History of Information

April 9, 2009
why are we here?

does advertising belong in a History of Information course?

I base relevance compared to other solid parts of information. Such as the telegraph, it fundamentally changed the transmission and reception of information, and caused a giant shift in the culture of the time. Advertising, branding, and marketing, however, ... seem to be irrelevant.

--Pratiklal Patel
why are we here?

does advertising belong in a History of Information course?

The history of information is really a history of human expression and communication; that history would be as dull as a listing of annual temperatures if humans had not our tendency to lie, dissemble, and promote ourselves at every opportunity ... whether or not we should count [on advertising and branding] as informational practices ...[is] very important [questions]

--Samuel Ryan
why are we here?

does advertising belong in a History of Information course?

... advertising belongs ... as much as the Greek alphabet. ... [a] conveyance of information and the creation of new ways of thinking ... 'Information' is closely related to perception, knowledge, and communication--the very three aims of advertising.

--Elaine Westra
why are we here?

does advertising belong in a History of Information course?

cheapness of manufacturing ... might dictate the technologies form. On the other hand, Klein ... argues differently. Advertising seems like a deliberate confrontation with social and technological determinism ... branding can change a products image without changing its form.

--David Belford
why are we here?

my answers

a. detaching information from technology
  *cp: public sphere*
  *intelligence*

b. pushing at technology
  print--images, color
  radio, television, internet
  *cp: intelligence*
  *pornography*

c. raising issues of reliability, trustworthiness ...

Advertising
seems like a
deliberate
confrontation
with social and
technological
determinism

--David
why are we here?

**my answers**

d. topicality

-advertising & the public sphere

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 are we here?

my answers

d. topicality
-advertising &
the public sphere
why are we here?

my answers
e. topicality
-advertising & information infrastructure

They Pay for Cable, Music and Extra Bags. How About News?

By Richard Perez-Peña and Tim Arango
Published: April 7, 2009

Just a year ago, most media companies believed the formula for Internet success was to offer free content, build an audience and rake in advertising dollars. Now, with the recession battering advertising online, in print and on television, media executives are contemplating a tougher trick: making the consumer pay.

Publishers like Hearst Newspapers, The New York Times and Time Inc. are drawing up plans for possible Internet fees. Jeffrey L. Bewkes, Time Warner’s chief executive, is promoting a plan called “TV Everywhere,” to offer consumers a vast array of television online, provided they are paying cable TV customers. And Rupert Murdoch, who once vowed to make The Wall Street Journal’s Web site free, is now an evangelist for charging readers.
why are we here?

my answers

- advertising & information infrastructure

- topicality

Are Google's 200 Layoffs a Sign of Something Else?
eWeek - Mar 27, 2009

IBM, Microsoft and other large companies have laid off employees in larger numbers as they combat the economic downtown, but Google's own layoffs could show ...

Google Lets Go Of 200 Marketers InformationWeek
Google Lays Off 200 More, But Still Surprisingly Selective BusinessWeek
Google To Cut 200 Jobs In Sales And Marketing Forbes
PC World

all 516 news articles »

online, provided they are paying cable TV customers. And Rupert Murdoch, who once vowed to make The Wall Street Journal's Web site free, is now an evangelist for charging readers.
information issues

information & advertising

- informing people
- helping consumers satisfy their needs
- helping link producers and consumers

economists' view

our tendency to lie, dissemble, and promote ourselves

-Sam
information issues

conveyance of information and the creation of new ways of thinking
-Elaine

information & propaganda
- manufacturing desires

*The Engineering of Consent* – Bernays

*The Hidden Persuaders* – Packard
informing?

torches of freedom

An Ancient Prejudice Has Been Removed

Easter Parade, 1929
informing?

creating desires or anxieties?
informing and beyond

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
informing and beyond

James Vicary 1915-1977

Subliminal Ads shown in Capitol.
Subliminal TV cited as danger to youth.

“secret pitch”

Vicary's subliminal experiments, 1957

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

اغذية نموحن (بالإنجليزية: Neuromarketing Consultancy)

"Market research is now a key component of almost every commercial enterprise. Accurate estimation of consumer demand and preference is vital for the success of new products, product relaunches and the range of related sales activities including sales promotions, packaging design, point-of-sale displays and advertising strategies. Because so much of our thought occurs in the unconscious, traditional research methods that mine the surface are likely to miss many of the factors that influence consumer behaviour. Bridging the gap between mind and behaviour is thus one of the key challenges that face marketers today. Cognitive neuroscience now offers us a means to bridge that gap."

