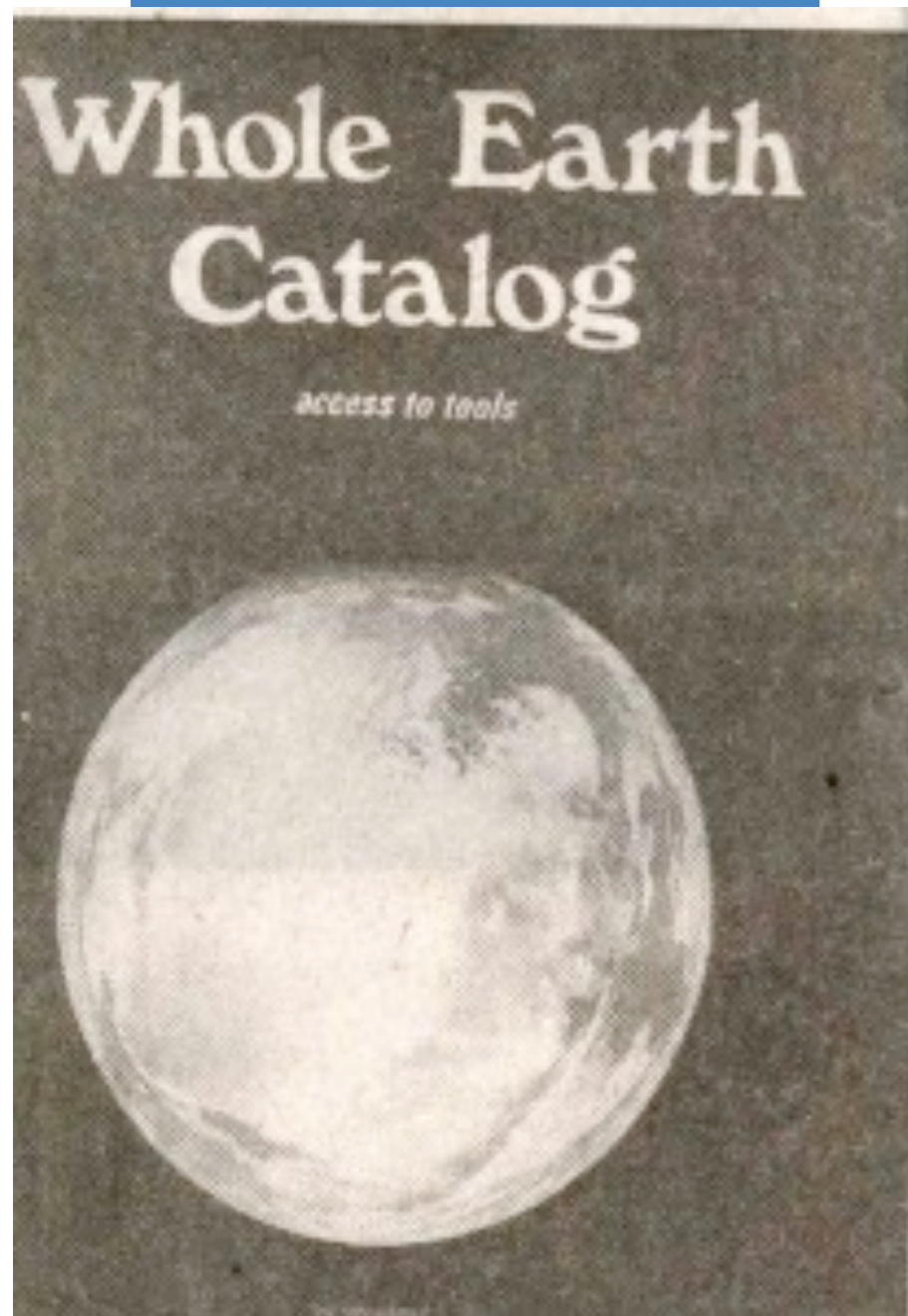
**1968:** the whole earth catalog

**1985:** the Well "community & then some"



Stewart Brand, 1938-

# homesteading: from catalog to community



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# when old media were new

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**1903: telephone advertising**

