History of Information
March 10, 2011
exams
March 17
in class

essays
outline today
paper March 16
working for western union
12 signs ... a minute ... 12,960 signs per day
eg: Buy 25 bales c., at 9, and 300 port, at 8.

1868: duplex (Joseph Stearns)
qadruplex (Thomas Edison)

visible speech:
harmonic telegraph (Bell)

"Watson come here, I want (need) (to see) you"
"I could hear your voice plainly. I could almost make out what you said" (1875)
March 10th, 1876

1. The improved instrument shown in Fig. 1 was constructed this morning and tried this evening. P is a brass pipe, W the platinum wire, M the mouth piece, and S the armature of the transmitting instrument.

Mr. Watson was stationed in one room with the receiving instrument. He pressed one ear closely against S and closed his other ear with his hand. The transmitting instrument was placed in another room, and the doors of both rooms were closed.

I then shouted into M the following sentence, "Mr. Watson—come here—I want to see you." To my delight he came and demanded that he had heard and understood what I said. I asked him to repeat the words, "Mr. Watson—come here—I want to see you." He answered, "You said, Mr. Watson—come here—I want to see you."

Then changed places and I listened at S while Mr. Watson read a few passages from a book into the mouth piece M. It was certainly the case that articulate sounds proceeded from S. The effect was loud but indistinct and muffled. If I had read beforehand the passage given by Mr. Watson I should have recognized every word. As it was I could not make out the sense—but an occasional word here and there was quite distinct.

I then shouted, "Do you understand what I say? Do you understand what I say? Do you understand what—I say?" came quite clearly and intelligibly. No sound was audible when the armature S was removed.

"Watson come here, I want (need) (to see) you"

"I could hear your voice plainly. I could almost make out what you said" (1875)
"Watson come here, I want (need) (to see) you"

"I could hear your voice plainly. I could almost make out what you said" (1875)
"it is true, give a convincing proof of your power over the press; but surely this is not needed. The newspapers of California, which hardly dare notice the incorporation of a rival company, and dare not endorse a public measure of which you disapprove, are subservient enough already ... you could destroy a private business ... more completely than earthquake or conflagration could do the work the Telegraph, which has become a necessity of individual and social life, is not merely private property ... it is a great public trust to be administered for the benefit of the whole community"

Henry George, 1869
"it is true, give a convincing proof of your power over the press; but surely this is not needed. The newspapers of California, which hardly dare notice the incorporation of a rival company, and dare not endorse a public measure of which you disapprove, are subservient enough already... you could destroy a private business ... more completely than earthquake or conflagration could do the work the Telegraph, which has become a necessity of individual and social life, is not merely private property ... it is a great public trust to be administered for the benefit of the whole community"

Henry George, 1869
balancing acts

"apprehension of the wrong balance of trade, appears of such a nature, that it discovers itself wherever one is out of humour with the ministry, or is in low spirits."

David Hume,
"Of the Balance of Trade," 1752
US trade deficit figure causes concern for investors

US stockmarkets have fallen after figures showed the US trade deficit had widened much more than expected in January.

The US Commerce Department said the deficit had widened to $46.3bn (£28.8bn).

The 15% increase caused concern amongst investors and shares on Wall Street fell.

In early trading the Dow Jones was down 1.2% at 12,065 points and the broader S&P was down 1.4% at 1,301.

Analysts blamed demand for foreign cars and the surging price of oil for pushing up imports.

US exports rose 2.7% to an all-time high of $167.7bn but imports rose to $214bn.
overview

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information and advertising

infrastructure & content

a suspect relationship

what's new

new media
why advertising?

a. detaching information from time & technology  
   cp: intelligence

b. pushing at technology  
   cp: intelligence  
   pornography

c. raising issues of reliability, trustworthiness, rights ...
why advertising?

d. information & the public sphere

Washington Wire
Political Insight and Analysis From The Wall Street Journal's Capital Bureau

OCTOBER 23, 2008, 1:33 PM ET
Cost of 2008 Election Cycle: $5.3 Billion

Brody Mullins reports on money and politics.

The breakneck pace of fund-raising for the presidential race has made the 2008 election the most expensive ever, according to a new report released by the Center for Responsive Politics.