Michael Brammer, BSc (Biochem), PhD
Chairman, Neurosense Limited
uniting producers and consumers?

“The astronomical growth in the wealth and cultural influence of multinational corporations over the last fifteen years can arguably be traced back to a single, seemingly innocuous idea ... that successful corporations must primarily produce brands, as opposed to products?”

--Naomi Klein, No Logo

“the consumer dictates to the companies ... simplify choice, guarantee quality ... ultimate accountable institution”

--Economist (review of No Logo)
commerce and information
a suspect relationship

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

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.
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.
"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]
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
"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

"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

"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."
so what's new?

Chalkidian wine
Mendaian amphora
Greece 4-5th century bc

a particular coin type of Mende -- Dionysos as an ass -- was used as a stamp on the handles of a specific type of amphora, consequently dubbed Mendaian

Klein ... claims the brand is a ... new phenomenon.
McKendrick shows ... around for centuries

—Sarah Wyman
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

Aesclypōe

the brand will
never die

-Sarah

Roman face cream, c. 50AD
New Scientist, July 2003
Wyde wyndowes ywrought.
ywritten full thikke,
Schynen with schapen
scheldes.
to schewen aboute
With merkes of
marchauntes.
ymedled bytwene,
Mo than twenty and two.
twyes ynoumbred.

*Piers Plowman’s Crede*, c. 1394
merchants' marks

And other synes I seghe
sett appon lofte,
Some wisnesse of wolle,
and some of wyne tounnes
Some of mercandes merke,
so many and so thikke
That I ne wote in my witt,
for alle this werlde riche
What segge under the sonne
can the sowme rekken.

Wynner and Wastour, c. 1350
obligatory to voluntary

cutlers' marks
Hallamshire
Earl of Salop's grant, 1564
Act of Parliament, 1624
technological shift

1475[?] print to England

1477: the pyes of salisbury

William Caxton (1415?–1492)
If any Gentleman or other accustomed to buy the Weekly Relations of Newes, be desirious to continue the same, let them know that the Writer or Transcriber rather of this Newes hath published two former Newes, the one dated the second and the other the thirteenth of August, all of which doe carrie a like title, with the Armes of the King of Bohemia on the other side of the title page, and have dependance one upon another: which manner of writing and printing he doth propose to continue weekly by God's assistance, from the best and most certain intelligence.

Farewell; this twenty third of August 1622

next ad 1624
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 Elaboratory.

London Gazette, 1678
the patent medicines
birth of the consumer?

And here I must take leave to assert, That all imported Commodities are better restrain'd by the height of Imposition, than by an absolute Prohibition, if sufficient Care be taken to oblige the Importers to a ful and strict Payment; for this woud be a kind of Sumptuary Law, putting a necessity upon the Consumer.

Thomas Sheridan,

A Discourse of the Rise and Power of Parliaments, 1677

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, and many others) ...
the birth of a consumer society

Bernard de Mandeville
The Fable of the Bees: or, private vices publick benefits, 1714

"A Highwayman having met with a considerable Booty, gives a poor common Harlot, he fancies, ten Pounds to New rig her from Top to Toe; is there a Spruce Mercer so conscientious that he will refuse to sell her a Thread Sattin, tho' he knew who she was? ... the Stay and Manteau-maker, the Sempstress and the Linnen draper, all must get something by her."
Then to the Cook’s with Mr. Shepley and Mr. Creed, and dined together, and then I went to the Theatre and there saw Bartholomew Fair, the first time it was acted now a-days. It is a most admirable play and well acted, but too much prophane and abusive. From thence, meeting Mr. Creed at the door, he and I went to the tobacco shop under Temple Bar Gate, and there went up to the top of the house and there sat drinking Lambeth ale a good while. .. So home and to bed.

Sat 8 June, 1681
ever-permeable wall

Magazines Blur Line Between Ad and Article

By STEPHANIE CLIFFORD
Published: April 7, 2009

If the separation between magazines' editorial and advertising sides was once a gulf, it is now diminished to the size of a sidewalk crack.

Recent issues of Entertainment Weekly, Esquire, Time, People, ESPN the Magazine, Scholastic Parent & Child and other magazines have woven in advertisers in new ways, some going as far as putting ads on their covers.

