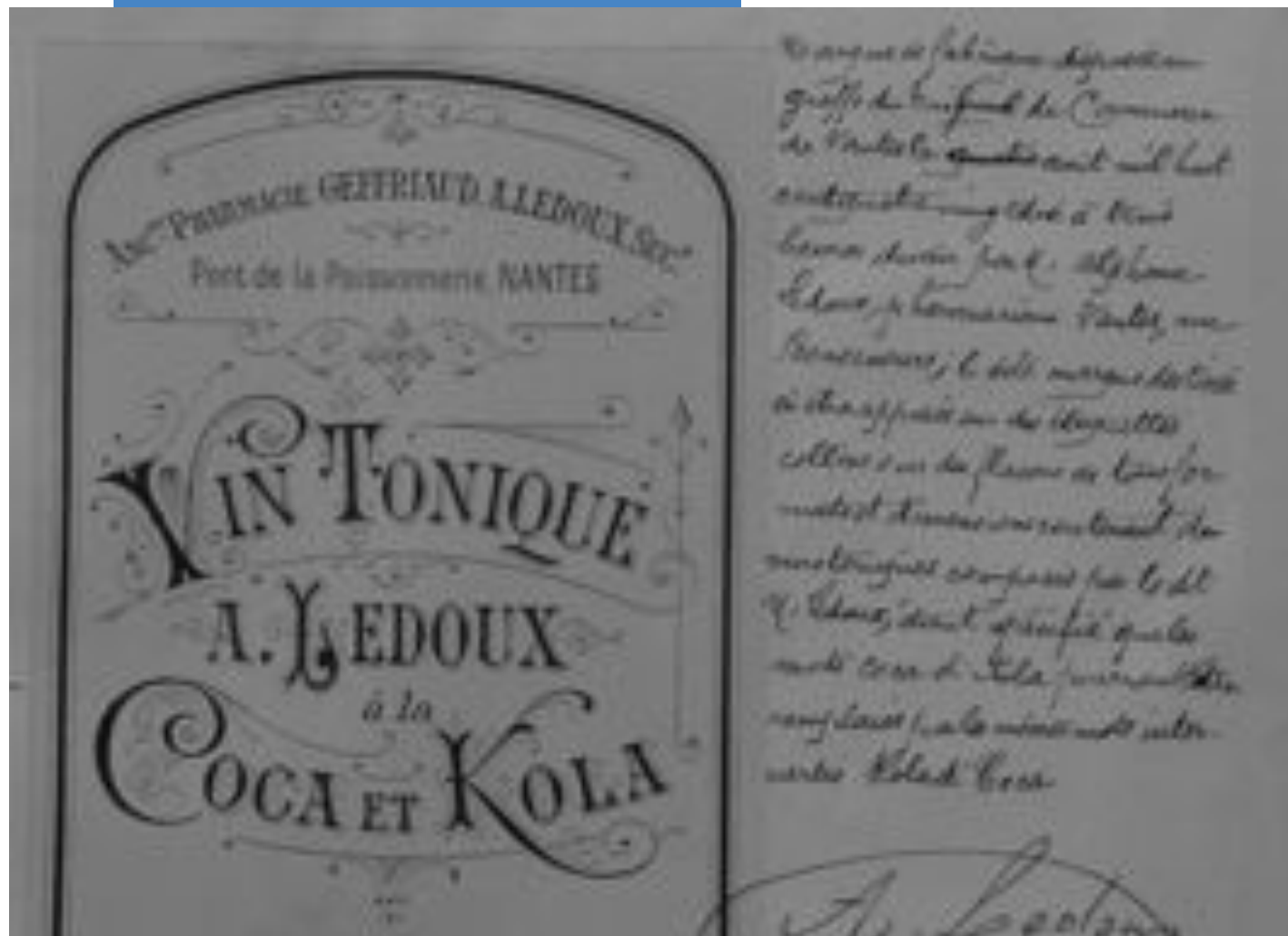




information & advertising

History of Information
March 11, 2010





aob

questions

exams

essays

suggestions

on the media



keyboard signatures

<http://www.onthemedial.org/transcripts/2010/02/26/03>

advertising archive

<http://historyproject.ucdavis.edu/ic/collection/marchand/Advertising/>



sidebar: technology changes behavior?



Charles Goodhart
(1936 -)

goodheart's law

"any observed statistical regularity will
tend to collapse once pressure is placed
upon it for control purposes"

Charles Goodhart,
"Monetary Relationships," 1975

productivity
production
unemployment
amount of information



sidebar: technology changes behavior?

"moral hazard"

- tracing clicks
- rescuing banks
- painkillers
- car safety



sidebar: technology changes behavior?

Google's Clicks Not as Profitable

The search powerhouse's second-quarter earnings increased 19%, but investors got spooked by a drop in revenue per click

By [Aaron Ricadela](#)

"moral hazard"

tracing clicks
rescuing banks
painkillers
car safety



overview

why advertising?

advertising and infrastructure

information and advertising

what's new?



why advertising

**does advertising does belong in a
history of information class?**



why advertising?

my answers

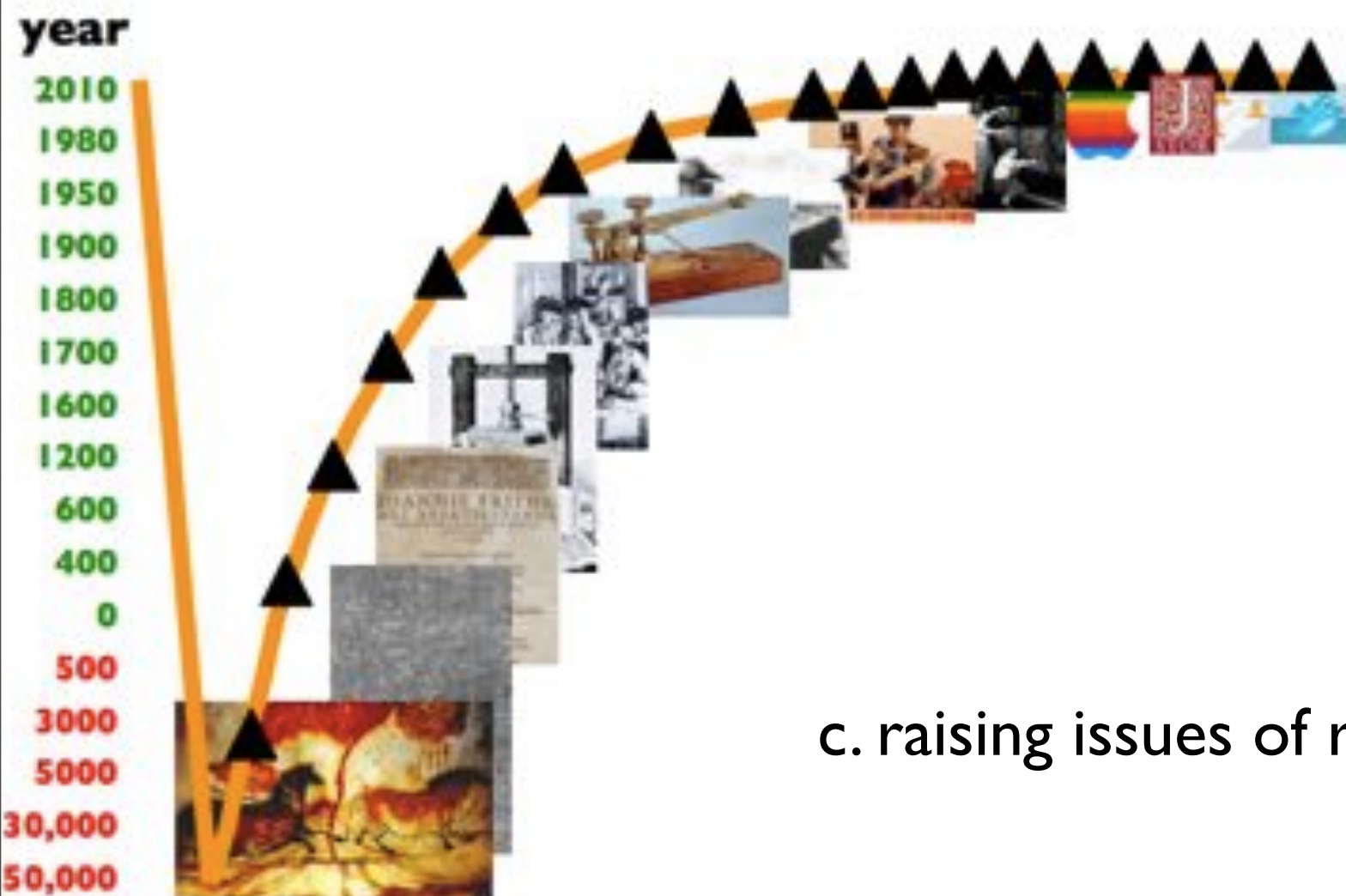
a. detaching information from time & technology

cp: public sphere
intelligence

b. pushing at technology

cp: intelligence
pornography

c. raising issues of reliability, trustworthiness ...