The nonpartisan organization estimates the race for the White House and Congress will cost a total of $5.3 billion—about 25% more than 2004. The campaign for the White House alone will cost about $1.6 billion; double the presidential race four years ago.
why advertising?

e. supporting information infrastructure
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new media
information infrastructure

who clicks?

Google

YouTube
information infrastructure

who clicks?
Google
YouTube

YouTube shifts from Google’s errant offshoot to strategic model

By Mike Swift  San Jose Mercury News
First Posted: March 08, 2011 - 9:48 pm
Last Updated: March 08, 2011 - 9:48 pm

SAN JOSE, Calif. — Once derided as Google’s folly, the home of cheesy cat videos and the money-losing stepchild of an otherwise wildly profitable company, YouTube is emerging as a model for the more nimble, faster-paced company Google co-founder Larry Page hopes to foster as he takes the reins as CEO.

That’s quite a shift. While YouTube was a cultural phenomenon when Google bought it in 2006, it was
information
infrastructure

skin in the game
More than 7 million students use Google Apps.

Empower your school with our free email and collaboration tools.

Gmail, Calendar, Docs and more.

Google Apps Education Edition offers a free (and ad-free) set of customizable tools that enable...
information infrastructure

firefox
Why Firefox's future lies in Google's hands

Firefox has just turned five, and it’s doubtful anybody outside of Redmond begrudges Mozilla’s celebrations. The open-source browser now accounts for 25% of the global market, according to figures from Net Applications, and has brought a radical rethink in what we expect from a browser.

However, as Mozilla blows out the birthday cake candles, it might also be reflecting on the curse of getting what you wish for. Its success has forced rivals to raise their game, and the past two years have seen Microsoft, Apple and Opera close the features gap significantly.

“They’ve been forced to improve their browsers, and they have resources at their disposal that Mozilla doesn’t,” said Rob Enderle, principal analyst at the Enderle Group. “It was a different ball game when it was Mozilla against Microsoft, everybody was on its side. Now that there are alternatives, it’s going to be harder.”

Not least because of Google, which with the release of Chrome now stands as both benefactor and rival to Mozilla. Google is the default homepage when Firefox first opens, and the default search engine when users type something into the “awesome bar”. The deal, which runs until 2011, was worth $66 million to Mozilla in 2007, accounting for 88% of the foundation’s revenues that year (the last year for which it had published accounts). But now Google is a competitor as well as a partner, is it really wise for Mozilla to be so dependent on the search giant?
Wal-Mart U (and you)

Google's Book Search: A Disaster for Scholars

By Geoffrey Nunberg

Whether the Google books settlement passes muster with the U.S. District Court and the Justice Department, Google's book search is clearly on track to becoming the world's largest digital library. No less important, it is also almost certain to be the last one. Google's five-year head start and its relationships with libraries and publishers give it an effective monopoly: No competitor will be able to come after it on the same scale. Nor is technology going to lower the cost of entry. Scanning will always be an expensive, labor-intensive project. Of course, 50 or 100 years from now control of the collection may pass from Google to somebody else—Elsevier, Unesco, Wal-Mart. But it's safe to assume that the digitized books that scholars will be working with then will be the very same ones that are sitting on Google's servers today, augmented by the millions of titles published in the
EOF - The Google Exposure

Feb 01, 2010  By Doc Searls
in Linux Journal

Neither Google nor its business model are trees that grow to the sky.

Advertising is a bubble. If that's a true statement, Google is a bubble too. And if that's true, many of the goods we take for granted on the Web are at risk. Let's run down some evidence.

Google has more than a million servers. The company is notoriously silent on the exact number, but I was told by a Google official that it was headed toward a million in the next couple years—and that was seven years ago. For a peek at the future, Jeff Dean of Google gave a presentation at an ACM workshop in October 2009, outlining “Spanner,” a “storage and computation system that spans all our data centers”. His “design goals” slide described...
failure impossible?

NASDAQ peak
March 10, 2000: 5,132.52
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new media
Amendment I
Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

information & advertising

economists' view

'the efficient market hypothesis'

- informing people
- helping consumers satisfy their needs
- linking consumers with products
“The case is likely to proceed quickly,” Floyd Abrams, a constitutional lawyer who is representing the Lorillard Tobacco Company, said in a phone interview on Monday. “Tobacco is a legal product for adults, and the Supreme Court has said that the industry has an interest which the First Amendment protects to communicate information about its products, and adults have the right to receive that information.”
where's the beef?