**1909: telephone newspaper**

"pretty soon we'll be able to flop over in bed  
mornings, turn on a telephone-like  
arrangement and listen to a summary of news  
from all over the world without getting up  
out of bed"





## predictable uses?

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"Rural telephones are now playing an important part in the campaign of all parties in this state. The latest idea is to put a huge phonograph into the operating room of a rural telephone exchange and have records of campaign speeches turned on. Then the wires leading to the different grangers' houses are opened and the farmer can hear all, while shelling corn in the kitchen."

*Telephony*, 1908

"My telephone is far more of a nuisance to me than it is a convenience," said a housekeeper yesterday, "and I think I will have it removed, if I am called up as much in the future as I have been during the past week by theater agents, and business firms, who abuse the telephone privilege, using it as a means of advertising".

*Union & Advertiser* (Rochester), 1909



newer yet

## 1919 broadcasting begins in the Netherlands





# new media-old anxieties



Roman face cream, c. 50AD  
*New Scientist*, July 2003

*Examine your skin closely!*

Whatever is keeping you from having the charm of "a skin you love to touch"—it can be changed.

Take a daily bath of the Woodbury treatment cream. It will free your skin every bit of the dry, red, itchy particles and bacteria that are apt to gather there—gradually taking on the clean, fresh, and charming "a skin you love to touch."

Use this treatment cream a day.

When a daily bath of the Woodbury treatment cream is used, it will free your skin every bit of the dry, red, itchy particles and bacteria that are apt to gather there—gradually taking on the clean, fresh, and charming "a skin you love to touch."

Write today for week-long trial.

**Woodbury's Facial Soap**

The  
Arnold  
Jergens Co.  
322 Spring  
Green Ave.  
Pittsburgh, Pa.

**Woodbury**

*A Skin you love to touch*

**Woodbury's Facial Soap**





1937



1952



1960s

P&G trademark registered 1872

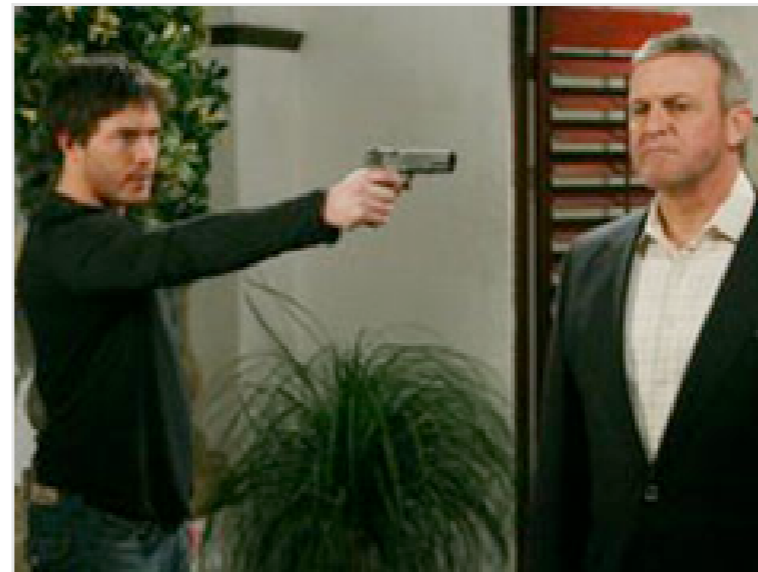


# end of an era?

## 'Guiding Light' Soap Opera Canceled After 72-Year Run - Or Is It?

Wednesday, April 01, 2009  
**FOX NEWS**

[Print](#) | [ShareThis](#)



CBS

"Guiding Light" gets shot down after a record 72 years on the air.

Kevin Bacon got his start there. So did Calista Flockhart, Allison Janney, and Hayden Panettiere.

And now it is no longer.

