

You have 80 minutes to complete the quiz. Complete both sections.

Section I.

Choose two of the following questions to answer:

- 1) In chapter 7 of Social Communication in Advertising, the authors argue that the consumer society constructed fields of symbols and implanted it in the center of marketplace activity which caused a profound transformation in social life (p:225). They also say that three forces were largely responsible. List and explain these three forces with examples. (5/20)

- 2) Critical theory, the Frankfurt School in particular, analyzes advertising from their perspective on the Culture Industries. What is their argument? List and explain 4 ways in which advertising's characteristics exemplify the proposed argument by the Frankfurt School . (5/20)

- 3) How does advertising feed into the "cultural Imperialism" thesis proposed by Herbert Schiller? What are the contested assumptions about culture according to cultural protectivism? (5/20)

- 4) According to NO Logo, advertising colonizes public spaces and hinders the effectiveness of participatory democracy? Explain how advertising achieves this by giving three major examples and arguments from the documentary. (5/20)

Section II

Answer all the questions below

According to Goffman, ads use and reinforce "codes of gender" that hold certain social and cultural values. Analyze the Tom Ford ad below.

(you may use point form where possible)

- 1) After explaining briefly Goffman's approach, identify three pertinent "codes of gender" that the ad uses and explain their significance. (4/10)
- 2) Look at the semiotics of the ad (signs, form and content, target audience, intertextually , etc...) and define and identify the signification(s) involved. (4/20)
- 3) What are the contributions of semiotics? The criticisms? (2/10)

TOM FORD FOR WOMEN

