

information & advertising

History of Information

March 20, 2012

Roger (not James) Fenton

midterm

exam:

March 22, in class

bring a blue/green book

essays:

March 22, **9 am**: send by email to blakej@berkeley

if you can't make the deadline, take the exam



Encyclopedia Britannica to stop printing books

CNNMoney

355 comments

aob

By Julianne Pepitone @CNNMoneyTech March 13, 2012: 6:24 PM ET

Recommend

6k

Tweet

301

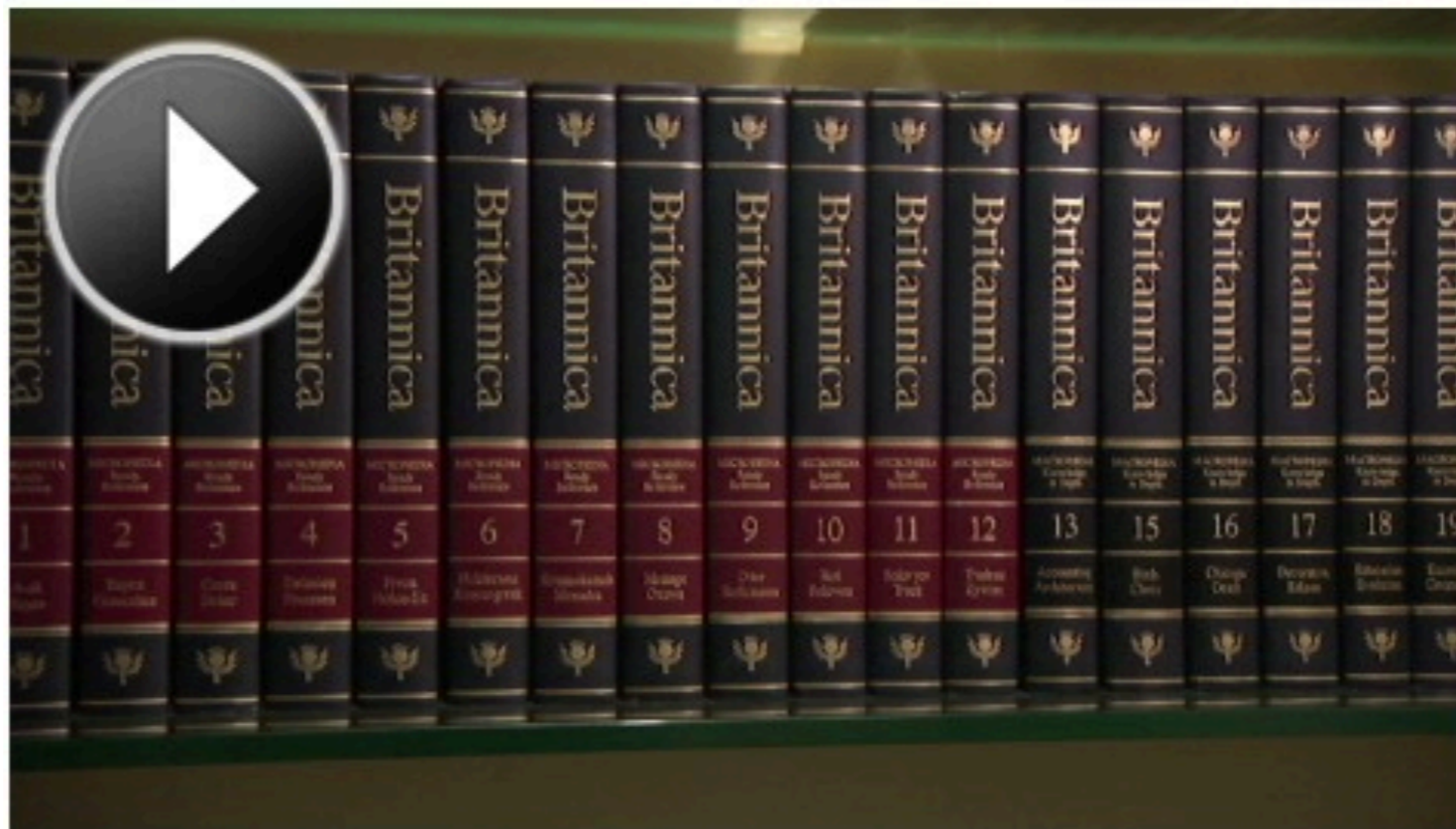
Share

60

+1

142

Email
Print



Britannica stops presses and goes digital

coming up:
disintermediation



aob

the new Stationers?

CNET › News › Media Maverick

RIAA chief: ISPs to start policing copyright by July 1

Comcast, Time Warner, and Verizon are among the ISPs preparing to implement a graduated response to piracy by July, says the music industry's chief lobbyist.



by Greg Sandoval | March 14, 2012 12:14 PM PDT

 Follow

there's more to advertising history than Madmen



where are we?



all over the place ...

overview

new media

what's new?

news and advertising

informing vs
advertising

why
advertising?

why advertising?

**a. detaching information from
time & technology**

cp: intelligence

b. pushing at technology

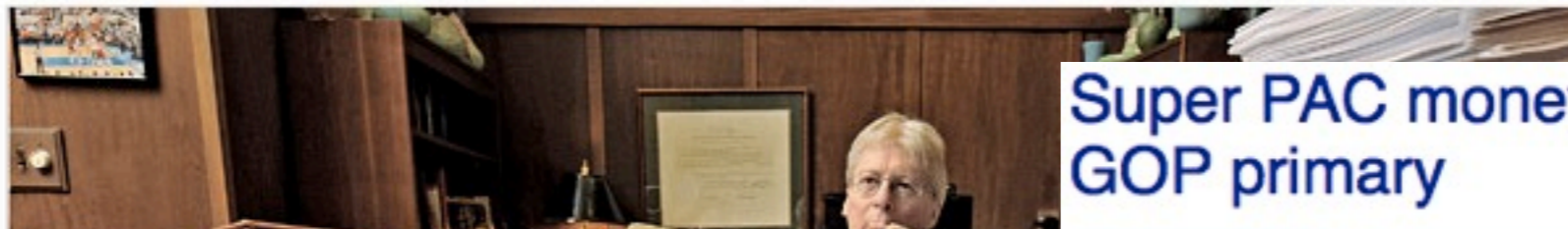
cp: pornography

why advertising?

c. information & the public sphere

Why the 2012 Election Will Cost \$6 Billion

Indiana lawyer James Bopp is on a mission to unravel the nation's campaign laws



Super PAC money fueling marathon GOP primary

The Numbers Don't Lie

If you aren't sure Citizens United gave rise to the super PACs, just follow the money.

By Richard L. Hasen | Posted Friday, March 9, 2012, at 2:56 PM ET

135 Like 459 Tweet 102 +1 11 myS



by MARK WIGGINS / KVUE News and photojournalist
JUSTIN TERRY

Bio | Email | Follow: @MarkW_KVUE

Recommend

why advertising?

**c. questions of reliability,
trustworthiness, truth ...**
advertisement and information



Agenda: 3/15

Rise of the mass press
The emergence of “objectivity”
On Propaganda
Informing the public
Is objectivity possible?

advertisement and information

Chambers	ADVERTISEMENT: an Intelligence or Information, given to Persons
Bailey	ADVERTISEMENT: Advice, intelligence, Information, Warning
Johnson	ADVERTISEMENT 2: Intelligence, information; 3 Notice of anything published in a paper of intelligence
Wesley	ADVERTISE: to inform APPRIZE: to inform

information and advertisement

"Every man now knows a ready method of informing the Publick of all that he desires to buy or sell ... Whether he be a Tutor that wants a Pupil, or a Pupil that wants a Tutor.."

--Johnson

Rolt: *A New Dictionary of Trade and Commerce compiled from The Information of the Most Eminent Merchants*

News-papers .. periodical papers ... These papers are now of great service to the world ... the best channels of information between buyers and sellers, who advertise what they want to buy

newspaperspeak

"we are informed by their advertisement"

beyond informing

"the matter was started by their incitement,
and information of their advertisements"

Memoirs of Agriculture, 1768

why advertising?

e. advertising & information infrastructure



information infrastructure

who clicks?

Google

Google ads?

Facebook ads?

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

How browsers make money, or why Google needs Firefox

By Sebastian Anthony on August 11, 2011 at 1:45 pm

90 Comments



Whenever we write a glowing story about **Firefox** or Mozilla, the ExtremeTech postbag has a tendency to fill up with letters and missives from concerned readers who are worried about Mozilla's close ties with Google. Almost the entirety of Mozilla's income — 97% of \$104 million — arrives in the form of royalties from the Firefox search box, and the lion's share (86%, \$85 million) of those royalties are paid by the default search engine: Google.