CBS announced that "Guiding Light," the longest running show in broadcast history - a program that predates television itself - has been canceled.

It's last episode on CBS will air in September.

"Being on the air for more than seven decades is truly remarkable, and it will be difficult for all of us at the show to say goodbye," said Executive Producer Ellen Wheeler. "I'm proud of everything we've been able to do."

But could there be a glimmer of light at the end of the "Guiding Light" tunnel?

Brian T. Cahill, Senior Vice President and Managing Director, TeleNext Media, said in a statement that "We are working hard to find the show a new home, and we are exploring all our options to continue to bring loyal fans the characters and stories they love."

What does this mean? Another network? Cable? The Internet?

Tune in tomorrow...





## Swiss bank UBS stops staff seeing clients abroad

Apr 5, 2009

GENEVA (AFP) — Switzerland's embattled bank UBS has banned wealth management advisors from making business trips abroad to see foreign clients, a spokeswoman for the bank said Sunday.

Swiss media reported that about 1,000 UBS staff were ordered in the past week to rely on e-mail or telephone contacts with clients abroad, amid fears that they might fall foul of a tax crackdown by foreign regulators.

"I can confirm there is a travel ban for client-facing wealth management staff," UBS spokeswoman Eveline Mueller told AFP.

# beyond f2f

a "drummer"

*Sister Carrie,*

Theodore Dreiser, 1900

*Ulysses,*

James Joyce, 1922

*The Job,*

Sinclair Lewis, 1917

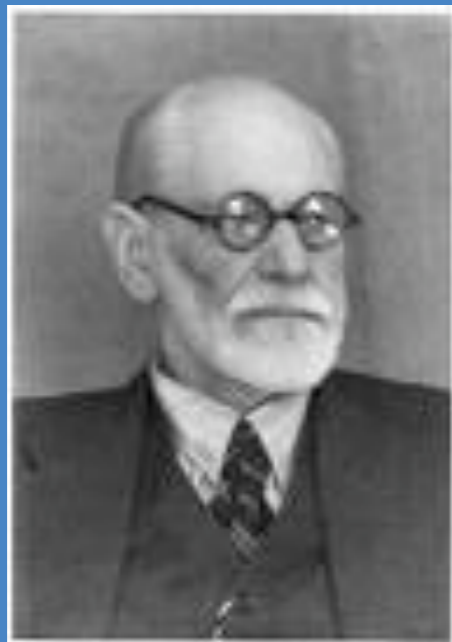
*Death of a Salesman,*

Arthur Miller, 1949

<b>1866:</b> Advertising offices	6
Advertising agents (town & country)	92
<b>1906:</b> Advertising services:	
Agents and contractors	339
Offices for Prospectuses	25
Novelty Manufacturers	26
Advertising Artists	7
Advertising Balloon-makers	2
Offices (American)	8
Offices (Colonial)	22
Offices (Continental)	15
Offices (Foreign)	21
Offices (Indian)	13
Offices (Provincial)	17
Offices (Scottish)	5



Edward Bernays  
1891–1995



Sigmund Freud  
1856–1939

# advertising, pr & propaganda

**Edward Bernays, 1891-1995**

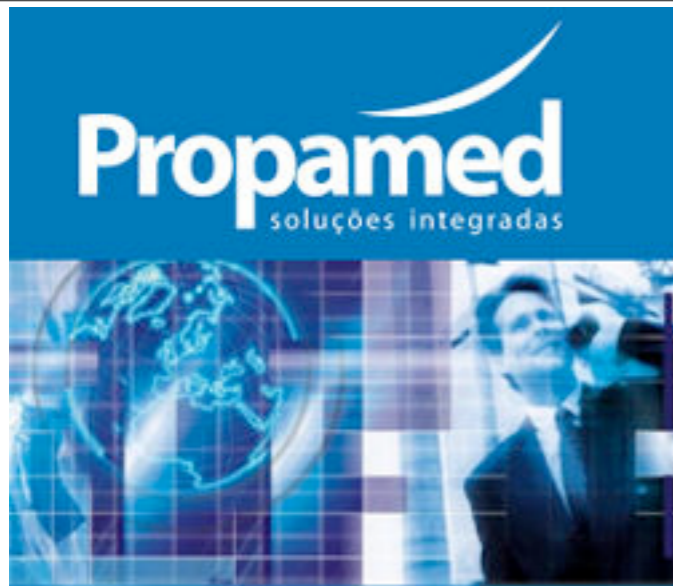
**1913**, Committee on Public Information