IN THE UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF TEXAS
AMARILLO DIVISION

CIVIL ACTION CAUSE NUMBER
2:96-CV-208-J

[filed: February 26, 1998]
[11 Supp.2d 858 (N.D., 1998)]

TEXAS BEEF GROUP, PERRYTON
FEEDERS, INC., MALTESE, CROSS
CATTLE COMPANY, BRAVO
CATTLE COMPANY, ALPHA 3
3 CATTLE COMPANY, PAUL F.
ENGLER, CACTUS FEEDERS, INC.,
CACTUS GROWERS WC., and
DRIPPING SPRINGS CATTLE
COMPANY

Plaintiff's,

v.

OPRAH WINFREY
HARPO PRODUCTIONS, INC., and
HOWARD LYMAN

Defendants
Should we ban certain types of advertising?

The Guardian, Monday 17 November 2008 00.01 GMT

Article history

Types of advertising readers and users feel GNM should refuse to carry

There is an ongoing debate at GNM about whether it is right to refuse certain types of advertising for products that are particularly damaging to society and the environment. Our columnist George Monbiot has criticised newspapers for failing to ban adverts that "make the destruction of the biosphere seem socially acceptable".

Alan Rusbridger, editor in chief of the Guardian and Observer, argues that our journalism matters more than the advertising and as "long as the journalism is free and we allow George Monbiot to criticise us, and we feel free to criticise the people who advertise, that is more important than the advertising."
informing? 

torches of freedom

Easter Parade, 1929
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 Motor
informing?

creating desires or anxieties?

Someone's doing the LOOK test!
PERSIL washes whiter! —and that means cleaner!

1st LOOK: Has it ever poked you in the eye? Wash your clothes in PERSIL and they'll come out clean. They're softer, too, when you wash them in water. PERSIL can clean clothes that are white, but don't have a whitewhite!

2nd LOOK: See how PERSIL comes with every bottle and tightly sealed. PERSIL will never get overused. If you buy it, you'll use it. No waste. No need to use water. Your clothes will be whiter, brighter, better than with any other detergent. PERSIL washes whiter! —and that means cleaner!

3rd LOOK: The true thing. PERSIL makes your clothes whiter, not just cleaner. PERSIL washes whiter than any other detergent. PERSIL washes whiter than any other detergent. PERSIL washes whiter than any other detergent. PERSIL washes whiter than any other detergent. PERSIL washes whiter than any other detergent.
informing?

creating desires or anxieties?
informing?

creating desires or anxieties?

PERSIL washes whiter!

Someone's doing the LOOK test!

PERSIL washes whiter! — and that means cleaner!
Informing? creating desires or anxieties?
informing?

creating desires or anxieties?
beyond informing?

James Vicary's subliminal experiments, 1957

worries ahead

"by A.D. 2000 ...depth manipulation of the psychological variety will seem amusingly old-fashioned. By then, perhaps the biophysicists will take over with "biocontrol," which is depth persuasion carried to its ultimate. ... Planes, missiles, and machine tools already are guided by electronics, and the human brain--being essentially a digital computer--can be too."

--Vance Packard, Hidden Persuaders, 1957
beyond informing?

by A.D. 2000, when the programming of behavior--by psychological depth manipulation of the psychological variety will seem amusingly old-fashioned. By then, perhaps the biophysicists will take over with "biocontrol," which is depth persuasion carried to its ultimate. Planes, missiles, and machine tools already are guided by electronics, and the human brain--being essentially a digital computer--can be too."