In November 2011, however, Mozilla's contract with Google will expire. It will then be renewed... or it will be allowed to lapse.

Share This Article

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 864



 144

 43

information infrastructure

**will it always
be there?**

Google earnings fail to impress

Google shares plunge in after hours trading as it misses analysts forecasts – on the day Fortune magazine names it the best place to work in America

MARCH 2, 2012, 7:26 PM I.P.O./OFFERINGS

In Debut on Market, Yelp Stock Surges 64%

BY EVELYN M. RUSLI

Article Tools

- E-mail
- Print
- Recommend
- Share
- Twitter

But the company is struggling to turn a profit. In 2011, Yelp lost \$16.9 million.

It's the same story across the local advertising industry on the Internet: great potential, strong sales, but no earnings. [Angie's List](#), a review site for local services like home repair and catering,

posted a loss of \$5.9 million in the fourth quarter. [Groupon](#), the daily deals giant, nearly tripped its revenue to \$506.5 million and it lost \$42.7 million in the same period.

"None of these companies will keep their value if they don't become profitable in the next year," said Michael Pachter, a Wedbush Securities analyst.

New York

Thursday 19 January 2012 16:52 EST





CloudPull

Seamlessly Backs Up Your Google Account to Your Mac

Download

Version: 2.0.2 – Requires Lion
Free 30-day demo. Price: \$24.99
Money Back Guarantee

information infrastructure

will it always be there?

Google earnings fail to impress

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New York

Thursday 19 January 2012 16:52 EST



Notes and Comments: The Death of Advertising

Roland T. Rust and Richard W. Oliver

technologically determined

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) is professor for the practice of marketing.

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

*Journal of
Advertising,
1994*

overview

new media

what's new?

news and advertising

informing vs
advertising

why
advertising?

no incitement?

"it is neither necessary nor useful to attribute to advertising the function of changing tastes ... advertising affects consumption not by changing tastes, but by changing price"

George J. Stigler & Gary S. Becker "De Gustibus Non Est Disputandum," 1977

price change?

torches of freedom



Easter Parade, 1929

19-Hof112-Advertising-PD 21

informing?

"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

19-Hof12-Advertising-PD 22



informing?

creating desires or anxieties?

"the seller of the Anodyne Necklace warned every mother that *she would never forgive herself* if her infant should perish without a Necklace. . . .

"a moral question . . . Whether they do not play too wantonly with our passions."

--Johnson





informing?

creating desires or anxieties?

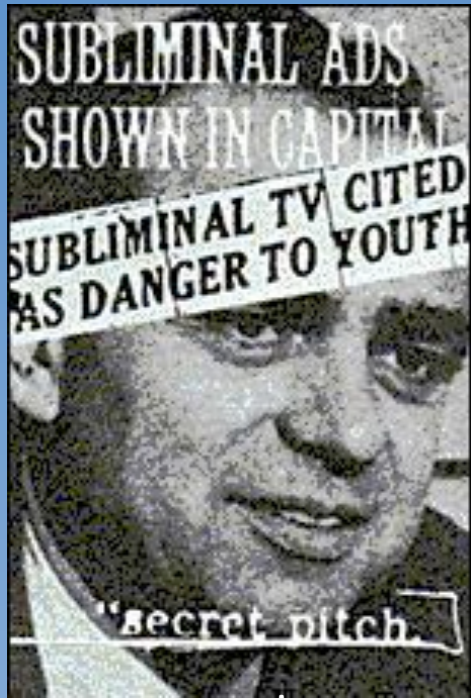


Necklace warned
I never forgive
and perish

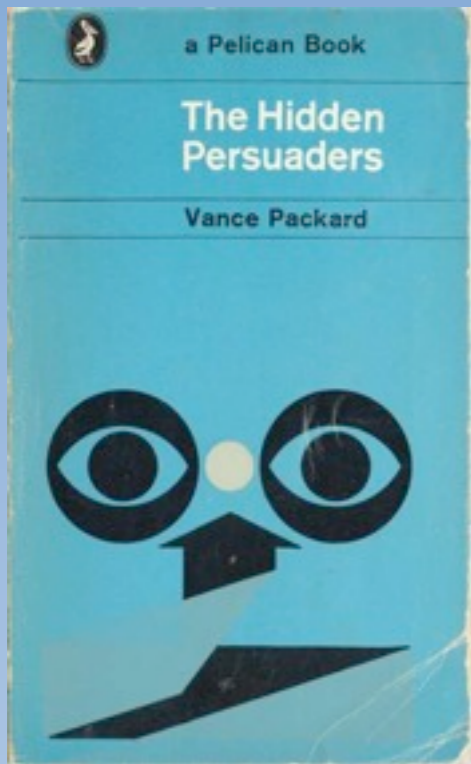
er they do not
passions."

--Johnson

beyond informing?



James Vicary
1915-1977



Science News

... from universities, journals, and other research organizations

'Matrix'-Style Effortless Learning? Vision Scientists Demonstrate Innovative Learning Method

Science
December
use bra
or hit a
thing s

neuroFOCUS
A Nielsen Company

See A

Mind

- Ed
- Ps
- Int
- Pe
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- Ac
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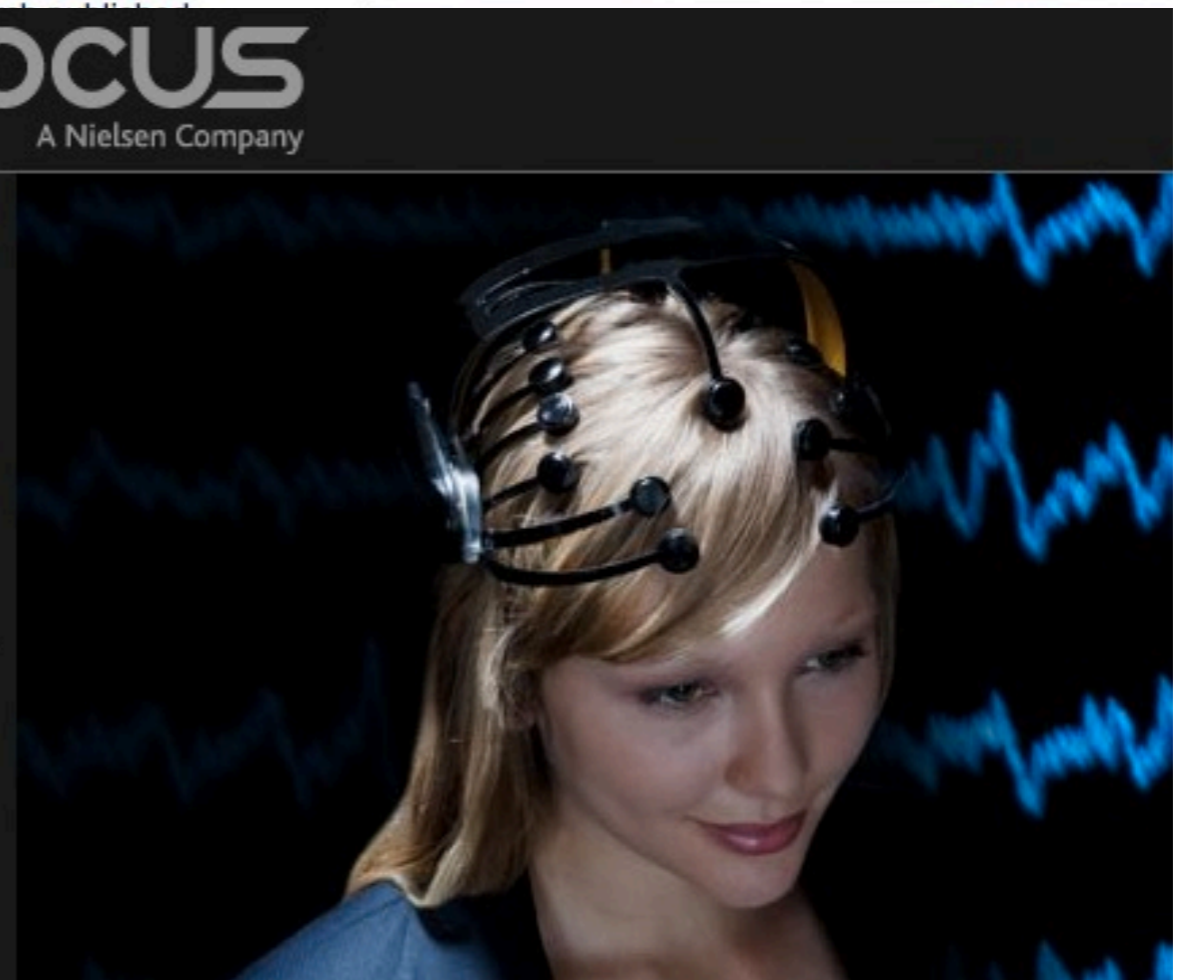
Strang

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Products and Services

- Brand
- Product
- Packaging
- InStore
- Advertising
- Entertainment
- Company
- Videos
- News and Events
- Neuroscience Publications
- Global Directory



overview

new media

what's new?

news and advertising

informing vs
advertising

why
advertising?

a suspect relationship



London Gazette

1666 June 18

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 notifie once and for all, that we will not charge the Gazette with Advertisements, unless they be matter of State.**

change of mind

change of subject

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 Elabaratory.