*Propaganda*, 1928

*Engineering of Consent*, 1955

*Biography of an Idea*, 1965

Proctor & Gamble  
United Fruit Company  
American Tobacco  
Dodge Motors



# propaganda

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"I am aware that the word 'propaganda' carries to many minds an unpleasant connotation; [I want] put this fine old word back where it belongs, and restore its dignified significance.

"... psychologists of the school of Freud who have pointed out that many of man's thoughts and actions are compensatory substitutes for desires which he has been obliged to suppress ... the successful propagandist must understand the true motives and not be content to accept the reasons which men give for what they do.

"The function of the propagandist is much broader in scope than that of a mere dispenser of information to the press." – Bernays, *Propaganda*, 1928



# Bernays

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"If we understand the mechanisms and motives of the group mind, it is now possible to control and regiment the masses according to our will without their knowing it..."

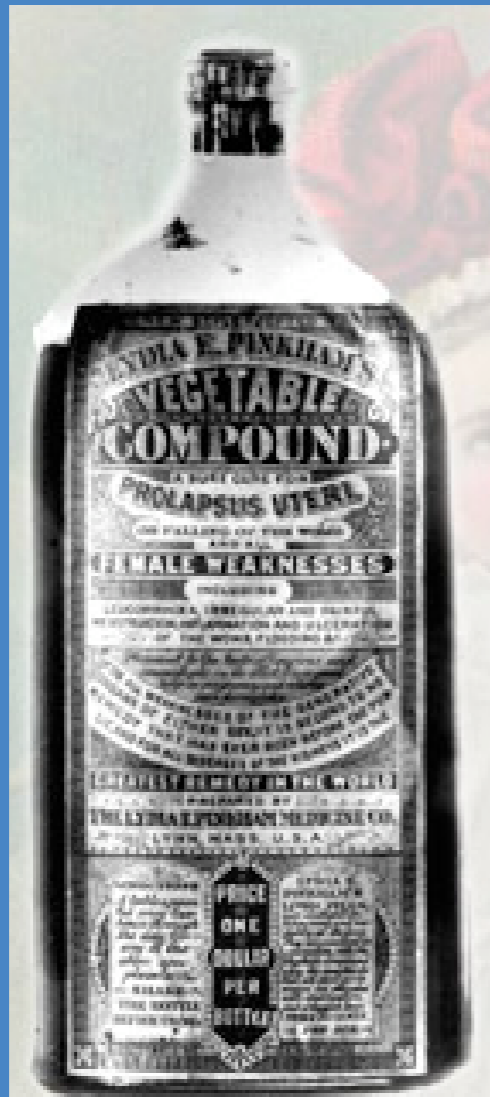
"Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. . . . In almost every act of our daily lives, whether in the sphere of politics or business, in our social conduct or our ethical thinking, we are dominated by the relatively small number of persons . . . who understand the mental processes and social patterns of the masses. It is they who pull the wires which control the public mind." – Bernays, *Propaganda*, 1928





# backlash

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## **conspicuous consumption:**

Thorstein Veblen,  
*Theory of the Leisure Class* (1899)

## **muckraking**

Samuel Hopkins Adams,  
*The Great American Fraud* (1906)

## **subliminal advertising**

Vance Packard  
*The Hidden Persuaders* (1957)

## **culture jamming**

Naomi Klein  
*No Logo* (2000)