--Vance Packard, Hidden Persuaders, 1957

James Vicary 1915-1977

Neuromarketing
Where Brain Science and Marketing Meet

Neuromarketing » » Branding » » Neuromarketing » » Neuroscience Research » »

8. March 2011

Change Behavior with Fun
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new media
Notes and Comments:
The Death of Advertising

Roland T. Rust and Richard W. Oliver

Mass media advertising as we know it today is on its deathbed, and its prognosis is poor. Advertising agencies are restructuring to accommodate a harsher advertising climate, agency income is flat, agency employees are being laid off, direct marketing is stealing business from traditional advertising, and the growth of sales promotion and integrated marketing communications both come at the expense of traditional advertising. The reason for advertising’s impending demise is the advent of new technologies that have resulted in the fragmentation of media and markets, and the empowerment of consumers. In the place of traditional mass media advertising, a new communications environment is developing around an evolving network of new media, which is high capacity, interactive and multimedia. The result is a new era of producer-consumer interaction. Because of the speed of technological innovation, the new media advertising paradigm that results will attain prominence faster than did mass media advertising. The new paradigm of 21st Century Marketing and advertising will be dominant by 2010 and should last well into the middle of the century. If they hope to survive, university advertising departments will have about ten years to 1) think of themselves much more broadly, and 2) transform themselves into departments specializing in information transfer in the new media environment.

Roland T. Rust (Ph.D. University of North Carolina-Chapel Hill) is professor and area head for Marketing, and Director of the Center for Services Marketing, Owen Graduate School of Management, Vanderbilt University.
Richard W. Oliver (Ph.D. SUNY Buffalo)

Advertising on its Deathbed

Never has advertising appeared so pale and lifeless. Advertising expenditures as a percentage of personal consumption expenditures peaked in 1984, and have been trending down ever since (McCann-Erickson, cited in Standard & Poor’s 1993, p. M17). Advertising agencies are in a
An Advertisement.

Being daily prest to the Publication of Books, Medicines, and other things, not properly the business of a paper of Intelligence. This is to notify once and for all, that we will not charge the Gazette with Advertisements, unless they be matter of State.
Besides all other Chymical Preparations, That Great Preservative, the Elixir Proprietotis, made with the Volatile Salt of Tartar, so much desired and sought, hath been prepared by Dr. William Jones, Chymist in Ordinary to his Majesty, in the presence of Ten of the Chief of the Colledge of Physicians; And by reason of the great Abuse that hath been put upon it, by selling the common Elixir instead thereof; It is now to be had at his own Elabaratortary.

London Gazette, 1678
a suspect relationship

"No Advertisement was ever admitted to it, tho earnest Application was made for it ... It made its own way into the World"

John Oldmixon, writing about *The Medley*, launched in 1710.

[it survived for 45 issues]
support

"All the public papers now on foot depend on advertisements."

-- Defoe, Review, 1705
“to inform the world where they may be furnished with almost everything that is necessary for life. If a man has pains in his head, colics in his bowels, or spots in his clothes, he may here meet with proper cures and remedies. If a man would recover a wife or a horse that is stole on strayed; if he wants new sermons, electuaries, ass’s milk, or anything else, either for his body or his mind”

--Addison, 1710
Morning-Gowns for Men and Women, of Silk, Stuffes, and Callicees (being the Goods of Persons that failed) which were to be disposed of at the Olive-Tree and Still, are now to be sold at the Golden Sugar-Loaf up one Pair of Stairs, over against the Horse 'at Charing-Cross'; with a fresh Parcel at very low Rates; the Price being set on each Gown.

** Next Monday will be published, for the Month of Septemb. Bibliotheca Anatomica, Medica, Chirurgica, &c. containing a Description of all the several Parts of the Body, each done by one or more eminent Physicin or Chirurgeon, with their Diseases and Cures. Illustrated with several Hundred Figures, done by the best Artists, and from the truest Designs. Publish'd Monthly. This 11th for Septemb. 1710. continues the Cures of the Diseases of the Bones, as Fractures, trepanning the Skull, &c. with several particular Tracts, and extraordinary Cases, and 4 Copper Figures. Printed by J. Nutt in the Savoy, and sold by J. Morphew near Stationers-Hall. Where may be had the preceding 10 Months. Pr. 1 s. each. Note, on Tuesday the 26th Instant will be published Atlas Geographus for August.
This Day is publish'd. Royal Cookery; or, The compleat Court-Cook: Containing the choicest Receipts in all the particular Branches of Cookery now in Use in the Queen's Palaces, St. Jam's, Kennington, Hampton-Court and Windsg, with near 40 Figures curiously engraved on Copper, of the magnificent Entertainments, Balls, Weddings, &c. at Court. Also Receipts for making the Soupes, Gallies, Bisques, Rag-Ufs, Pastries, Tansies, Forced Meats, Cakes, Puddings, &c. by Patrick Lamb Esq.; near 50 Years Master Cook to their late Majesties K. Charles II. K. James II. K. William and Q. Mary, and to Her present Majesty Q. Anne. To which are added, Bills of Fare for every Season in the Year. Printed for A. Roper, and sold by J. M. near Stationers-Hall.