why advertising?

my answers

d. topicality

-advertising &
the public sphere



WSJ Blogs

Washington Wire

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

OCTOBER 23, 2008, 1:31 PM ET

Cost of 2008 Election Cycle: \$5.3 Billion

Article

Comments (14)



Email



Printer Friendly



Permalink

Share:



Yahoo! Buzz



Text Size



Text Size



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



why advertising?

my answers

e. topicality
-advertising &
public sphere



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

By RICHARD PÉREZ-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 advertising?

my answers

e. topicality
-advertising &
information infrastructure



information infrastructure

who clicks?

Google

YouTube



information infrastructure

who clicks?
Google

YouTube

Analysts Estimate YouTube's Losses At \$470M This Year



By Doug Caverly - Fri, 04/03/2009 - 14:39



Can't overcome bandwidth costs, content licensing

It's been about two and a half years since Google bought YouTube for \$1.65 billion, and according to a new report from Credit Suisse, Google's not going to stop paying for that decision anytime soon. YouTube might lose in the neighborhood of \$470 million in 2009.

The math is pretty simple. Credit Suisse analysts Spencer Wang and Kenneth Sena believe YouTube will generate around \$240 million in revenue this year. However, various expenses could add up to roughly \$711 million. Do some subtraction, and you're looking at a negative number.





information infrastructure

skin in the game



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 faculty, staff and students to work together and learn more effectively.



information infrastructure

firefox



Why Firefox's future lies in Google's hands

[Click to see full size image](#)



[Gallery](#)

Posted on 19 Jan 2010 at 14:14

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?

“ *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* ”



information infrastructure

great books





TECHNOLOGY

MARCH 10, 2010, 10:32 A.M. ET

Google Reaches Books Deal With Italy

[Article](#)[Comments](#)[Email](#)[Print](#)[Save This](#)[+ More](#)[Text](#)

By [CHRISTOPHER EMSDEN](#)

ROME—[Google](#) Inc. on Wednesday said it will scan ancient Italian literary texts ranging from Galileo Galilei to herbal medicine manuals as part of the Internet company's first publishing partnership with a national government.

The deal involves digitizing up to one million books held in the National Libraries in Rome and Florence.

Google has similar arrangements for out-of-copyright books with Oxford University, Madrid's Complutense University and the Bavarian state museum, but Wednesday marked what Nikesh Arora, Google's President of Global Sales Operations and Business Development, called a "groundbreaking" deal with a national government, and evidence that his company is eager to counter the Internet becoming "overly Anglo-Saxon."



information infrastructure

LINUXTM
JOURNAL



Flash

VIDEO NEWS BLOGS REVIEWS HOW-TOS PARTICIPATE MAGAZINE

Home ›

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.

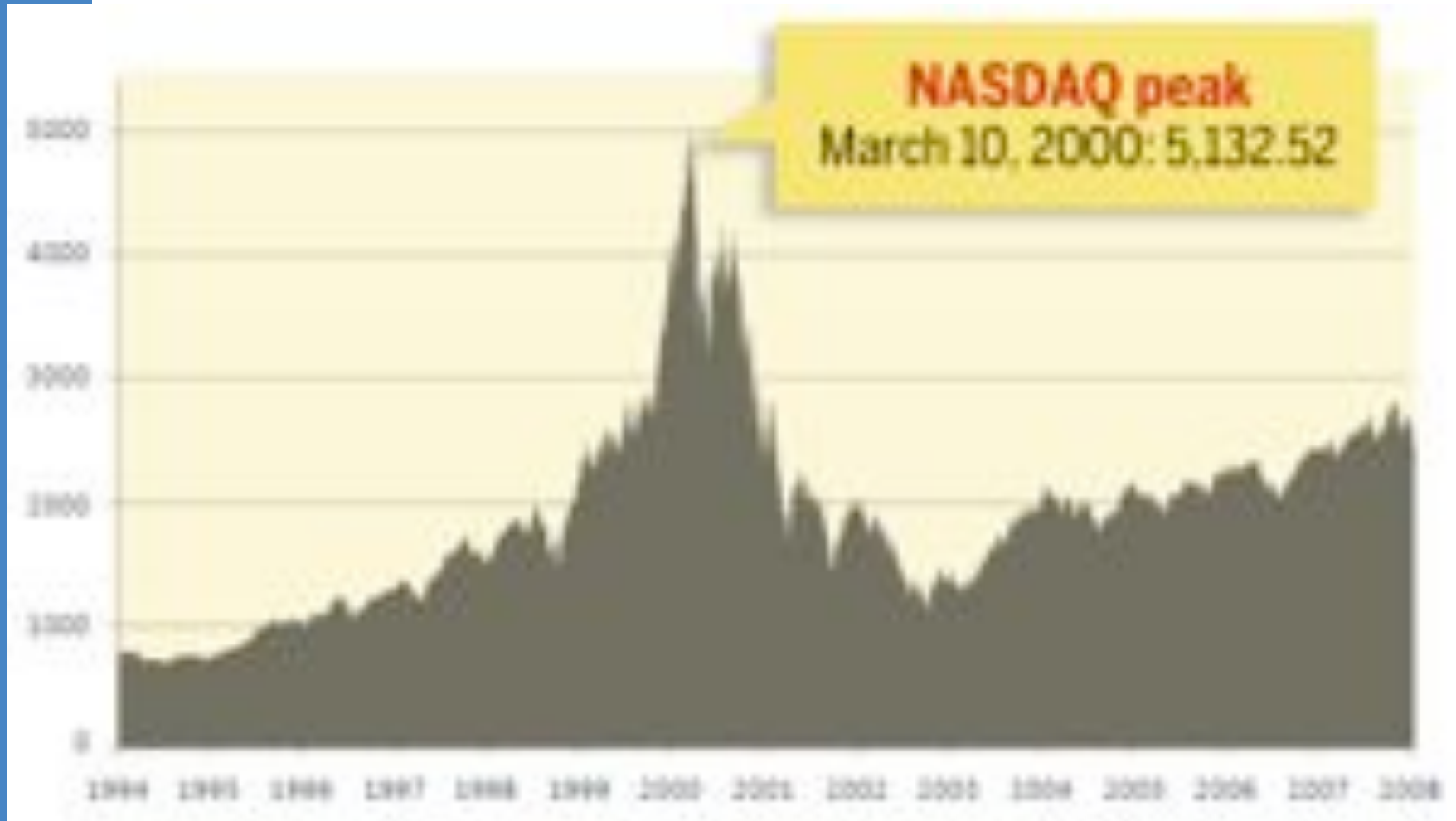
Google has more than a million servers. The company is notoriously silent on the exact number, but I was told by a Google official that it was headed toward a million in the next couple years—and that was seven years ago. For a peek at the future, Jeff Dean of Google gave a presentation at an ACM workshop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



boo.com



failure impossible?





information issues

information & advertising

economists' view

- informing people

'the efficient market hypothesis'

- helping consumers satisfy their needs

- linking consumers with products



informing?

torches of freedom



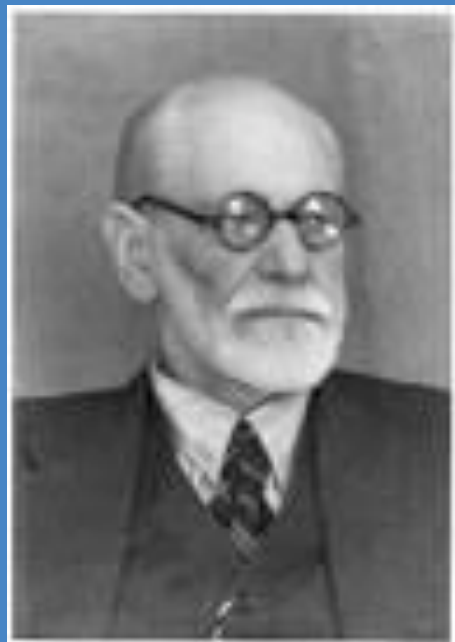
Easter Parade, 1929



Cofl10 -- Advertising 18



Edward Bernays
1891-1995



Sigmund Freud
1856-1939

advertising, pr & propaganda

Edward Bernays, 1891-1995

1913, Committee on Public Information

Propaganda, 1928

Engineering of Consent, 1955

Biography of an Idea, 1965

Proctor & Gamble
United Fruit Company
American Tobacco
Dodge Motors



informing?

creating desires or anxieties?





informing?

creating desires or anxieties?





informing?

creating desires or anxieties?





informing?

creating desires or anxieties?





informing?



creating desires or anxieties?