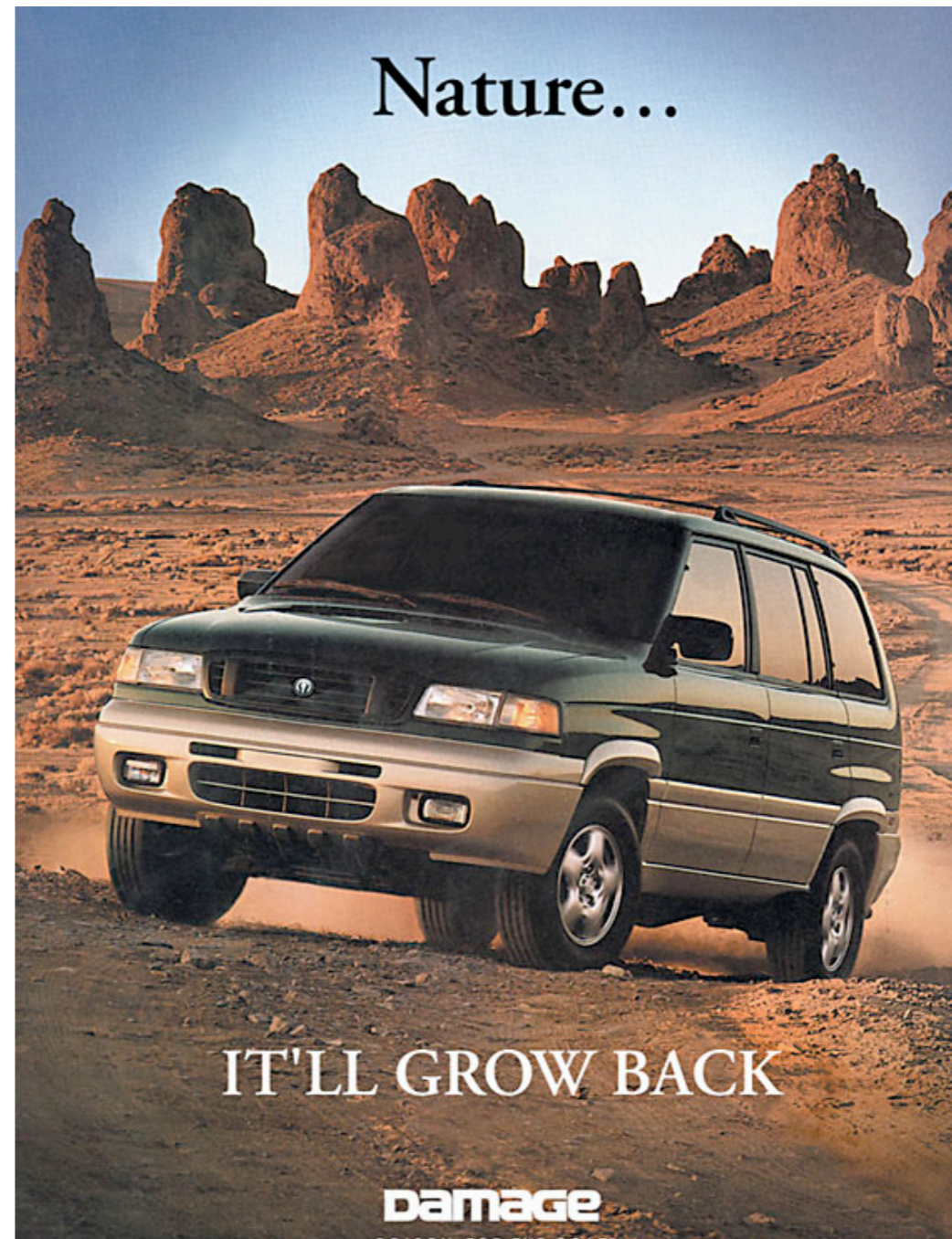
# jamming

[Fair Use]:  
Subverting  
the memes of liquor  
giants and  
beating them  
at their own  
game?