For Sale by the Candle, this Day, being the 14th Instant, at Lloyd's Coffee-house in Lombard-street, at 6 in the Afternoon, 41 Barrels and 7 Hhds of new excellent Barcelona Wines, very deep, bright and strong; near, the entire Cargo of the St. Peter of Dublin, lying in a Ground Warehouse in the Alley on Cox-Key, between London-bridge and Billingsgate. To be seen till the Hour of Sale. To be sold by T. Tomkins, Broker, in Seething-Lane, between Tower-street and Crouched-Fryars.

The Household Goods and fine China of the Honourable Admiral Churchill, lately deceased, will be sold by Auction on Thursday the 21st Instant, at his late Dwelling-House in St. James's Place, St. James's Street. The Goods and
Addison ads

Whereas I Hannah Pawlyn, the Wife of William Pawlyn, Cig-maker, living in Catherine-Wheel-Alley, Whitechapel, whose Daughter having had a Complication of Distempers, and such a Giddiness in her Head, that she kept her Bed above a Fortnight, and if she was stirred died away; and thô we used a great many Medicines without Success, and it was judged she would fall into a Consumption, till I heard of Mr. John Moor, Apothecary, at the Pettle and Mortar in Abchurch-Lane, London, and through the Blessing of God, we no sooner made use of him, but we found immediate Relief, and he has perfectly cured her, to the Admiration of all that know her. Witness my Hand, April 14, 1710.

Hannah Pawlyn.
Health sells

and consumables

The drink called Coffee (which is very wholsom and physical drink, having many excellent vertues, closes the Orifice of the Stomack, fortifies the heat within, helpeth Digestion, quikneth the Spirits, maketh the heart lighten, is good against Eye-sores, Coughs, or Colds, Rhumes, Consumption, Head-ach, Dropsie, Gout, Scurvy, Kings Evil, ... Miscarrying ..
print & pain?

advertising in newspapers

before 1700
books 42%
medicines 6%

from 1700 - 1710
medicines 42%

"[T]hose who owned the newspapers were often involved in the distribution and sometimes the ownership of the brands concerned ... the [medicine] trade ... enjoyed an intimate relationship with the London publishing trade ... booksellers acted as agents for proprietary medicines. ... newspaper owned brands ... sellers of branded medicines more than any other ... developed the techniques of print advertising ... woodcut .. display typefaces, testimonials, endorsements, claims of royal and aristocratic patronage, and knocking copy."

Mr. SPECTATOR.

Several of my Friends were this Morning got together over a Dish of Tea in very good Health, though we had celebrated Yesterday with more Glasses than we could have dispensed with, had we not been beholden to Brooke and Hellier. In Gratitude therefore to those good Citizens, I am in the Name of the Company, to accuse you of great Negligence in overlooking their Merit who have imported true and generous Wine, and taken Care that it should not be adulterated by the Retailers before it comes to the Tables of private Families or the Clubs of honest Fellows. I cannot imagine how a SPECTATOR can be supposed to do his Duty, without frequent Resumption to such Subjects as concern our Health.

--Steele, Spectator, Friday April 25, 1712
Two Portugal Merchants and Vintners ... turning from Merchants and Importers, to be Retailers, and setting up Taverns in every Cellar ... It has restor'd the Trade ... the Poisoning Art of Adulteratings, Sophistications, corrupt Mixtures, and all the abominable Ingredients and Compositions, which turn'd our simple Liquids into Wine ... we may come to ahve our Portugal Trade restor'd again ... Nothing sells, even in the common Taverns new, but Brook and Hellier ... These Wines were Neat and Natural ... a Glass of Brook and Hellier is the general Entertainment ... if you hear a Drawer call his Wine to be Scor'd, as he comes out of the Cellar, Ten Pints in Eleven shall be red or White Prt .. you shall hear them cry -- thus, A Quart of Brook and Hellier--Score.