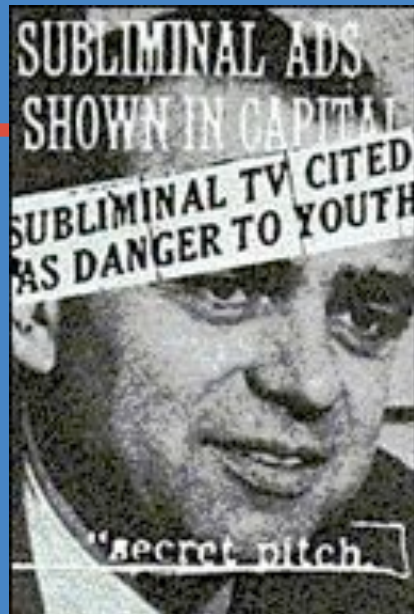
informing?

Tobacco Firms Sue to Block Marketing Law

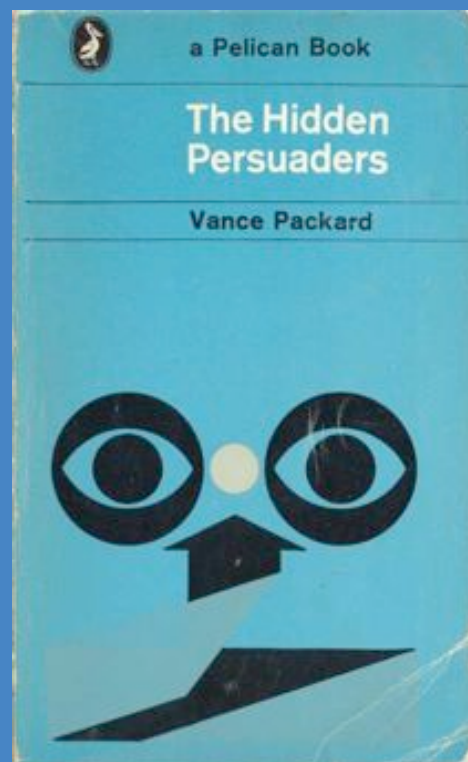
By DUFF WILSON
Published: August 31, 2009

Most of the nation's largest tobacco companies filed a free-speech lawsuit on Monday in Kentucky to try to stop a landmark federal law from curtailing their marketing or forcing them to print graphic warnings on the top half of cigarette packages next year.

"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."



James Vicary
1915-1977



beyond informing?

James Vicary's subliminal experiments, 1957

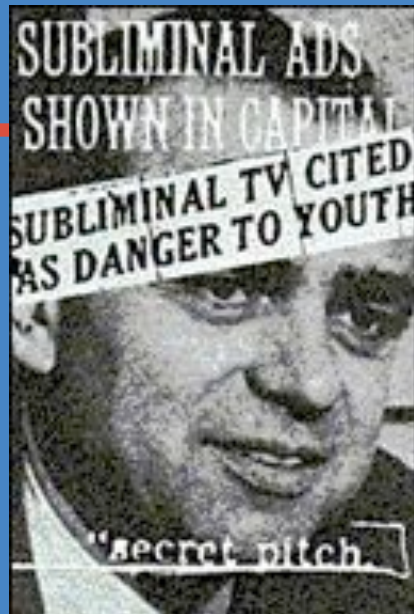
worries ahead

"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."

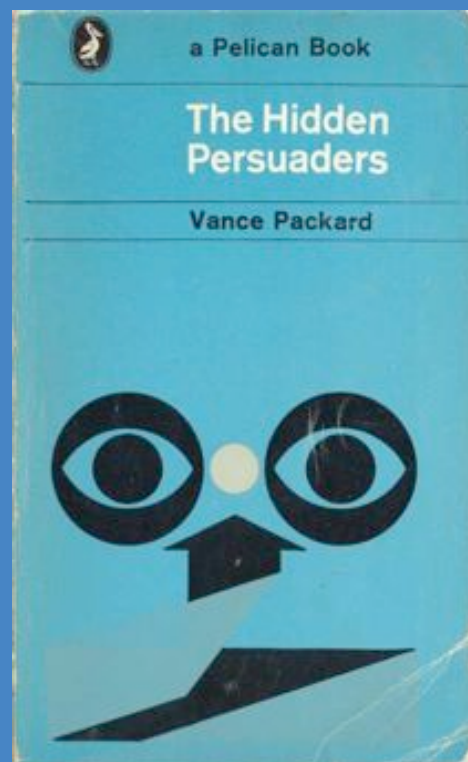
--Vance Packard, *Hidden Persuaders*, 1957



beyond informing?



James Vicary
1915-1977



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 re-launches 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



linking consumers & products?

NO LOGO®

Economist.com

"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



linking consumers & products?

NO LOGO®

Economist.com

"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 & information

a suspect relationship?

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

Herbert Hoover





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"

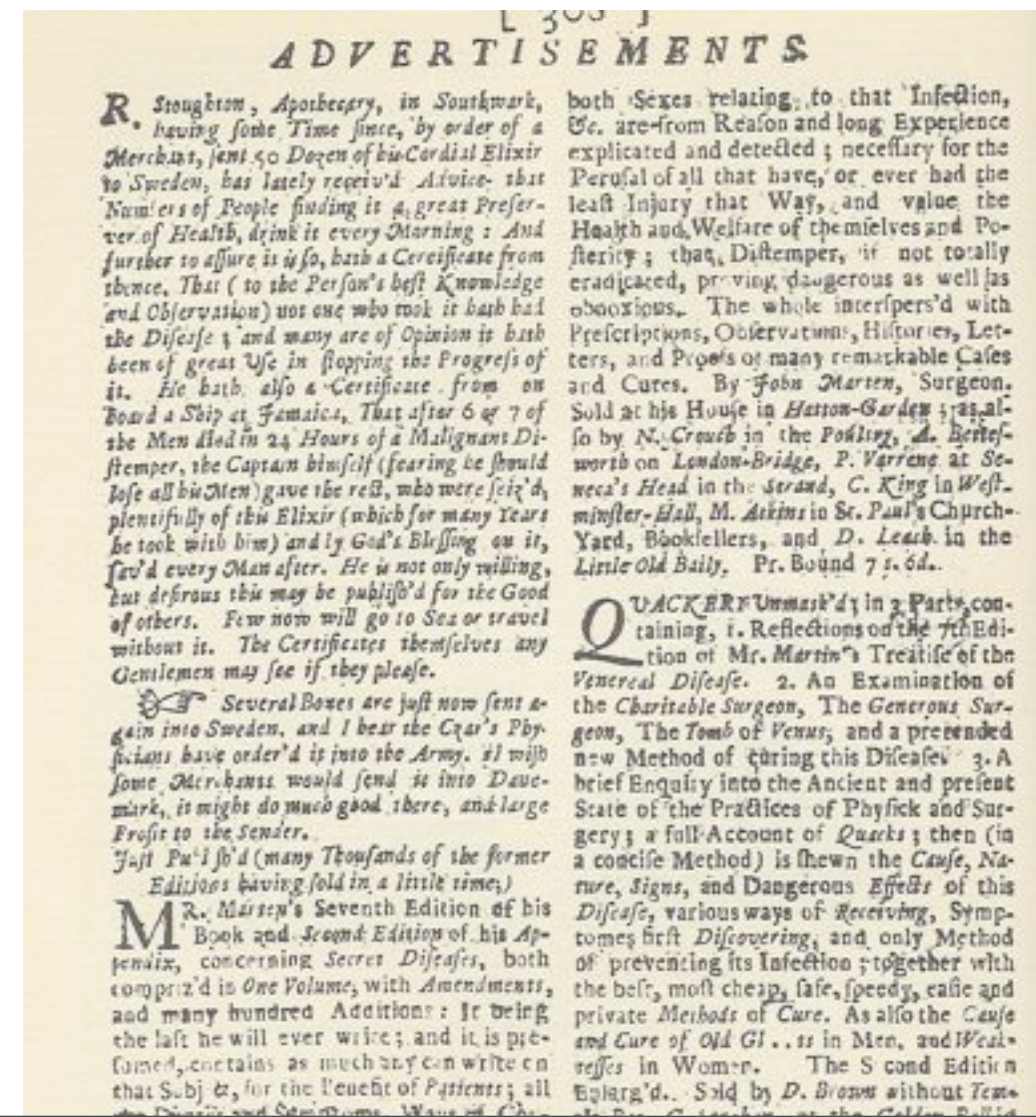
John Oldmixon, writing about
The Medley, launched in 1710.