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]

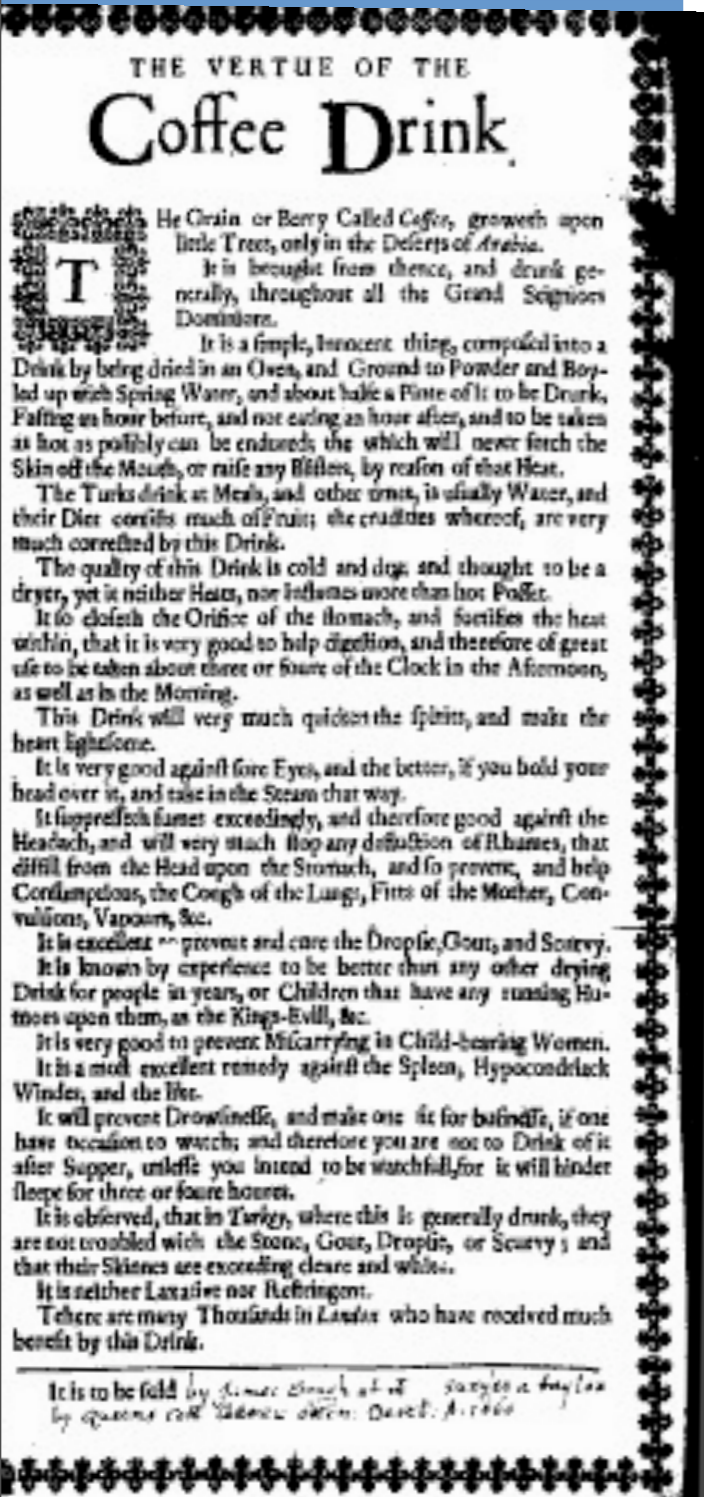
"All the public papers now on foot depend on advertisements."

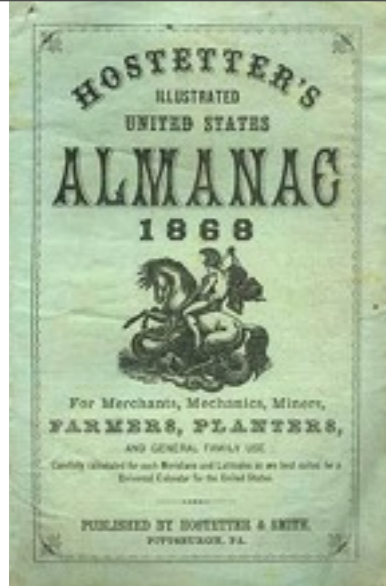
-- Defoe, *Review*, 1705

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 ..."

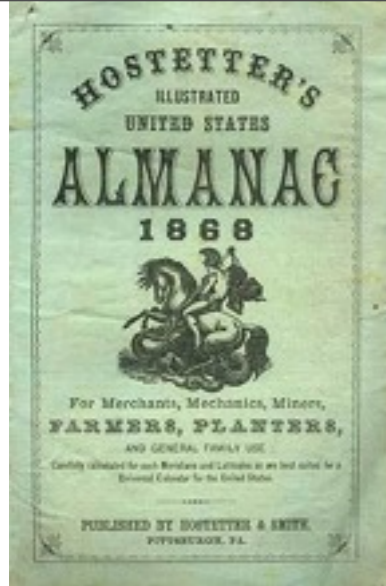




medicine and marketing

"[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."

--John Styles, "Product Innovation in Early Modern London," 2000



medicine and marketing

Science Times: March 20, 2012

PROFILES IN SCIENCE

A Drumbeat on Profit Takers

By ABIGAIL ZUGER, M.D.



Tony Cenicola/The New York Times

Dr. Arnold S. Relman and Dr. Marcia Angell, both former editors of The New England Journal of Medicine, continue to advocate against the "commercial exploitation of medicine."

ten involved in the
of the brands
joyed an intimate
rade ... booksellers
. . . . newspaper owned
re than any other ...
sing ... woodcut ..
ents, claims of royal
copy."

y Modern London, "2000

the wall

editorial/advertising

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

the wall editorial/advertising

Messieurs Brooke and Hellier Merchants in B
lane near Bread-street, having experienc'd that their new natural
porto and Viana Wines do give such universal Satisfaction, they
encourag'd further to accomodate the Town, and give Notice
they resolve to retail the entire Cargoes of the Sophronia and
Galies just arriv'd and landing, consisting of 300 Pipes of new
and white Oporto, and 20 Pipes of red and white Anadea Wines
(being the only Wines of these Sorts in Merchants Hands) in the
several Vaults and Taverns following, viz. in Freeman's-yard in Court
under the Crown-Tavern in Breadstreet, under a front Houfe in
Lisbury-Court in Fleetstreet, under Mr. Rymes a Furrier against
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
York-Buildings, and under St. James's Market-house; also on Tuesday
the 18th Instant will be open'd the Green-Dragon Tavern in Gray's
Lane in Holborn. Note, The Prices of the abovesaid Wines, in
the Vaults, the new natural red and white Oporto and white Viana
18 d. per Quart and 17 l. per Hogshead, and the new red Viana
15 d. per Quart and 13 l. per Hogshead, and in the said Taverns
Oporto and white Viana at 20 d. and red Viana at 16 d. per Quart
Note, The new white and red Anadea Wines are at 2 s. per Quart
and 20 l. per Hogshead, and to be had only in the aforesaid Vaults
York-Buildings, and under St. James's Market-House.

t together over a Dish of
celebrated Yesterday with more
had we not been beholden
fore to those good
to accuse you of great
have imported true and
ld not be adulterated by
s of private Families or
gine how a SPECTATOR can be
Resumption to such Subjects
ator, Friday April 25, 1712

more news

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

more news

ADVERTISEMENT S.