--Defoe, Review 1711
Two Portugal Merchants and Importers, to be Retailers, and turning from Merchants and Importers, to be Retailers, and setting up Taverns in every Cellar ... It has restor'd the Trade from the Poisoning Art of Adulteratings, Sophistickations, corrupt Mixtures, and abominable Ingredients and Liquids into Wine ... restor'd again ... Nothing but Brook and Hellier ... Glass of Brook and Hellier is the general Entertainment. If you hear a Drawer call his Wines to be Scor'd, as he comes out of the Cellar, Ten Pints in Eleven shall be red or White Part. You shall hear them cry -- the
Messieurs Brooke and Hellier, Merchants in the City of London, near Bread-Street, having experienced that the Wines imported from Portugal and Viana do give such universal Satisfaction, they have resolved to accommodate the Town, and to offer the entire Cargoes of the following Sorts of Wines new arrived and landing, consisting of 30 and 20 Pipes of red and white Oporto and 20 Pipes of red and white Viana Wines, being the only Wines of these Sorts in Merchants' Vaults and Taverns following, viz. in Freeman under the Crown Tavern in Breadstreet, under Mr. Rymes at a Jap-pole in the Strand, and at the Horn Tavern Vethminster; and there is now open'd other Vaults and Taverns against Billingsgate, in the Middle Buildings, and under St. James's Market-house; and the Wines will be sold at the lowest Price, and under St. James's Market-House, 8th Instant, will be opened the Green-Dragon Tavern in Holborn. Note. The Prices of the above Wines are as follows: The new natural and white Oporto, 8 d. per Quart and 17 l. per Hogshead, and the red Oporto, 13 d. per Quart and 18 l. per Hogshead, and in Pipes of white Viana at 20 d. and red Viana 20 l. per Hogshead. The new white and red Anadea Wines are 20 l. per Hogshead, and to be had only in the Fore and Rear Buildings, and under St. James's Market-House.

Printed for and sold by John Baker at the Black Boy Paper-Noiter-Roe. 1711.
the presses roll on

1731: Daily Advertiser
1737: London Daily Post
1744: General Advertiser
1751: London Advertiser
1752: Publick Advertiser (Junius)
1772: Morning Post & Daily Advertiser
1785: Daily Universal Register

Hence the Daily Advertiser may fairly be regarded as the first modern newspaper. --Morison
"We lose money on our circulation by itself considered, but with 20,000 subscribers we can command such Advertising and such prices for it as will render our enterprise a remunerating one."

Horace Greeley, *New York Tribune*
"It is inconceivable that we should allow so great a possibility for service to be drowned in advertising chatter."

Herbert Hoover, 1922
"Somebody introduced Christianity into England and somebody introduced smallpox, bubonic plague and the Black Death. Somebody is minded now to introduce sponsored broadcasting ... Need we be ashamed of moral values, or of intellectual and ethical objectives? It is these that are here and now at stake."

--John Reith, director general of the BBC (1923–1939), 1954
a suspect relationship

"It is utterly wrong that what we see in our homes should depend on the advertisers to make profits".

--Hugh Gaitskell, Labour MP, 1951
Hof11-Advertising

a suspect relationship

"It is utterly wrong that what we see in our homes should depend on the advertisers to make profits."

--Hugh Gaitskell, Labour MP, 1951

Libya no-fly zone 'UN decision'

Any decision to impose a no-fly zone over Libya should be made by the UN and not by Washington, US Secretary of State Hillary Clinton says.

Tuesday: Events and reaction

Calls grow for no-fly zone

In pictures: Libya revolt

Libya: We cannot stand aside - Cameron

Libya uprising in maps

Full coverage: Mid-East unrest

Deadly religious clash in Cairo

At least one person has died in clashes between Coptic Christians and Muslims in Cairo, Egyptian officials say.

Coptic Christmas in wake of bombing

Growing fears of Egypt's Copts

Police open fire at Yemen protest

Security forces in the Yemeni capital Sanaa open fire on protesters calling for the resignation of President Ali Abdullah Saleh, injuring at least 50.