[it survived for 45 issues]



support

"All the public papers now on foot depend on advertisements."
-- Defoe, *Review*, 1705





comment

"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 wall

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



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

Two Portugal Merchants
Importers, to be Retailers
It has restor'd the T
Sophistications, corrupt
and Compositions, which tu
con

Nothing sells, e
Hellier ... These Wines we
Hellier is the general Ente
Wine to be Scor'd, as he
shall be red or White Prt

ADVERTISEMENT.

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 en-
quir'd into. Pr. 2 d. Just Publish'd, an
Essay on the South-Sea Trade, by the Au-
thor of the Review. Pr. 6 d. High-Church
Aphorisms by those Twain Brothers in Scan-
dal, the Examiner and modest Abel.
Pr. 6 d. Printed for J. Baker in Pa-
ter-Noster-Row.

THIS is to give Notice, That
Messieurs Brook and Heller of Lon-
don, 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 Per-
sons, 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 Tar-
mouth; Mr. Joseph Taylor of Wybich in Lynn
Regl.; Mr. Crowle in Hull; Mr. Jos. Stone
in Gainborough; Mr. William Proffor in
Newcastle upon Tyne: Note, the Price,
viz. The *Viana* Wines at 14 l per Hogshead
or at 5 s. 4 d. per Gallon, and the *Oporto*
Wines at 16 l. per Hogshead, or 6 s. per
Gallon.

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



more news

Messieurs Brooke and Hellier
lane near Bread-street, having experienc'd
porto and Viana Wines do give such univers
encourag'd further to accommodate the Tow
they resolve to retail the entire Cargoes of
Galies just arriv'd and landing, consisting
and white Oporto, and 20 Pipes of red and v
ing the only Wines of these Sorts in Merch
ral Vaults and Taverns following, viz. in Fre
under the Crown-Tavern in Breadstreet, un
lisbury-Court in Fleetstreet, under Mr. Rym
May-pole in the Strand, and at the Horn-T
Westminster, and there is now open'd oth
Tavern-Yard against Billingsgate, in the
Buildings, and under St. James's Market-ho
18th Instant will be open'd the Green-Drago
Lane in Holborn. Note, The Prices of the
the Vaults, the new natural red and white O
18 d. per Quart and 17 l. per Hogshead, a
15 d. per Quart and 13 l. per Hogshead, an
Oporto and white Viana at 20 d. and red V
Note, The new white and red Anadea Wines are at 2 s. per Qu
and 20 l. per Hogshead, and to be had only in the aforesaid Vault
York-Buildings, and under St. James's Market-House.

ADVERTISEMENTS.

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and John Arnold in Portsmouth; Messieurs
James Wakeman, and John Negus in Tor-
mouth; Mr. Joseph Taylor of Wybick in Lynn
Regl.; Mr. Crowle in Hull; Mr. Jos. Stone
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or at 5 s. 4 d. per Gallon, and the Oporto
Wines at 16 l. per Hogshead, or 6 s. per
Gallon.

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



the presses roll on

"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 --Morison

- 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*





the presses roll on

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the wall comes down?

ADVERTISING

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.

 [Enlarge This Image](#)




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

 [E-MAIL](#)

 [SEND TO PHONE](#)

 [PRINT](#)

 [REPRINTS](#)

 [SHARE](#)

ARTICLE TOOLS
SPONSORED BY

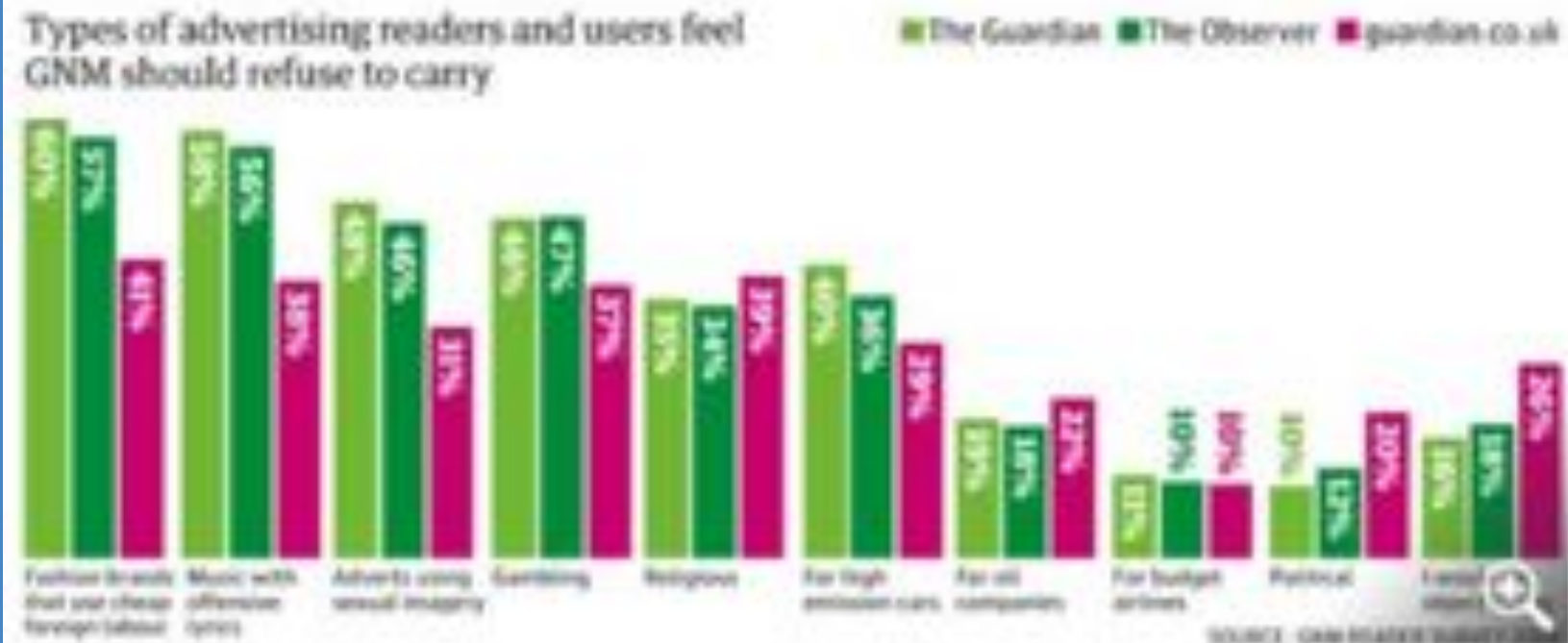




Should we ban certain types of advertising?

The Guardian, Monday 17 November 2008 00:01 GMT
[Article history](#)

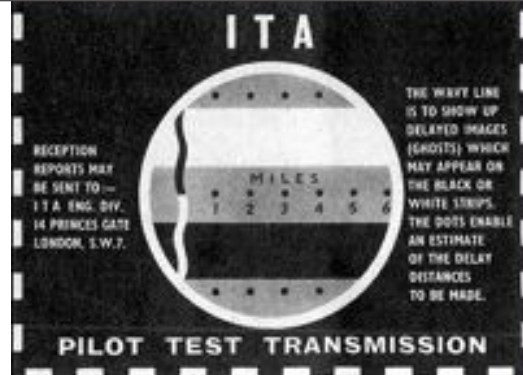
Types of advertising readers and users feel GNM should refuse to carry



Click on the image to enlarge it.