## ABSOLUT IMPOTENCE.

DRINK "PROVOKES THE DESIRE BUT TAKES AWAY THE PERFORMANCE" — WILLIAM SHAKESPEARE







# public service jamming



California Department of Health Services

I'll never forget the people who helped me get cigarettes when I was a kid.

*Debi. Started smoking at 13. Had cancerous larynx removed at 42.*

Don't help kids get hooked.



(California Anti-Smoking Ad)



Bob, I've got emphysema.

This is where the State's tagline goes.

© 2002 California Department of Health Services



# who's driving whom?

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spamspamspamspamspam

Consumers "are like  
roaches—you spray them  
and spray them and  
they get immune after  
a while."

David Lubars

Omnicom Group

[quoted in *No Logo*]

## new media (again)

From: [Laurence Canter - view profile](#) Not yet rated  
Date: Tues, Apr 12 1994 12:40 am [show options](#)

Green Card Lottery 1994 May Be The Last One!  
THE DEADLINE HAS BEEN ANNOUNCED.

The Green Card Lottery is a completely legal program giving away a certain annual allotment of Green Cards to persons born in certain countries. The lottery program was scheduled to continue on a permanent basis. However, recently, Senator Alan J Simpson introduced a bill into the U. S. Congress which could end any future lotteries. THE 1994 LOTTERY IS SCHEDULED TO TAKE PLACE SOON, BUT IT MAY BE THE VERY LAST ONE.

PERSONS BORN IN MOST COUNTRIES QUALIFY, MANY FOR FIRST TIME.

The only countries NOT qualifying are: Mexico; India; P.R. China; Taiwan, Philippines, North Korea, Canada, United Kingdom (except Northern Ireland), Jamaica, Dominican Republic, El Salvador and Vietnam.

Lottery registration will take place soon. 55,000 Green Cards will be given to those who register correctly. NO JOB IS REQUIRED.

THERE IS A STRICT JUNE DEADLINE. THE TIME TO START IS NOW!!

For FREE information via Email, send request to [c...@indirect.com](mailto:c...@indirect.com)

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Canter & Siegel, Immigration Attorneys  
3333 E Camelback Road, Ste 250, Phoenix AZ 85018 USA  
[c...@indirect.com](mailto:c...@indirect.com), telephone (602)661-2011 Fax (602)451-7617



# roach trap?

## social network flatlining?

### Facebook Advertising

Reach your exact audience and connect real customers to your business.

Create an Ad

or login to manage existing ads

About Advertising

Prepare

Step By Step

#### 2. Targeting

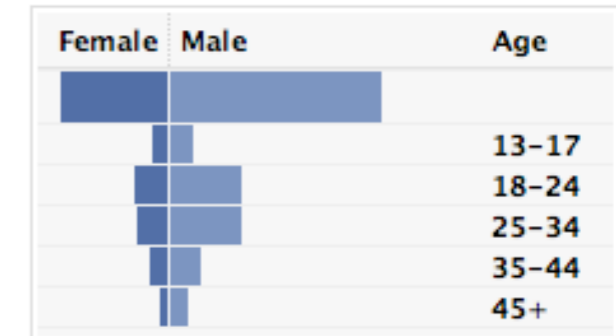
Location:

Everywhere

By State/Province

By City

Age:  -



#### Connect with Real People

- Reach over 175,000,000 active Facebook users.
- Attach social actions to your ads to increase relevance.
- Create demand for your product with relevant ads.

#### Create Your Facebook Ad

- Quickly create image and text-based ads.
- Precisely target by age, gender, location, and more.
- Choose to pay per click (CPC) or impression (CPM).

#### Optimize Your Ads

- Track your progress with real-time reporting.
- Gain insight about who's clicking on your ad.
- Make modifications to maximize your results.

## U.S. SHIP CAPTAIN HELD BY SOMALI PIRATES



LOOKING FOR WORK? GET IN LINE

An American warship keeps watch after the freighter's crew reports hijacking, who face in a boat with the hijackers.