Mexico police chief seeks asylum

Mexico's youngest police chief, Marisol Valles Garcia, is seeking asylum in the US after apparently receiving death threats.

Stolen gems found in Paris drain

US priests suspended in abuse probe
"In 1993, 1.5% of web servers were on .com domains. This number grew to over 60% in 1997. At the same time, search engines have migrated from the academic domain to the commercial. Up until now most search engine development has gone on at companies with little publication of technical details. This causes search engine technology to remain largely a black art and to be advertising oriented. ... we have a strong goal to push more development and understanding into the academic realm."
a suspect relationship

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LOS ANGELES — Variety, the show business bible, was born nearly 105 years ago when young Sime Silverman, by his own account, was fired by The Morning Telegraph for a review in which he declared a new theatrical sketch by a performer who happened to be one of the paper’s advertisers “N. G. (No Good).”

Mr. Silverman started a paper of his own. Its first issue promised notices “that will not be influenced by advertising.” Thus began a feisty tradition of entertainment trade reporting and criticism that has been so severely tested in recent weeks that some wonder whether the entire era is drawing to a close.

Variety's cost-cutting decision to lay off two of its most prominent critics and others last Monday sent shock waves through Hollywood. For generations, Variety's critics had a clout that far outweighed their number of readers, providing early readings on coming films and Broadway shows to an audience of powerful industry insiders.

Then, on Tuesday, it faced a lawsuit that accused the paper of having lured a film producer into the Oscar race with promises of wide-ranging support through a $400,000 promotional package — only to wreck his movie's prospects with a negative review. The review, of the film “Iron Cross,” was removed from the
Yelp and the Business of Extortion 2.0

Local business owners say Yelp offers to hide negative customer reviews of their businesses on its website ... for a price.

By Kathleen Richards

The phone calls came almost daily. It started to get creepy.

"Hi, this is Mike from Yelp," the voice would say. "You've had three hundred visitors to your site this month. You've had a really good response. But you have a few bad ones at the top. I could do something about those."
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new media
so what's new?

forever young, forever anxious

For eyes that are shining
For cheeks like the dawn,
For beauty that lasts
After girlhood has gone,
For prices in reason
The woman who knows
Will buy her cosmetics from Aesclyptöe
technological shift

1475[?] print to England

1477: the pyes of salisbury

If it plese or sone man spiritual or temporal to bye any pyes of two and thr comemoraciouns of salvipuri we enpryntid after the forme of this prest letter whiche ben wel and truly correc late hyme come to westmone nestor in to the almonteeye at the reed pale and he shal have them good thepe . . .

William Caxton
1415?-1492
"The trade of advertising is now so near perfection that it is not easy to propose any improvement. But as every art ought to be exercised in due subordination to the public good, I cannot but propose it as a moral question ... Whether they do not sometimes play too wantonly with our passions.

--Samuel Johnson, 1759
"Advertisements are now so numerous that they are very negligently perused, and it is therefore become necessary to gain attention by magnificence of promises and by eloquence sometimes sublime and sometimes pathetic".

--Samuel Johnson, 1761
recurring battles

"The Inventors of Strops for Razors have written against one another this way for several Years." --Addison, 1710

"the dispute about Straps for Razors, now happily subsided."

--Johnson, 1759
A DIALOGUE BETWEEN A MERCHANT
AND HIS BLACK SERVANT

M. SCIPIO

S. What you please to ave, Massa?
M. Yesterday you did not perform your office properly. You tore the skin from my face ....

...

S. A, Massa, if I am continued in your service, dat will be ample reward for Scipio; bring good news to you of Packwood's new invention dat will move tings with a touch:

No wonder Packwood's Strops occasion a fuss
By their value, they are undersold;
A most generous public acknowledges thus
All their weight they are well worth in gold
Aunt Jemima's Frozen Pancake Batter
For Aunt Jemima's that taste just great!
No measurin', no mixin', just real easy fixin',
Three minutes from package to plate.
wedgwood
marketing innovations?

- lifestyle
- product placement
- the wedgwood store
- courting royalty
- going global
- "class emulation"
- self-service
- free postage
- marking
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marking

Hofll I-Advertising 58
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First daughters Malia and Sasha Obama wear J. Crew; retailer's Web site goes down

BY AMY DILLUNA
DAILY NEWS STAFF WRITER
Updated Tuesday, January 20th 2009, 7:33 PM

Budding style stars Malia and Sasha Obama are proving to be fashion loyalists.