This Day is Publish'd,
THE true State of the Case between the Government and the Creditors of the Navy, &c. As it relates to the South-Sea Trade; and the Injustice of the Transactions on either Side Impartially enquir'd into. Pr. 2 d. Just Publish'd, an Essay on the South-Sea Trade, by the Author of the Review. Pr. 6 d. High-Church Aphorisms by those Twin Brothers in Scandal, the Examiner and modest Abel. Pr. 6 d. Printed for J. Baker in Pater-Noster-Row.

THIS is to give Notice, That Messieurs Brook and Heller of London, Merchants, who do now give such general Satisfaction in Retailing their New Natural Portugal Wines in the said City, (being the best that have come from Portu-

gal for many Years past) have for the more effectual supplying the other Parts of the Kingdom, caus'd Ships to Sail directly from Portugal to the following Places, where they are Arriv'd with the like Natural Wines, being the only New Wines that are now there, or can Arrive this Season; which Wines are to be sold by the following Persons, in the respective Places, viz. By Mr. Barth. Avent in Plymouth; Messieurs James and John Arnold in Portsmouth; Messieurs James Wakeman, and John Negus in Dartmouth; Mr. Joseph Taylor of Wysbich in Lynn Regis; Mr. Crowle in Hull; Mr. Jos. Stone in Gainsborough; Mr. William Proffor in Newcastle upon Tyne: Note, the Price, viz. The Viana Wines at 14 l per Hoghead or at 5 s. 4 d. per Gallon, and the Oporto Wines at 16 l. per Hoghead, or 6 s. per Gallon.

Printed for and sold by John Baker at the Black-Boy
Pater-Noster-Row. 1711.

Merchants and
every
ing Art of
all the
our simple
Trade
Taverns new,
atural ... a
ent ... if you
out of the
.. you shall
-Score.

foe, Review 1711

of 12-Advertising-PD 32

"1754, the [Daily Advertiser] appeared in the format which was to be the standard for the English newspaper until *The Times* added a fifth column in 1808. Hence the *Daily Advertiser* may fairly be regarded as the first modern newspaper."

--Stanley Morison

the presses roll on

- 1731: *Daily Advertiser*
- 1744: *General Advertiser*
- 1751: *London Advertiser*
- 1752: *Publick Advertiser (Junius)*
- 1772: *Morning Post & Daily Advertiser*





Horace Greeley
1811-1872

remuneration

"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*



new technologies, old questions

still suspect

"It is inconceivable that we should allow so great a possibility for service to be drowned in advertising chatter."

Herbert Hoover, 1922





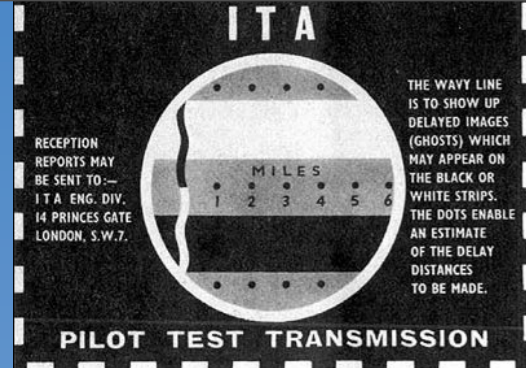
Harold Innis
1894-1952



ad-driven network?

"In GB the influence of newspapers favoured government ownership of radio as a means of checking encroachments on advertising revenue . . . radio as a new medium enabled politicians, notably Baldwin, to resist the pressure of newspapers."

--Harold Innis,
Empire and Communications, 1950



John Reith
1889-1971

a plague

"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

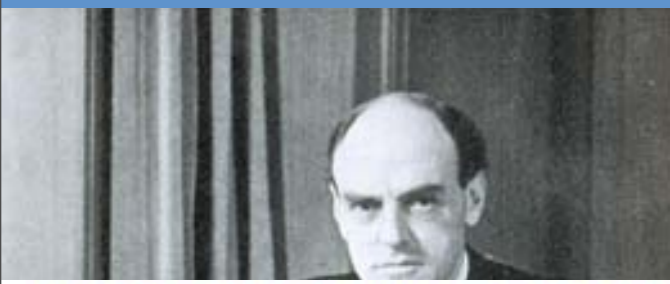
ITA

RECEPTION REPORTS MAY BE SENT TO:—
ITA ENG. DIV.
14 PRINCES GATE
LONDON, S.W.7.

THE WAVY LINE IS TO SHOW UP DELAYED IMAGES (GHOSTS) WHICH MAY APPEAR ON THE BLACK OR WHITE STRIPS. THE DOTS ENABLE AN ESTIMATE OF THE DELAY DISTANCES TO BE MADE.

MILES
1 2 3 4 5 6

PILOT TEST TRANSMISSION



a plague

Police link three French attacks

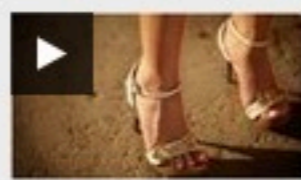


French police say one of the guns used in a fatal shooting at a Jewish school in Toulouse was also used in the killings of three French soldiers.

Who was behind Toulouse shootings?

- Toulouse 'in lockdown'
- French shootings: What we know
- School director 'saw daughter die'

Magazine



Selling sex online
How one US site is being targeted for prostitution



Chinese army v Indian rail
Which is the biggest employer in the world?



Russia calls for Syria ceasefires

Russia calls for daily humanitarian ceasefires in Syria to allow aid into the areas worst affected by fighting, following a meeting with the Red Cross.

- Year of protest and insurrection
- Push for political solution

North Korea in UN nuclear offer

The UN nuclear watchdog says it has been invited to visit North Korea - three years after its inspectors were expelled from the country.

Apple reveals plans to spend cash

Apple is to pay its first dividend for 17 years, of \$2.65 per share a quarter, and will buy back \$10bn of its shares.

Gunmen kill 12 police in Mexico

Australia passes contentious tax

Five die in Norwegian avalanche

Nato urged to probe Libya deaths

Afghan deaths suspect sees lawyer

2010 now listed as world's hottest year

Mistrial in Desperate Housewives case

ADVERTISEMENT

BBC World News is available on XFINITY with this special offer

Features and Analysis

a suspect relationship



"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."



all well in the googleplex?

OP-ED CONTRIBUTOR

Why I Am Leaving Goldman Sachs

By GREG SMITH

Published: March 14, 2012

TODAY is my last day at Goldman Sachs. After almost 12 years at the firm — first as a summer intern while at Stanford, then in New York for 10 years, and now in London — I believe I have worked here long enough to understand the trajectory of its culture, its people and its identity. And I can honestly say that the environment now is as toxic and destructive as I have ever seen it.

[Enlarge This Image](#)



To put the problem in the simplest terms, the interests of the client continue to be sidelined in the way the firm operates and thinks about making money. Goldman Sachs is one of the world's largest and most important investment banks and it is too integral to global finance to continue to act this way. The firm has veered so far from the place I joined right out of college that I can no longer in good conscience say that I identify with what it stands for.

It might sound surprising to a skeptical public, but culture was always a vital part of Goldman Sachs's success. It revolved around teamwork, integrity, a spirit of humility, and always doing right by our clients. The culture was the secret sauce that made this place great and allowed us to earn our clients' trust for 143 years. It wasn't just about making money



all well in the googleplex?

Why I left Google



James Whittaker 13 Mar 2012 10:54 AM

263



Ok, I relent. Everyone wants to know why I left and answering individually isn't scaling so here it is, laid out in its long form. Read a little (I get to the punch line in the 3rd paragraph) or read it all. But a warning in advance: there is no drama here, no tell-all, no former colleagues bashed and nothing more than you couldn't already surmise from what's happening in the press these days surrounding Google and its attitudes toward user privacy and software developers. This is simply a more personal telling.

It wasn't an easy decision to leave Google. During my time there I became fairly passionate about the company. I keynoted four Google Developer Day events, two Google Test Automation Conferences and was a prolific contributor to the Google testing blog. Recruiters often asked me to help sell high priority candidates on the company. No one had to ask me twice to promote Google and no one was more surprised than me when I could no longer do so. In fact, my last three months working for Google was a whirlwind of desperation, trying in vain to get my passion back.

The Google I was passionate about was a technology company that empowered its employees to innovate. The Google I left was an advertising company with a single corporate-mandated focus.