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."



a suspect relationship



Hugh Gaitskell
1906-1963

"It is utterly wrong that what we see in
our homes should depend on the
advertisers to make profits".
--Hugh Gaitskell, Labour MP, 1951



John Reith
1889–1971

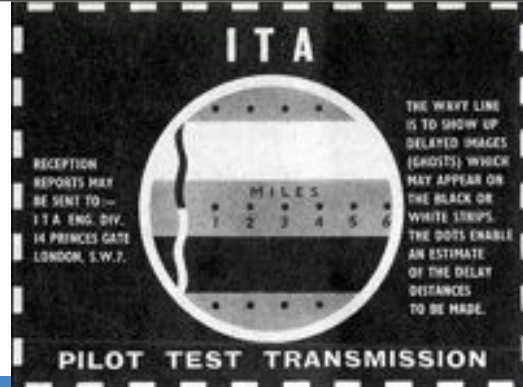
"Radio, as a new medium, enabled politicians, ... to resist the pressure of newspapers"

Harold Innis,
Empire & Communications, 1950

new technologies, old questions

"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



John Reith
1889–1971

"Radio, as a new medium, enabled politicians, ... to resist the pressure of newspapers"

Harold Innis,
Empire & Communications, 1950



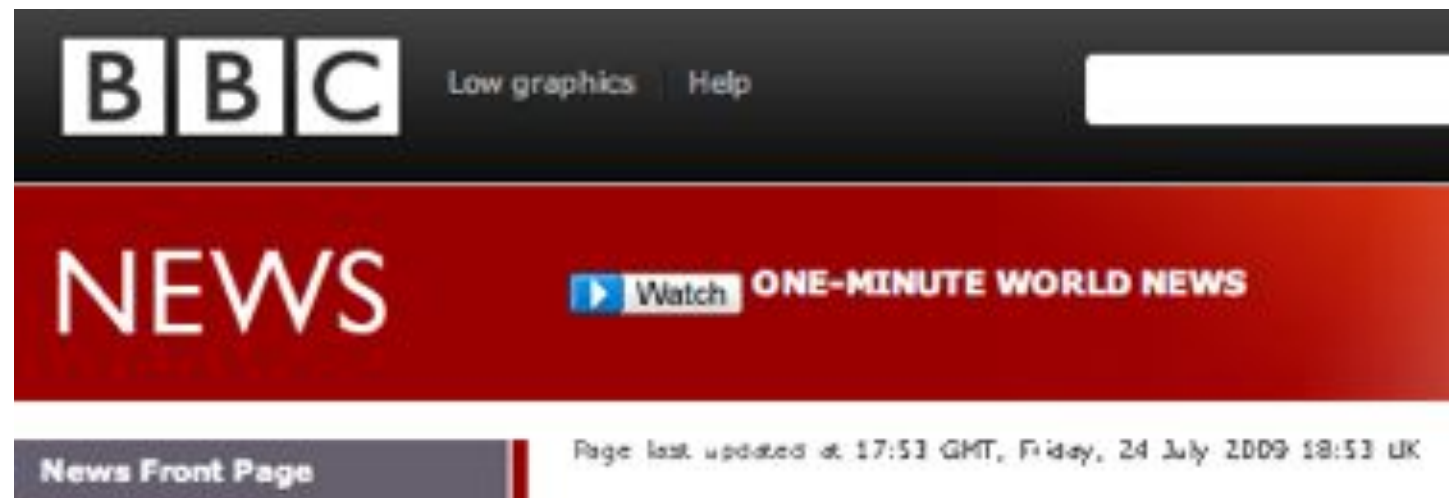
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John Reith
1889–1971

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Harold Innis,
Empire & Communications, 1950



WORLD WEATHER

Africa

ELSEWHERE ON THE BBC

Generation
2012

WORLD SERVICE

Ads by Google

The 2009 Honda Accord
23 Car and Driver 10Best awards
in 27 years. Learn more here.
www.honda.com

Heart Attack Survival
Hugh Downs reports on little-known
symptom too many tragically ignore
www.bottomline secrets.com

I Built a Solar Panel



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."



a suspect relationship



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so what's new?

forever young, forever anxious



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

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



William Caxton
1415?-1492

1475[?] print to England

1477: the pyes of salisbury

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

Supplicatio scet cedula





print & pain?

advertising in newspapers

before 1700

books 42%
medicines 6%

1700 - 1710

medicines 42%

Walker "Advertising in
London Newspapers"



THE Great and Wonderful
Cures daily perform'd by Dr.
Bretman's Peetoral Drops, in the fol-
lowing Distempers, have gain'd them
so indisputable a Character, that few
Families who have ever heard or
experienced the Virtues thereof, can
be without them in their own
Houses, viz. the Gout, Rheumatism,

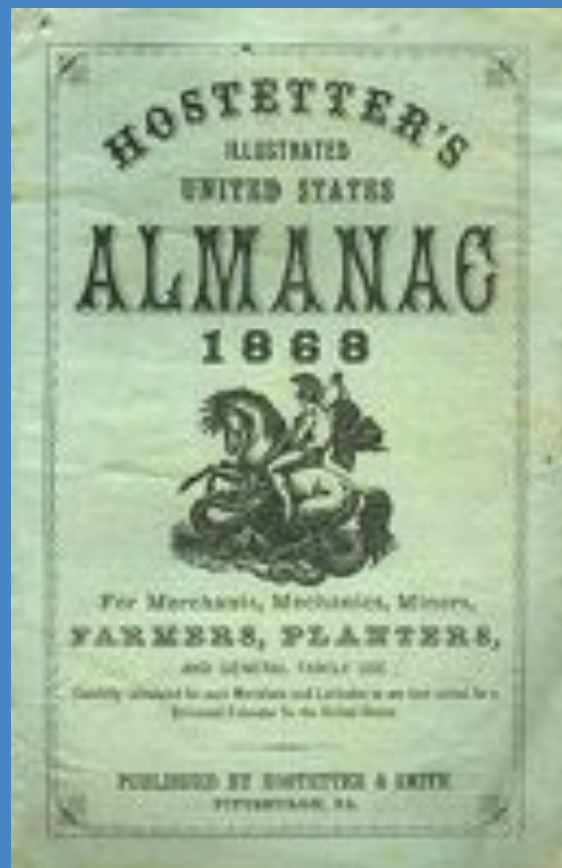
Jaundice, Stone, Gravel, Asthma's and Cholicks, of what
kind or Nature soever, whether proceeding from Warm
Cold, or Hysterick Affection. Besides which, there is no
one Secret in the whole Art of Physick of that surpris-
ing and (were it not under the Confirmation of continual ex-
perience) almost incredible Effects in Colds, Ageds, Fevers
and those endemic Evils which appear in most Consti-
tutions at Spring and Fall. The Price of each Bottle is
which are three moderate Doses, is but one Shilling, and
may (by Vertue of the King's Letters Patents) be had at
the Printing-Office, Bow-Church-Yard, Chancery-Lane, and at
where else within three Quarters of a Mile from thence.

N. B. A Book of the Virtues thereof, with Testimonies
of some hundred Cures perform'd thereby, under the Hands
of Persons of known Worth and Credit, may be had gratis
with the said Bottle.

Note also, Shopkeepers, &c. in any Town, where they
are not already sold, may be supply'd with the above Drops
(and good All-winners) to sell again, by directing to Sir.



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."

Styles, "Product Innovation" 2000



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, and many others) ...

Publick Advertiser, 1657



near perfection

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

--Samuel Johnson, 1759



James Graham's
1745-1794



Dr Graham's
Celestial Bed, 1783



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



Morning Chronicle, 1794

voice of authenticity

A DIALOGUE BETWEEN A MERCHANT
AND HIS BLACK SERVANT

M. SCIPPIO

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*



logos were tailored
to evoke folksiness
--Klein

authenticity



Aunt Jemima 1903



[Aunt Jemima in 1921]



*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

puffing

& "anti puffado"



marketing innovations?

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marketing innovations?



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marketing innovations?