In a medium like television, a partnership with advertisers is nothing surprising — look at how often plastic bags and containers from Glad are featured on "Top Chef."

But in magazines, the editorial and advertising sides have stayed distinct, largely because of the American Society of Magazine Editors. The society hands out the annual National Magazine Awards, and its guidelines govern how editorial content and advertising should be kept separate. Cover ads are
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”

Spectator, Friday April 25, 1711
For SALE by AUCTION,
On Tuesday the 18th Instant, at 10 o’Clock in the Morning, at the Black Bull and Looking-glass in Cornhill, to the Goods of Mr. T. Bromfield, late a Bankrupt. Looking-glass, Sconces of all Sorts, Japan Cabinets, Decks and Bookcases, fine Card-Tables and India Tea-Tables, Union Suits, with several Rarities, likewise the Mouchoir-Goods to be sold, at Houfe and Shop to be let. Note, The Goods to be view’d in before the Time of Sale. Attendance is given from Morning Night.

Messieurs Brooke and Hellier Merchants in St. Mary Ann Lane near Bread-street, having experienced that their new arrival of porto and Viana Wines do give such universal Satisfaction, they encourage further to accommodate the Town, and give Notice they resolve to rollback the entire Cargoes of the Sophronia and X Galaxies just arrive’d and landing, consisting of 100 Pipes of new and white Oporto, and 20 Pipes of red and white Anadea (being the only Wines of these Sorts in Merchants Hands) in several Vaults and Taverns following, viz. in Freeman’s-Yard in Clink under the Cown Tavern in Breadstreet, under a front House in Highbury-Court in Bleedstreet, under Mr. Rymes a Farrier 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 Tavern-Yard against Billings-gate, in the middle Street in Buildings, and under St. James’s Market-house, also on Tuesday the 18th Instant will be opened the Green-Dragon Tavern in Grey Lane in Holborn. Note, The Prices of the above said Wines in the Vaults, the new natural red and white Oporto and white Vin 18 d. per Quart and 17 l. per Hogshead, and the new red Vin 15 d. per Quart and 13 l. per Hogshead, and in the said Tavern of Oporto and white Viana at 20 d. and red Viana at 16 d. per Hogshead. Note, The new white and red Anadea Wines are at 15 l. per ton and 20 l. per Hogshead, and to be had only in the aforesaid Vaults York-buildings, and under St. James’s Market-House.

Just Publish’d,
An impartial View of the two late Parliament their Proceedings, and the late Ministry fully justified; together with the Affairs of Convocation, wherein the Irregularities of the Lower House are exposed from their Original to this present time, and a fair Comparison offer’d at between the late Parliament and last Session. Price 3 s. Printed for J. Baker in Pater-noster Row.
daily advertiser
[Put an advertisement in the *Courant*] by that Means, you'll have the Assistance of the most able Men in the Kingdom.

—Susanne Centilivre, *Love's Contrivance*, 1703

"[H]alf the advertisements one meets with nowadays are purely polemical. The inventors of Strops for Razors have written against one another this way for several years, and that with great bitterness; as the whole argument *pro* and *con* in the case of the Morning-gowns is still carried on after the same manner. I need not mention the several proprietors of Dr. Anderson's pills"

--Richard Steele, *The Tatler*, September 1710
To Mr John Moore,  
Author of the Celebrated Worm-Powder

-Alexander Pope, 1716

“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”

--Steele, 1710
"The trade of advertising is now so near perfection that it is not easy to propose any improvement".

--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
Electioneering Intelligence

George Packwood, we hear, is returned for the county of Strop, with very little opposition.

Law Intelligence

a certain perfumer ... did clandestinely and wilfully utter and sell a base counterfeit Razor Strop and a box of Paste, and imposed it upon his customers for the make of Packwood

Sporting Intelligence

Packwood is a good shot ... The town has witnessed this on more accounts than one, but particularly when he takes his favourite piece (the Razor Strop)
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

Morning Chronicle, 1794
what goes around

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.

logos were tailored to evoke folksiness
--Klein
logos were tailored to evoke folksiness
--Klein
innovation

lifestyle

product placement
the wedgwood store
courting royalty
going global

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 couture touches on its mini-me separates.

The retailer's Web site, www.jcrew.com, was down for about
new technology again

Illustrated London News

May 1842
pictorial ads
continuity or change?
pears pair

Andrew Pears & Thomas J. Barrat
pears pair

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