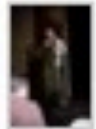
Technically I suppose Google has always been an advertising company, but for the better part of the last three years, it didn't feel like one. Google was an ad company only in the sense that a good TV show is an ad company: having great content attracts advertisers.

Under Eric Schmidt ads were always in the background. Google was run like an innovation factory, empowering employees to be entrepreneurial through founder's awards, peer bonuses and 20% time. Our advertising revenue gave us the headroom to think, innovate and create. Forums like App Engine, Google Labs and open source served as staging grounds for our inventions. The fact that all this was paid for by a cash machine stuffed full of advertising loot was lost on most of us. Maybe the engineers who actually worked on ads felt it, but the rest of us were convinced that Google was a technology company first and foremost; a company that hired smart people and placed a big bet on their ability to innovate.



all well in the googleplex?

Why I left Google



James Whittaker 13 Mar 2012 10:54 AM

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Ok, I relent. Everyone wants to know why I left and answering individually isn't scaling so here it is, laid out in its long form. Read a little (I get to the punch line in the 3rd paragraph) or read it all. But a warning in advance: there is no drama here, no tell-all, no former colleagues bashed and nothing more than you couldn't already surmise from what's happening in the press these days surrounding Google and its attitudes toward user privacy and software developers. This is simply a more personal telling.

It wasn't an easy decision to leave Google. During my time there I became fairly passionate about the company. I keynoted four Google Developer Day events, two Google Test Automation Conferences and was a prolific contributor to the Google testing blog. Recruiters often asked me to help sell high priority candidates on the company. No one had to ask me twice to promote Google and no one was more surprised than me when I could no longer do so. In fact, my last three months working for Google was a whirlwind of desperation, trying in vain to get my passion back.

The Google I was passionate about was a technology company that empowered its employees to innovate. The Google I left was an advertising company with a single corporate-mandated focus.

Technically I suppose Google has always been an advertising company, but for the better part of the last three years, it didn't feel like one. Google was an ad company only in the sense that a good TV show is an ad company: having great content attracts advertisers.

Under Eric Schmidt ads were always in the background. Google was run like an innovation factory, empowering employees to be entrepreneurial through founder's awards, peer bonuses and 20% time. Our advertising revenue gave us the headroom to think, innovate and create. Forums like App Engine, Google Labs and open source served as staging grounds for our inventions. The fact that all this was paid for by a cash machine stuffed full of advertising loot was lost on most of us. Maybe the engineers who actually worked on ads felt it, but the rest of us were convinced that Google was a technology company first and foremost; a company that hired smart people and placed a big bet on their ability to innovate.

good for business

TECHNOLOGY | Updated March 16, 2012, 10:04 a.m. ET

Google in New Privacy Probes

Summary Box: Groupon amends practices after UK probe, to ensure accuracy, compliance

Text Size | Print | E-mail | Reprints

By Associated Press, Updated: Friday, March 16, 10:22 AM

Yelp and the Business of Extortion 2.0

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

By Kathleen Richards

170
tweets

retweet

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."

TOOLS

[twitter](#)

[facebook](#)

[digg](#)

[email](#)

17-MOITZ-Advertising-PD 70

overview

new media

what's new?

news and advertising

informing vs
advertising

why
advertising?

"The Vender of the
Beautifying Fluid ...
confesses that it
will not restore the
bloom of fifteen to a
Lady of *fifty*."

--Johnson



Roman face cream,
c. 50AD

New Scientist, July 2003

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**

'Misleadingly exaggerated': Rachel Weisz advert banned after L'Oreal admits to airbrushing

By SEAN POULTER
UPDATED: 08:58 EST, 1 February 2012

same old?

Comments (174) | Share | +1 | 5 | Tweet | 0 | Like | 186

Oscar winning actress, Rachel Weisz, has taken a stand on the theme of natural beauty, even suggesting a ban on the use of Botox by fellow stars.

However, questions were asked when she appeared with perfectly smooth skin in a campaign for L'Oreal's age-defying beauty products.

In fact the image of the 41-year-old, who married Daniel Craig last year, had been digitally enhanced or airbrushed to even out her complexion.

Scroll down for video



Feminist campaign calls for ban on cosmetic surgery advertising

Plastic surgeons join women's rights activists in urging government to crack down in interests of public health

Lizzy Davies

guardian.co.uk, Wednesday 14 March 2012 13.18 EDT

[Article history](#)



Unrealistic: Hollywood actress Rachel Weisz, 41, looks 20 years younger in this banned L'Oreal campaign

Today, the Advertising Standards Authority(ASA) has announced a ban on the magazine advertisement for L'Oreal's Revitalift Repair 10.

technological shift

1475[?] print to England

1477: the pyes of salisbury



William Caxton
1415?-1492

It it plese erij man spirituel or temporel to bye onij
pyes of two and thre comemoraciōs of salisbury use
enpynntid after the forme of this presēt lettre whiche
ben wel and truly correct, late hym come to westmo-
nester in to the almonesrjpe at the reed pale and he shal
haue them good chepe . . .

Supplicatio stet cedula



near perfection

224 *The IDLER.* N^o 40.

N^o 40. *Saturday, January 20.*

THE practice of appending to the narratives of public transactions, more minute and domestic intelligence, and filling the News-papers with advertisements, has grown up by slow degrees to its present state.

GENIUS is shewn only by Invention. The man who first took advantage of the general curiosity that was excited by a siege or battle, to betray the Readers of News into the knowledge of the shop where the best Puffs and Powder were to be sold, was undoubtedly a man of great sagacity, and profound skill in the nature of Man. But when he had once shewn the way, it was easy to follow him; and every man now knows a ready method of informing the Publick of all that he desires to buy or sell, whether his wares be material or intellectual; whether he makes Cloaths, or teaches the Mathematics; whether he be a Tutor that wants a Pupil, or a Pupil that wants a Tutor.

WHAT-

"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



James Graham
1745-1794



magnificence of promise

"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



Dr Graham's
Celestial Bed, 1783

wedgwood





marketing innovations?



lifestyle

product placement

wedgwood stores

courting royalty

going global

"class emulation"

self-service

free postage

puffing [& "anti puffado"]

"Wedgwood committed himself to new methods of selling his ware, for he not only decided on high prices, but also ... on large markets"

--McKendrick



marketing innovations?



First daughters Malia and Sasha Obama wear J. Crew; retailer's Web site goes down

BY AMY DILUNA
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



Tuesday, March 20, 2012

lifestyle

product placement

wedgwood stores

courting royalty

going global

"class emulation"

self-service

free postage

puffing [& "anti puffado"]

"Wedgwood committed himself to new methods of selling his ware, for he not only decided on high prices, but also ... on large markets"

--McKendrick

the branded world



the third leg?

trademark law

France: 1803, 1824, 1857

California: 1863

driven by treaty

US: 1870, 1881, 1906, 1920, 1946

UK: 1862, 1876, 1905, 1938

"The Congress shall have power ...

"To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries"

legal determinism

1870: revision of patent office registration of trademarks and the "second industrial revolution"

1879: the "trade-mark cases"

is it intellectual?

is it an invention?

is it progressive?

-- USSC: NO

1881 - 1906: foreign treaty and indian tribes

1906: commerce clause

2000

- April: Rock band Metallica sues Napster for copyright infringement. Yale and Indiana University ban service from campus.
- Dec.: Napster sues an online clothes retailer for allegedly using its cat-like logo without permission on T-shirts and hats for sale.



the third leg?

Linux.com

The Enterprise Linux Resource

<http://enterprise.linux.com/>

Title Behind the Debian and Mozilla dispute over use of Firefox

Date 2006.10.10 15:01

Author StoneLion

Topic

<http://enterprise.linux.com/article.pl?sid=06/10/09/1434251>

Debian plans to release its newest version, Etch, in December, and wants Mozilla's Firefox Web browser to be part of the distribution. Mozilla, however, [told](#) Debian it couldn't release the software without its accompanying artwork. Now a legal expert says that the existing distinctions between copyright and trademark laws should have prevented this from becoming an issue in the first place.

Larry Rosen, an attorney specializing in intellectual property protection and former general counsel for the Open Source Initiative, told NewsForge, "An open source copyright license can permit you to make any changes you want to certain software, or to make no changes at all. But a trademark license may also be needed before you can apply the original author's trademarks to those changed or original works.

"I don't think that this should be a debate. We merely have to understand that copyright and trademark involve entirely different rights. A license to one of those isn't necessarily a license to the other."