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

BY AMY DILLON
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 a half hour on Inauguration Day as



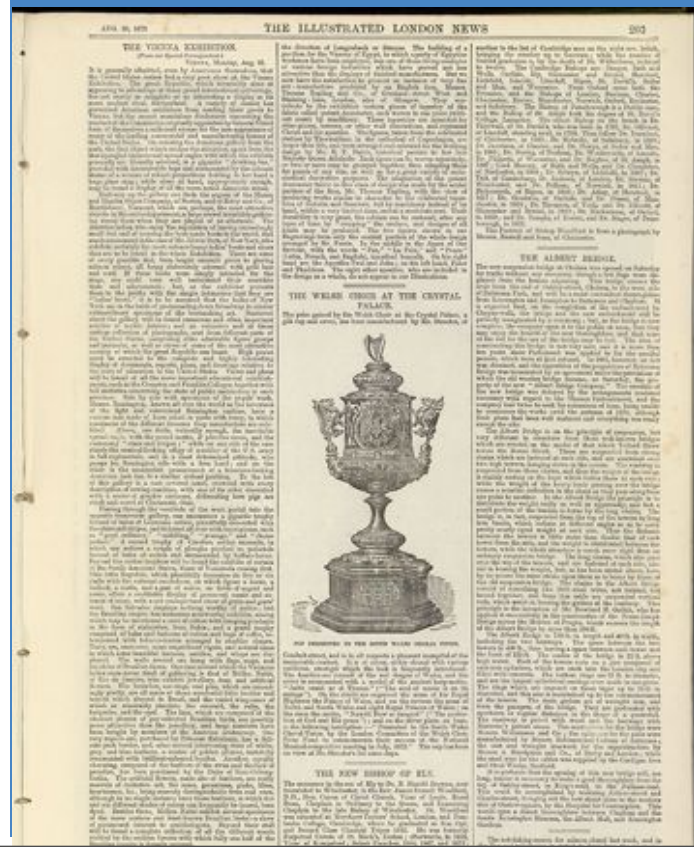
lifestyle
 product placement
 the wedgwood store
 courting royalty
 going global
 "class emulation"
 self-service
 free postage
 marking
 puffing
 & "anti puffado"



new technology

Illustrated London News

May 1842





new opportunity

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

The belt is drawn on a principle that allows it to be worn a day, week, and without support in the hands, without any, requiring, therefore, a new, of remarkable comfort, in that it prevents harmful effects.

Maintains pure and permanent flexibility, rendering the action an economical garment worn.

Patent and Proprietors of the British,
SANDLAND & CRANE,
Gentlemen's Dressers,
55 REGENT STREET,
LONDON.

(The Quickest system of the belt, and used in France & Europe.)

Illustrated Prospectus in Paper sent on application.

**TRAIN YOUR MOUSTACHE
IN THE WAY IT SHOULD GO.**

**CARTER'S
THRIXALINE**

It is a simple compound and for training, fixing, and keeping the moustache in all positions and conditions of growth. The same can be applied to the hair of the eyebrows in any position. Prepared only by
JOHN CARTER,
BARRISTER,
and the Editor of "The F&L"
11, FLEET STREET, E.C.

Price, post free, 6d., 1s., and 2s. 6d.

**CLAXTON'S
DOUBLE CHIN
CURER.**

From various
Fascinating pictures of those
the advertising poster.

Shows an exact support under
the chin, with the skin at
shape back.

No measurements required.

Price One Guinea, Post Free.
Please send Claxton and Order
"Claxton & Co."

P. CLAXTON
(Patent of the Skin)
100, STRAND, LONDON, W.C.



Corset Attachment

The "TITAN" (Regd.),

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

Maintains the pressure of the skirt and gives indestructible support to the slightest gown.

Endows High Waist and Large Skirt.
Restores the Figure after confinement.
Affords great support with perfect ease, and gives permanent satisfaction to the wearer.

Can be attached without sewing on any cloth. Under skirt the skin is attached without sewing on any cloth. The skirt is attached to the skirt by means of a small button.

A. & B. - When ordered, the skirt must be sent of one color to give a perfect finish.

In Black, White, and Blue, price 8/6.
At all the best Dressing and Ladies' Outfitters,
Or at the Patent and Trade Manufacturers,
**A. WHITE, 1, 2, & 3, Leagley Court,
LIME KENT, LONDON E.C.**



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

It is a natural secret for bleaching and preserving the skin and removing unsightly imperfections. It is soft and flexible in use, and can be worn under any garment or headpiece.

It is recommended by eminent physicians and is the only one of its kind.

COMPLEXION BLEMISHES may be removed immediately from the face and neck, and the skin is restored to its natural state. It is the only one of its kind. It is the only one of its kind. It is the only one of its kind.

It is the only one of its kind. It is the only one of its kind. It is the only one of its kind.

MRS. A. T. ROWLEY.
THE TOILET MASK CO. 120, OXFORD STREET, LONDON, W.



continuity or change?