For the past two days, the girls have worn head-to-toe outfits from Crewcuts, the kids line from J.Crew that boasts "designer details" and couture touches on its mini-me separates.

The retailer's Web site, www.jcrew.com, was down for about...
pears pair

Andrew Pears & Thomas J. Barrat
pears pair

Andrew Pears & Thomas J. Barrat
pears pair

Andrew Pears & Thomas J. Barrat
"no space: the branded world"
new technology

*Illustrated London News*

May 1842
HofI1-Advertising

new opportunity
continuity or change?

MEET SERENA REES, designer and co-creator of Agent Provocateur, as we unveil our fantasy-worthy boutique. Lingerie-clad models will flaunt a pin-up-inspired collection to a background of peep show tunes. Plus, a favor-filled Agent Provocateur gift bag is yours to keep with any purchase of $250.00 or more. Come shop, misbehave and get away with it.

Tomorrow, November 9th, 6-8pm
Agent Provocateur Shop, Intimates Boutique
On 4, 59th Street

JOIN US
Receive a complimentary fitting in a Wacoal, DKNY Underwear or Donna Karan Intimates bra from a Wacoal fit specialist. For every woman who participates, Wacoal donates $2 to the Susan G. Komen Breast Cancer Foundation for breast cancer research and outreach programs. Wacoal will also donate $2 for every Wacoal, DKNY Underwear or Donna Karan Intimates bra purchased at these events.

Book your appointment now and help Wacoal reach their $1,000,000 goal.
Friday, November 10th, 11 am to 4 pm
Fifth Avenue (212) 391-3344 ext. 3812
Walt Whitman Mall (631) 424-1600 ext. 260
Trumbull (203) 374-5700 ext. 265
Quakerbridge Mall (609) 799-9500 ext. 268
Tysons Corner (703) 506-1156 ext. 265
can't hide

1862: Homestead Act
1888: Sears Watch Co. catalog
1896: Rural delivery
[USPO: the catalogs: "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
new media
new opportunity

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?

"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".

Rochester, Union & Advertiser, 1909
newer yet

1919 broadcasting begins in the Netherlands
forever young
For eyes that are shining
For cheeks like the dawn,
For beauty that lasts
After girlhood has gone,
For prices in reason
The woman who knows
Will buy her cosmetics from

HofI1-Advertising
new media
-old anxieties

Woodbury
new media
-old anxieties

Woodbury

Examine your skin closely!

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

Use this treatment once a day

Woodbury's Facial Soap

A Skin you love to touch
forever young
For eyes that are shining
For cheeks like the dawn,
For beauty that lasts
After girlhood has gone,
For prices in reason
The woman who knows
Will buy her cosmetics from
Aesclyptœ

new media
-old anxieties

Woodbury

Examine your
skin closely!

Woodbury's
Facial Soap

A Skin
you love to touch

Woodbury's Facial Soap

Friday, March 11, 2011
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, Domican 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
cuu@indirect.com

Canter & Siegel, Immigration Attorneys
3333 E Camelback Road, Ste 250, Phoenix AZ 85018 USA
cu@indirect.com telephone (602)661-3911 Fax (602) 451-7817
and again
Facebook Ads
Reach over 500 million people where they connect and share

Overview  Case Studies

Reach Your Target Customers
- Connect with more than 500 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works

Deepen Your Relationships
- Promote your Facebook Page or website
- Use our "Like" button to increase your ad's influence
- Build a community around your business

Control Your Budget
- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when people click (CPC) or see your ad (CPM)

Create an Ad
or login to manage existing ads
Week 9
15 Mar: Information as property
Required reading:

- An Act for the encouragement of learning, by securing the copies of maps, charts, and books, to the authors and proprietors of such copies, during the times therein mentioned. Available here
- “An Act for the Encouragement of Learning, by Vesting the Copies of Printed Books in the Authors or Purchasers of such Copies, during the Times therein mentioned.” Available here
- U.S. Constitution Article 1. Section 8, Clause 8.

17 Mar: MIDTERM