Earlier this year, Mike Connor, a developer with Mozilla, [submitted a bug report](#) to Debian that stated that if Debian intend to call its browser Firefox, it would be required to include Firefox graphics as well, or should plan to find a new name for the browser.

2000

- April: Rock band Metallica sues Napster for copyright infringement. Yale and Indiana University ban service from campus.
- Dec.: Napster sues an online clothes retailer for allegedly using its cat-like logo without permission on T-shirts and hats for sale.



the third leg?

Linux.com

The Enterprise Linux Resource

April 23rd, 2009



Wikipedia Threatens Artists for Fair Use

Commentary by [Corynne McSherry](#)

Can a noncommercial critical website use the trademark of the entity it critiques in its domain name? Surprisingly, it appears that the usually open-minded folks at Wikipedia think not.

Last February, a pair of artists, working with several collaborators, created a Wikipedia article and invited the general public to add to it, following Wikipedia's standards of credibility and verifiability. The work was intended to comment on the nature of art and Wikipedia. But Wikipedia editors did not take kindly to the project, and it was shut down within fifteen hours for being insufficiently "encyclopaedic."

Fast forward a couple of months. The artists, Scott Kildall and Nathaniel Stern, have created a noncommercial website that documents the project, called Wikipedia Art. The domain name for the project: wikipediaart.org.

Yep, they used the term "wikipedia" in their domain name. "Wikipedia" is a trademark owned by the Wikimedia Foundation. And now the Foundation has demanded that the artists give up the domain name peaceably or it will attempt to take it by (legal) force.

I5-Hofl12-IP 52

overview

new media

what's new?

news and advertising

informing vs
advertising

why
advertising?



new technology

Illustrated London News (1842-1971)

May 1842





fighting photography



Illustrated London News and

<http://beck.library.emory.edu/iln/>

19-Hof12-Advertising-PD 55

new opportunity



THE BELT DRAWERS, A SPECIALITÉ IN GENTLEMEN'S UNDERCLOTHING.

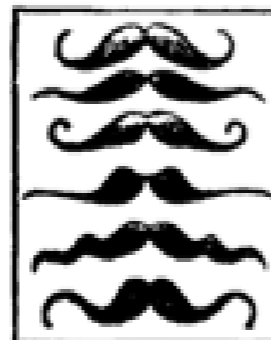
The Article is formed on a principle that affords to the wearer a nice, gentle, and uniform support to the loins, abdomen, &c., imparting therewith a sense of remarkable comfort, as also a pronounced healthful influence.
Moderate price and excessive durability, rendering the article an economical garment wíthal.

Makers and Originators of the Article,
SANDLAND & CRANE,
Gentlemen's Dressers,
55 REGENT STREET,
LONDON.

(The Quadrant section of the Street, and next to Swan & Edgar's.)

Illustrated Prospectus & Price List on application.

TRAIN YOUR MOUSTACHE IN THE WAY IT SHOULD GO.



CARTER'S THRIXALINE

is a unique transparent fluid for training, fixing, and beautifying the Moustache of all sorts and conditions of men. Has never been equalled for holding the Moustache in any position. Prepared only by

JOHN CARTER,
HAIRDRESSER,
At the Old Palace of Henry VIII.
17, FLEET STREET, E.C.

Price, post free, 2/6, 5/6, and 10/6.

CLAXTON'S DOUBLE CHIN CURER.

Patent 2221/04.

Fortrestoring contour of face
in advancing years.
Gives an even support under
chin; will fit any size or
shape head.
No measurements required.

Price One Guinea, Post Free.
Please cross Cheques and Orders
"Coutts & Co."

P. CLAXTON
(Patenteo of Bar Cap).
108, STRAND, LONDON, W.C.



Corset Attachment

The "TITAN" (Regd.).

Indispensable with the present tight-fitting skirt.
Produces straight front without increasing size of
waist or impeding action in walking, as it does not
require stocking-suspenders to keep it in position.
Guaranteed not to ride up or wrinkle.

Idealises the symmetry of the figure and gives
indescribable elegance to the simplest gown.

Reduces High Figures and Large Hips.

Restores the Figure after Confinement.

Affords great support with perfect ease, and
gives permanent satisfaction to the wearer.

Can be attached without sewing to any corset. Under
skirts can also be attached without sewing to the lower
edge, thus further reducing size. Worn by Royalty,
Recommended by the Medical Profession. Thousands of
unsolicited testimonials.

N.B.—When ordering, the size round largest part of
size should be given. Every Attachment is stamped
"TITAN."

In Black, White, and Ecoré, price 5/9.

Of all the best Drapers and Ladies' Outfitters.

Or of the Patentee and Sole Manufacturer,

**A. WHITE, 1, 2, & 3, Langley Court,
LONG ACRE, LONDON, W.C.**

WHITE'S
PATENT.

WHITE
PATENT.



WITHOUT ATTACHMENT.



WITH ATTACHMENT.



TO BE WORN THREE TIMES IN THE WEEK.

Madame A. T. ROWLEY'S TOILET MASK (OR FACE GLOVES)

Is a natural beautifier for bleaching and preservin
the skin and removing complexional imperfections.
It is soft and flexible in form, and can be WORN with
discomfort or inconvenience.

It is recommended by eminent physicians and scientists as a substitut
for inferior cosmetics.

COMPLEXION BLEMISHES may be hidden imperfectly by co
metics and powders, but can only be removed permanently by the Toile
Mask. By its use every kind of spots, impurities, roughness, etc., vanis
from the skin, leaving it soft, clear, brilliant, and beautiful. It is harm
less, costs little, and saves pounds wastefully expended for cosmetic
powders, lotions, etc. It prevents and removes wrinkles, and is both
complexion preserver and a beautifier.

Illustrated Treatise, with full particulars, post free, 3 stamps.

MRS. A. T. ROWLEY,
**THE TOILET MASK CO. 139, OXFORD STREET
LONDON, W.**

19-Hof12-Advertising-PD 56

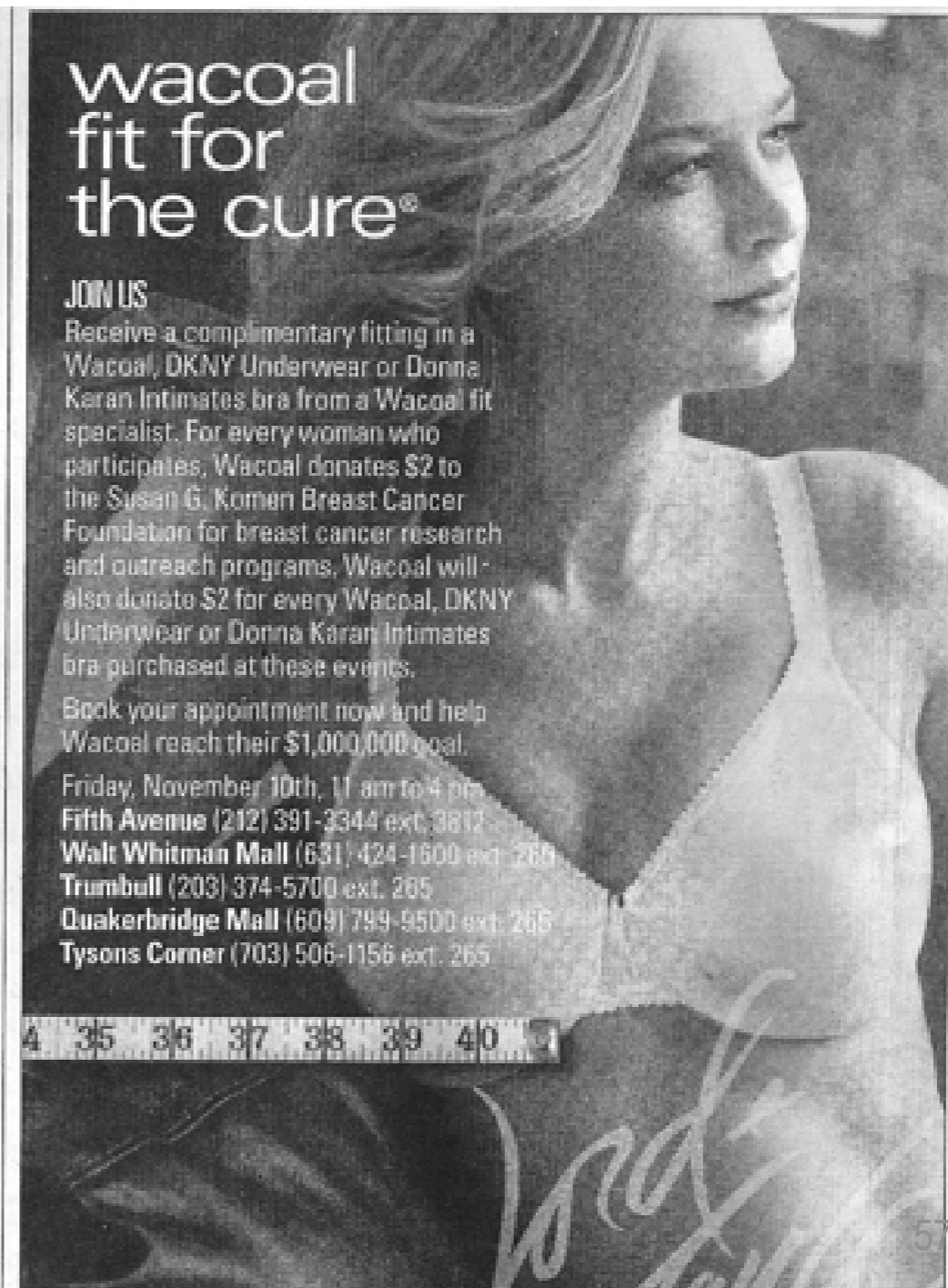
continuity or change?