By [Name] in [Location]

With a U.S. warship on the scene, the hijacking of the freighter, which was carrying a cargo of oil, is the latest in a series of attacks on ships in the Gulf of Aden. The hijacking of the freighter, which was carrying a cargo of oil, is the latest in a series of attacks on ships in the Gulf of Aden.

Learn something from today's TV

Beats on CBS Monday

Next on CBS Monday

Check out the

Check out the

Check out the

Check out the

Check out the

Check out the

Check out the

Check out the

Check out the

# still lying, dissembling & promoting ourselves

Messieurs Brooke and Hellier Merchants in Lane near Bread-street, having experienc'd that their new w...  
porto and Viana Wines do give such universal Satisfaction, they encourag'd further to accommodate the Town, and give Notice they resolve to retail the entire Cargoes of the Sophronia and Galvies just arriv'd and landing, consisting of 300 Pipes of red and white Oporto, and 20 Pipes of red and white Anades Wine (being the only Wines of these Sorts in Merchants Hands) in the following Vaults and Taverns following, viz. in Freeman's-yard in Cook under the Crown-Tavern in Breadstreet, under a front Hook in Salisbury-Court in Fleetstreet, under Mr. Rymes a Furrier opposite May-pole in the Strand, and at the Horn-Tavern in Palace-Yard Westminster, and there is now open'd other Vaults, viz. in the Tavern-Yard against Billingsgate, in the middle Street in the

## Hospital to pay in dumping case

Facility was accused of dumping 100 tons of toxic waste in a nearby area.

## Citizens snared in the net

Investigative coverage and legal assistance to citizens with the State of Argentina.



## The writing on the wall

Drought, fire, killer heat and suicides — scientists say climate change fears have become reality in Australia.

## His spirit won't be confined

A prisoner's story of how he escaped from a maximum security prison.

## Southland's Rookie Hero

A new show on an NBC network.

**SOUTHLAND**  
Premieres Tonight 10PM | NBC

## Los Angeles Times Business

- Technology | Personal Finance | Small Business | Economy | Energy | Careers | Showbiz | Real Estate

You are here: [LAT Home](#) > Business News

Save on home delivery. ORDER NOW!

as of 04:07PM ET 4/13/2009

DJIA	8057.81	-25.57	NASDAQ	1653.31	+0.77	S&P500	858.73	+2.17
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QUOTE:

### Business

## Times' front-page ad sparks outcry

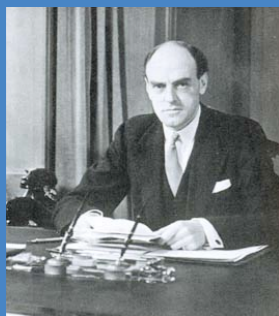
Publisher Eddy Hartenstein defends his decision to run the ad for a new NBC show, which resembled a news story.

- » Technology
- » Personal Finance





# still lying, dissembling & promoting ourselves



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## How to Sell Your Soul on Twitter and Who's Buying

Written by [Marshall Kirkpatrick](#) / April 10, 2009 8:29 PM / [103 Comments](#)

[« Prior Post](#) | [Next Post »](#)



What are you doing? No *what are you doing* Apple, Skype, Flip, StubHub and Box.net?? These popular companies just couldn't resist paying off Twitter users to put advertisements into their Twitter streams using the new pay-per-tweet service **Magpie**. It's enough to make you question the true motives of any outspoken fan and the end result is pretty laughable when

506  
diggs

[digg it](#)

you take "a bird's eye view."

We were disappointed when a browser script showed us a Magpie redirect behind a shortened link in a Skype testimonial today. Then we used [a search on the service BackTweets](#) to find out who else is buying fake Tweets on the service. It's so revolting and pitiful that it's kind of sad.

Each of these companies have more than one campaign running and these are all just from the last 6 hours! Magpie is spewing Tweets through peoples' accounts all day long. All of the links are obscured by URL shortening service [is.gd](#) (hope they are getting a cut!) and the clicker ends up on the advertiser site. Clearly disclosure isn't mandatory; but even if it was this is just creepy, is it