

**ZUR 589o: Cultural History of Advertising  
FINAL EXAM / 2015**

**PART 1: Choose any ONE of the ads included with the exam and analyze it using a TOTAL of FOUR terms from any three of the authors/sets of authors below. For each term chosen BRIEFLY:**

**a. define each term (clearly but briefly) (5 points)**

**b. analyze each term in conjunction with specific verbal or visual elements in the ad (5 points)**

**John Berger:**

“men act and women appear”  
surveyor and surveyed (or the male gaze)  
women and vanity  
“free choice” of “a single proposal”  
envy and glamour  
anxiety and dissatisfaction

**Erving Goffman:**

relative size  
feminine touch  
function ranking  
family (esp. mother/daughter or father/son pairings)  
ritualization of subordination (choose only one from this list): lowering oneself physically on bed/floor/sofa, men in foreground or above women, bashful knee bend, canting positions (head cant, body cant), big smile, “puckish” styling (unseriousness, childlike guises, clowning), mock assault, body lock/arm around shoulder  
licensed withdrawal (choose only one from this list): covering face or mouth (in shyness, fear, or laughter), biting or sucking on fingers, finger-to-finger position, head or eye aversion, mentally drifting, withdraw gaze from scene at large, talking on telephone, lying with bent legs, “participation shield,” snuggling or nuzzling, asymmetrical configuration (e.g. grief embrace)

**Judith Williamson:**

raw vs. cooked (discuss both)  
cooked sex  
time past: memory  
time future: desire  
patterns of organization in ads using nature (choose one): battle with nature, capture nature, re-organize nature, the natural order  
magic (choose one): alchemy, spells, genie in a lamp, or crystal ball/magic circle/world in a bottle

**Ellen Seiter (or Jan Pieterse/lecture):**

nostalgia  
go-getter, bright/intelligent, adventurous explorer  
“tomorrow belongs to you”  
orphaned children  
clownishness or “primitive”  
cool, hip, savvy, modern, trendy  
roles: servant, entertainer OR producers vs. consumers  
“edible” black  
dandy  
categories of products (soap, tobacco, rum, sugar, cola, cocoa, chocolate, coffee, fruit, relief organizations)

**PART 2: For the same advertisement you selected in Part 1, discuss it in relation to one historically-grounded theme drawn from one of the decades below. Briefly define the theme (4 points) and identify and discuss a specific visual or verbal element in the ad that relates to the theme (6 points).**

**1940s/Graebner (war years: group/equality/democracy, nationalism, sentimentality;**

**peace years: individual/freedom, reversion to traditional gender roles, commitment to consumption)**

**1950s/Coontz or Ehrenreich (self-sufficient nuclear family; clear and distinct gender roles; breadwinner, Playboy rebellion)**

**1960s/Morgan (equality, community, sacrifice, moral politics, social and political movements, liberation from social oppression)**

**1970s/Shulman (narcissism, selfishness, personal vs. political awareness, ironic detachment, spirit of malaise)**

**or 1980s/Ehrenreich (feminist movement, conspicuous consumption, upscale vs. downscale market segments, rejection of middle-class values, fitness/body definition/war on softness, food as edible status).**