Agent Provocateur

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



wacoal
fit for
the cure®

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. 265
Trumbull (203) 374-5700 ext. 265
Quakerbridge Mall (609) 799-9500 ext. 265
Tysons Corner (703) 506-1156 ext. 265



Richard Sears 1863-1914

magazine to catalogue



1862: Homestead Act

1888: Sears Watch Co. catalog

1896: Rural delivery

[USPO: the catalog: "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".

-- *Union & Advertiser* (Rochester), 1909

newer yet

1919 broadcasting begins in the Netherlands





new media

Cheaper Clothes And Shorter Stories: On Soaps, Strange 'Days' Indeed

Categories: [Television](#)

by LINDA HOLMES



Listen to the Story
Morning Edition

[5 min 1 sec]

- + Add to Playlist
- ↓ Download
- 📄 Transcript



Mitchell Haaseth/NBC Universal

Peter Reckell as Bo Brady and Kristian Alfonso as Hope Williams Brady: still at it after all these years.

has upended routines that, for some, date back to childhood. When I was in high school, my soap of choice was *Days Of Our Lives*, which Neda says has changed a lot since that era — well,

It's not easy being one of the last soaps standing, as Neda Ulaby reports on today's *Morning Edition*. For fans, the shuttering of iconic shows like *All My Children* and *Guiding Light*



RIGHTLY trained, the unconscious vanity of a little miss becomes the ingrained personal daintiness which is priceless to a woman.

Teach her that it is the frequent, regular use of Ivory Soap which gives her the lustrous hair, the clear, smooth skin, and the spotless garments which she innocently admires.

Thus it is easy to imbue a child with that love of cleanliness which is the basis of all enduring charms.

See the five steps of the new Ivory Soap Film

—overlaid, illustrating the use of genuine Ivory Soap that makes white, soft, smooth, and all the fabric like new, without rubbing. For general trial packages, just send your name and address to Department 14, The Procter & Gamble Co., Cincinnati, Ohio.

IVORY SOAP... 99% PURE





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

-

.....
Canter & Siegel, Immigration Attorneys
3333 E Camelback Road, Ste 250, Phoenix AZ 85018 USA
c...@indirect.com telephone (602)661-3911 Fax (602) 451-7617



and again



Email

Password

Keep me logged in

[Forgot your password?](#)

Facebook Ads

Reach over 500 million people where they connect and share

[Create an Ad](#)

or login to manage existing ads

Overview



Email

Password

Keep me logged in

[Forgot your password?](#)

[Log In](#)

Facebook Ads

Reach over 800 million people where they connect and share

[Create an Ad](#)

or contact our sales team



Reach Your Target

- Connect with more than 800 million potential customers
- Choose your audience by location, age and interests
- Test simple image ads and use what works

Overview

Case Studies



Reach Your Target Customers

- Connect with more than 800 million potential customers
- Choose your audience by location, age and interests



Deepen Your Relationships

- Promote your Facebook Page or website
- Use our "Like" button to increase your ad's influence



Control Your Budget

- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when people

and again

Approval by a Blogger May Please a Sponsor



Mike Mergen for The New York Times

Colleen Padilla, who runs the ClassyMommy.com blog, with her children, Mackenzie and Kyle.

By PRADNYA JOSHI
Published: July 12, 2009

Colleen Padilla, a 33-year-old mother of two who lives in suburban Philadelphia, has reviewed nearly 1,500 products, including baby clothes, microwave dinners and the Nintendo Wii, on her popular Web site Classymommy.com. Her site attracts 60,000 unique visitors every month, and Ms. Padilla attracts something else: free items from companies eager to promote their

SIGN IN TO
RECOMMEND

COMMENTS (32)

E-MAIL

and again

The screenshot shows the homepage of Sponsored Tweets. At the top left is the logo "Sponsored tweets" with a parrot icon. To the right are navigation buttons for "advertisers", "tweeters", "partners", "blog", "about", and a "log in" button. The main banner features a photo of actress Jackée and the text "Jackée Star of 227, Sister, Sister! and Everybody Hates Chris." with a "learn more" button. On the right is a "sign up today!" section with two buttons: "sign up as an advertiser" and "sign up as a tweeter". Below the banner are three sections: "what we do" with a description of the platform, "featured tweeters" with a "view all" button and three featured personalities (Ernie Halter, Marlon Wayans, Jon Brockman), and "our advertisers" with logos for Microsoft and Project Runway.

Sponsored tweets

advertisers tweeters partners blog about log in

Jackée
Star of 227, Sister, Sister! and Everybody Hates Chris.
learn more >

sign up today!
Advertisers and Tweeters sign up to start using our marketplace.
sign up as an advertiser
sign up as a tweeter

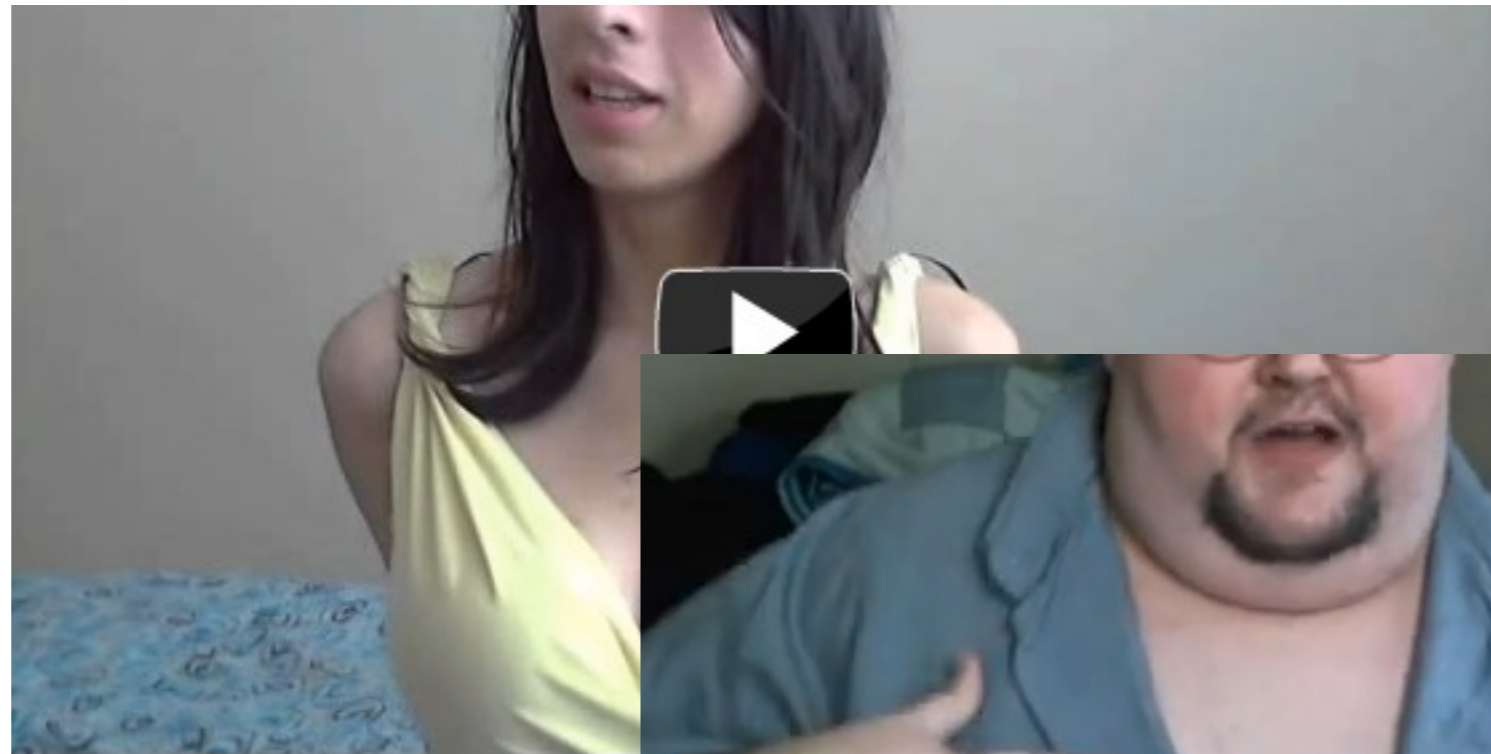
what we do ∨
Sponsored Tweets is a Twitter advertising platform that connects advertisers with tweeters. The site provides robust targeting and detailed analytics.