pears pair

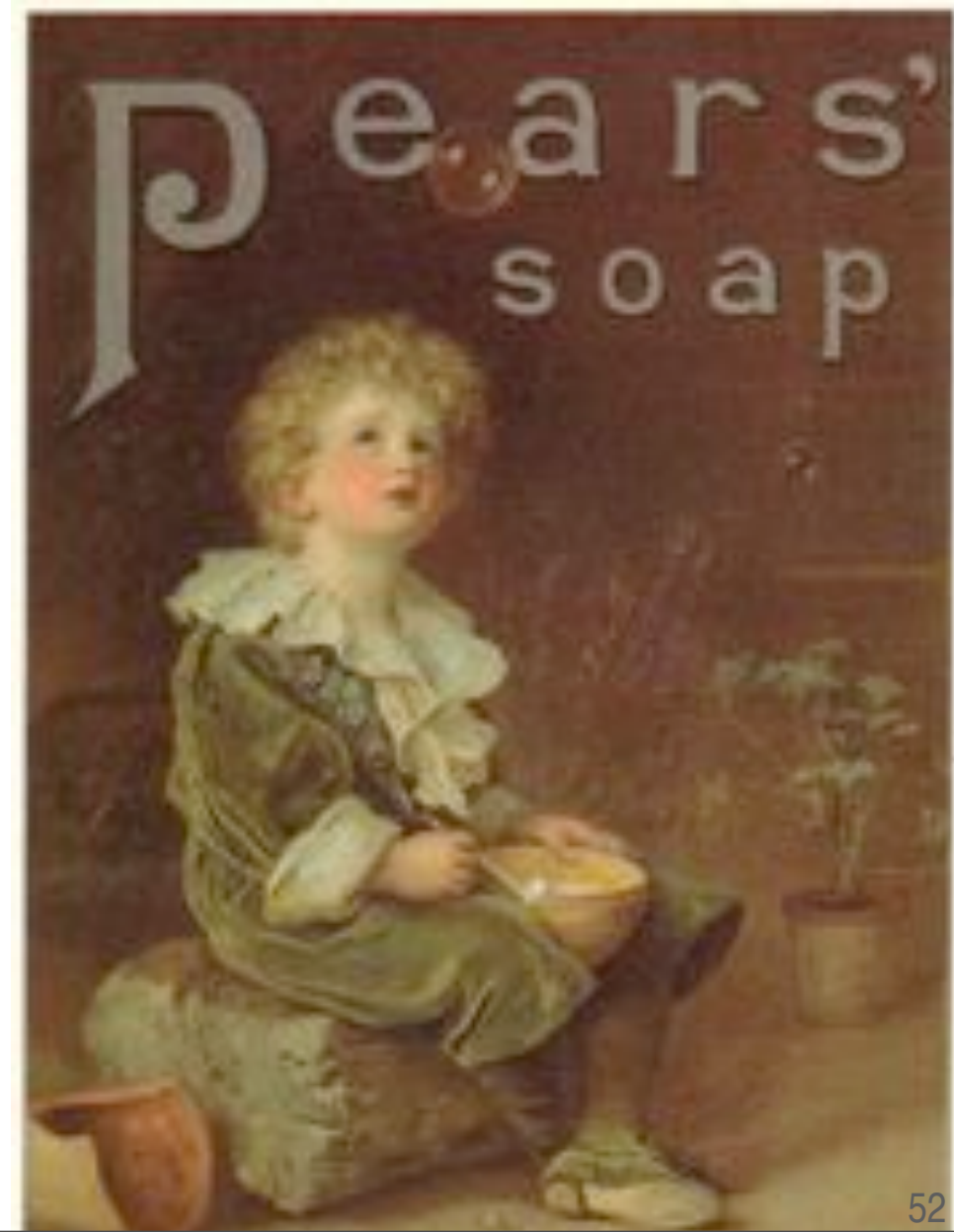
Andrew Pears & Thomas J. Barrat





pears pair

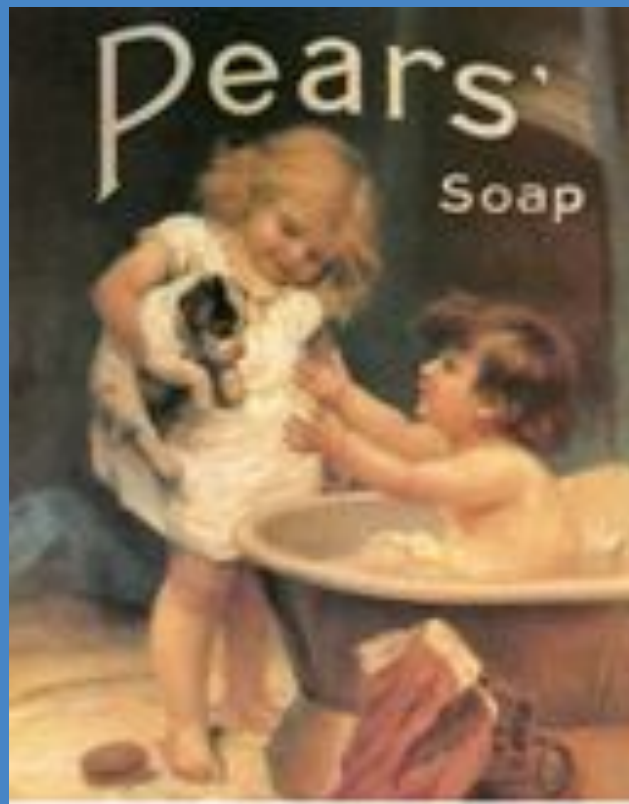
Andrew Pears & Thomas J. Barrat





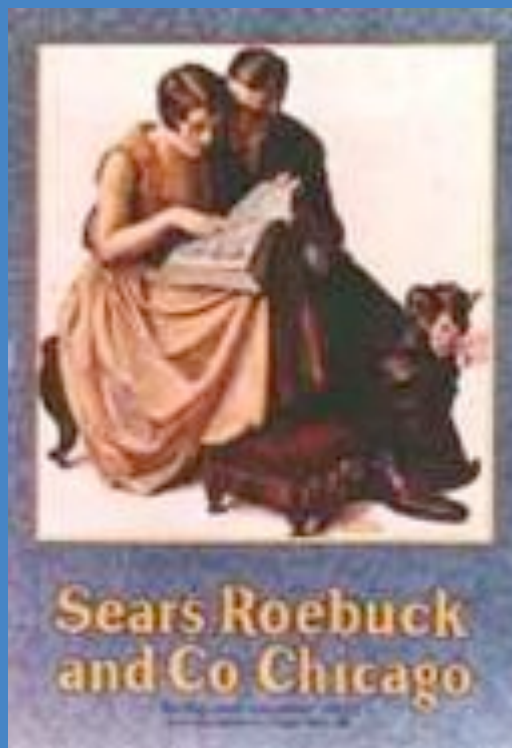
pears pair

Andrew Pears & Thomas J. Barrat





Richard Sears 1863-1914



from catalog to community

1862: Homestead Act

1888: Sears Watch Co. catalog

1896: Rural delivery

[USPO: 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





new media -old anxieties

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

Aesclyptöe

Woodbury





new media -old anxieties

Woodbury





new media -old anxieties

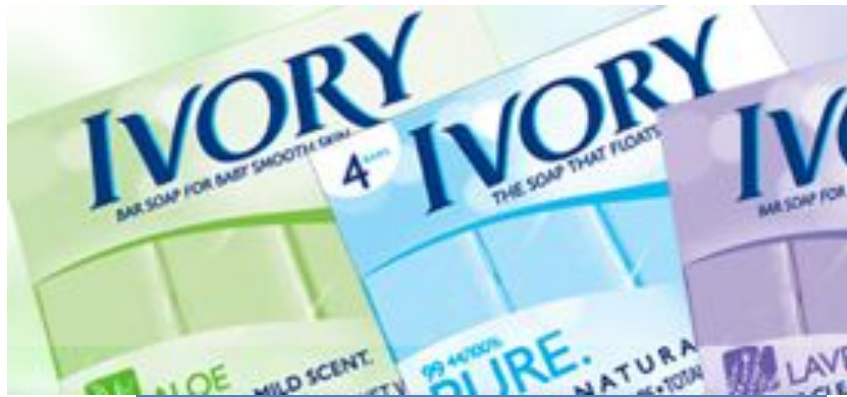
forever young

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

Aesclyptöe

Woodbury





new media

Ivory

The GIBSON FAMILY



There's nothing more satisfying than a clean, smooth skin. That's why the Gibson family always uses Ivory Soap. It's the soap that floats, and it's the soap that makes your skin feel like a cloud. It's the soap that makes your skin feel like a cloud. It's the soap that makes your skin feel like a cloud.



There's nothing more satisfying than a clean, smooth skin. That's why the Gibson family always uses Ivory Soap. It's the soap that floats, and it's the soap that makes your skin feel like a cloud. It's the soap that makes your skin feel like a cloud. It's the soap that makes your skin feel like a cloud.



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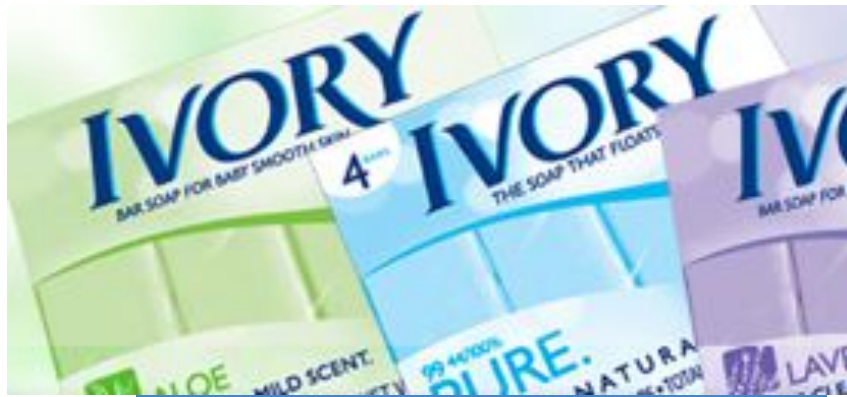


RIGHTLY valued, the consciousness of a little girl becomes the ingrained personal distinction which is a woman's.

Teach her that it is the frequent, regular use of Ivory Soap which gives her the business hair, the clear, smooth skin, and the perfect garments which she so much admires.

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

IVORY SOAP...  ...SOAPS PURE



new media

Ivory

The GIBSON FAMILY



There's nothing more satisfying than a clean, smooth skin. That's why the Gibson family always uses Ivory Soap. It's the only soap that floats, and it's the only soap that's pure. It's the only soap that's so gentle, it's perfect for the most delicate skin. It's the only soap that's so pure, it's perfect for the most delicate skin. It's the only soap that's so gentle, it's perfect for the most delicate skin. It's the only soap that's so pure, it's perfect for the most delicate skin.



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RIGHTLY valued, the unconscious vanity of a little girl becomes the ingrained personal distinction which is a woman's.

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

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

IVORY SOAP...  ...SOAPS PURE



end of an era?





new media (again)

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

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. 65,000 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](#)

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Canter & Siegel, Immigration Attorneys
3333 E Camelback Road, Ste 250, Phoenix AZ 85018 USA
c_@indirect.com telephone (602)681-5911 Fax (602)454-2817



and again

Facebook Advertising

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

[Create an Ad](#)
or login to manage existing ads

[About Advertising](#) [Prepare](#) [Step By Step](#)

2. Targeting

Location:

☒ Everywhere
☐ By State/Province
☐ By City

Age: -

Female	Male	Age
		13-17
		18-24
		25-34
		35-44
		45+

Connect with Real People

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

Create Your Facebook Ad

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

Optimize Your Ads

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



and again

Approval by a Blogger May Please a Sponsor



Photo courtesy of The New York Times

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

By PRADHYA JOTHI
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 (2)

☐ E-MAIL



Bernays and backlash

"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."



backlash



conspicuous consumption:

Thorstein Veblen,
Theory of the Leisure Class (1899)

muckraking

Samuel Hopkins Adams,
The Great American Fraud (1906);
The Clarion (1914)

subliminal advertising

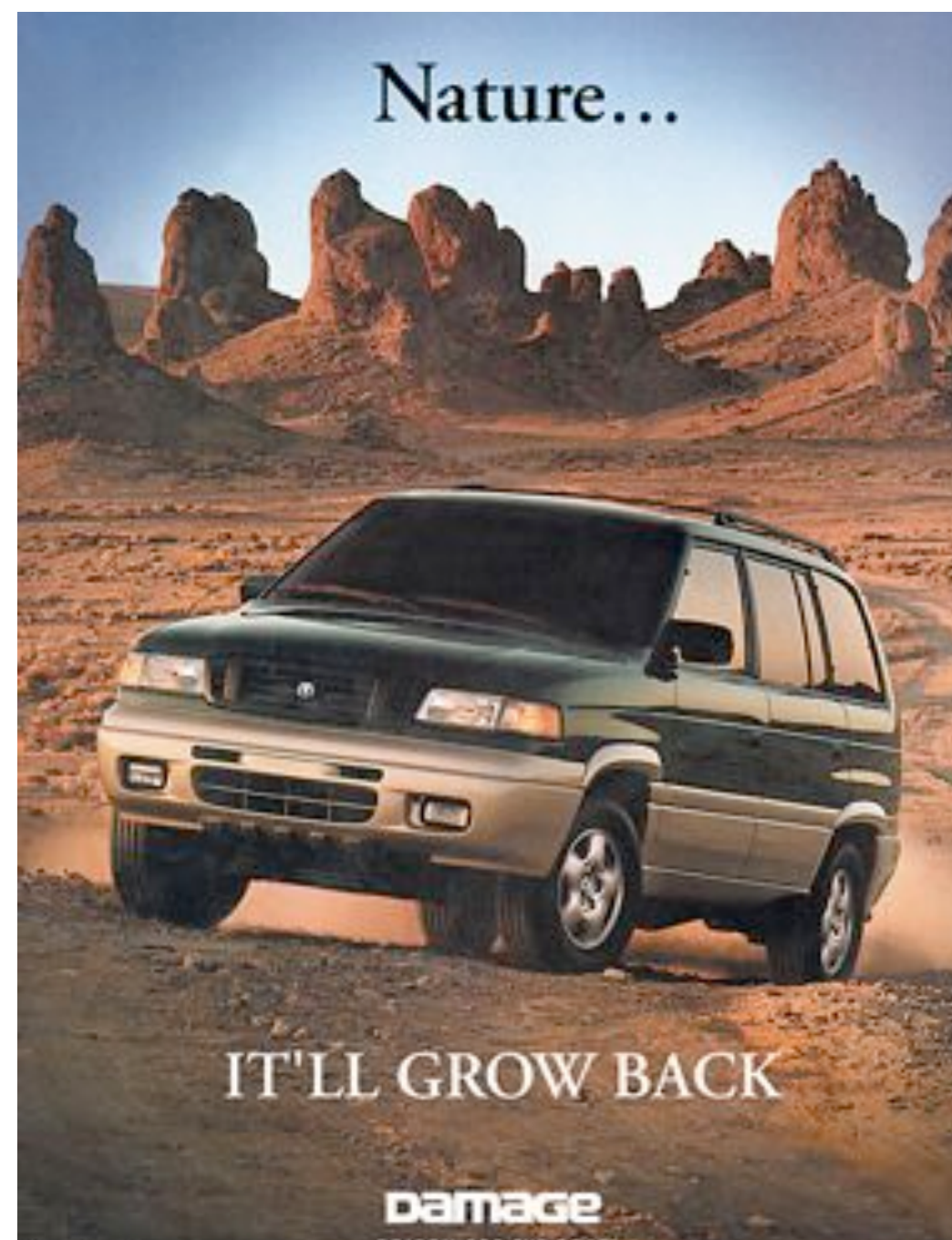
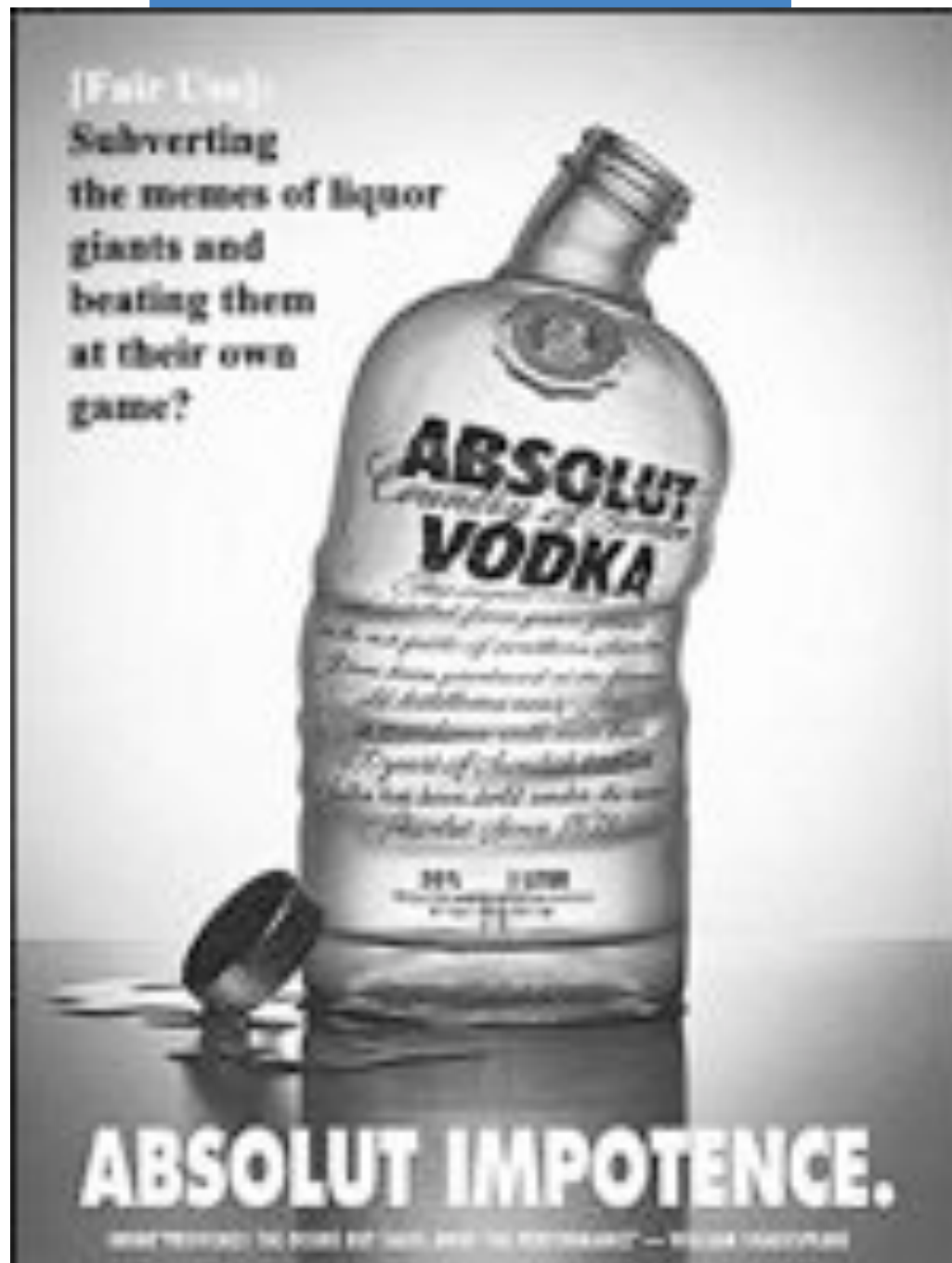
Vance Packard
The Hidden Persuaders (1957)

culture jamming

Naomi Klein
No Logo (2000)



jamming





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.



coming up

Week 9

16 Mar: Information as property

Required reading:

- "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.

Additional material:

- [Primary Sources on Copyright, 1450-1900](#)
- Barlow, John Perry. ["The Economy of Ideas: Selling Wine without Bottles on the Global Net."](#)

18 Mar: MIDTERM