featured tweeters view all ∨
Ernie Halter > Marlon Wayans > Jon Brockman >

our advertisers ∨
Microsoft project RUNWAY

and again

reply girls (and boys)





"anti-puffado"

conspicuous consumption:

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

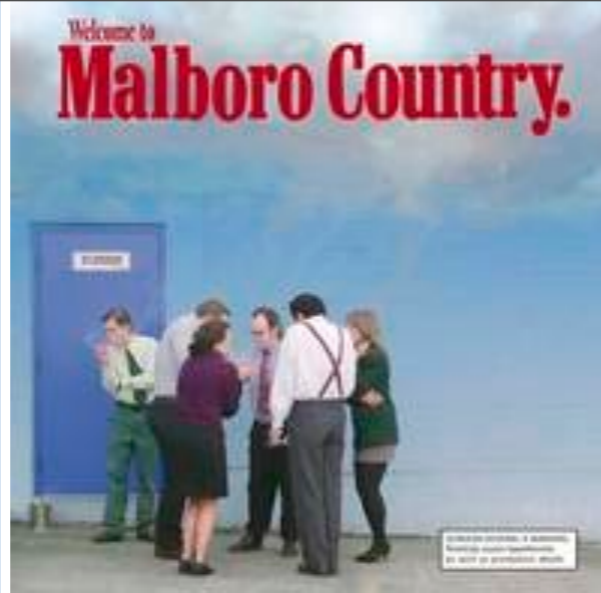
muckraking

Samuel Hopkins Adams,
The Great American Fraud (1906)



Samuel Hopkins Adams

1871-1958



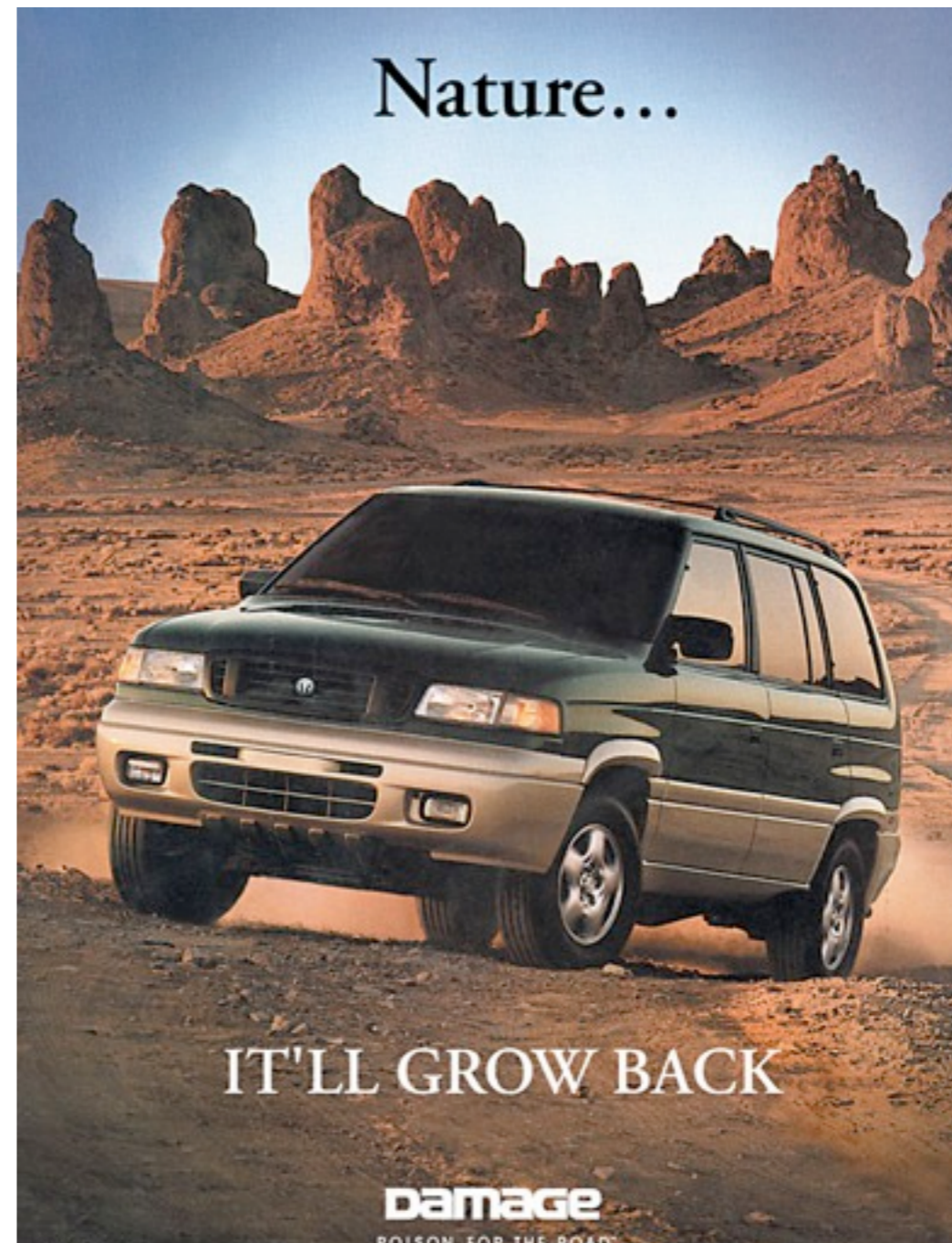
jamming

[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



Harvard Medical Students Rebel Against Big Pharma Ties

Two hundred Harvard Medical School students are confronting the school's administration, demanding an end to pharmaceutical industry influence in the classroom.

what really is new

TECHNOLOGY | Updated March 16, 2012, 10:04 a.m. ET

Google in New Privacy Probes

LIFE WITH BIG BROTHER WND EXCLUSIVE

GOOGLE SPYING ON YOU FOR NSA? JUDGE: 'NONE OF YOUR BUSINESS'

'Court is not to conduct detailed inquiry to decide whether it agrees with agency'

Published: 07/15/2011 at 1:00 AM

NSA refuses to disclose its links with Google

Published: 13 March, 2012, 01:18

[Get short URL](#) [email story to a friend](#) 

coming up: search

coming up

22 Mar: MIDTERM EXAM

Week 11 – SPRING BREAK (NO CLASS)

Week 12

3 Apr: Broadcast

Required reading:

- Czitrom, Daniel J. 1982. "The Ethereal Hearth: American Radio from Wireless through Broadcasting, 1892-1940." in *Media and the American Mind*. University of North Carolina Press. Pp. 60-88.

Additional material:

- Gitlin, Todd. 2001. "Supersaturation, Or, The Media Torrent And Disposable Feeling," Ch. 1 of *Media Unlimited*, Metropolitan Books. Pp. 12-70.

assignment

Czitrom writes on p. 88: Less than fifty years after the first wireless explorations, radio broadcasting stood at the very center of American society, an integral part of economic, political, and cultural processes. Radio succeeded not in filling the utopian visions first aroused by wireless technology but in appropriating those urges for commercial interests....

Seventy years after this date, would you say that this characterization still holds of broadcasting — including both radio and television? In specific terms, how similar is the content of modern broadcasting to that described by Czitrom for the 1930's and 1940's and how is it different? On the whole which are more striking — the similarities or the differences?