

## **Contemporary Visual Culture—Class Assignment**

Working in pairs, students will choose a product and investigate its advertising campaign. Students should look at both print and television ads (online ads are optional).

For our next class meeting, students should prepare the following materials:

1. Review the definitions of the terms listed below. All of these terms are from *Practices of Looking* chapters 2 and 6.
2. Bring some examples of print or online ads to class next week for analysis.

Next week, students will use the following terms to review, deconstruct and semiotically analyze an advertising program. Students will then create an “anti-ad” that challenges the assumptions and positions in the original campaign. Students will have class time to work on their analysis, and will present their findings in two weeks.

Terms:

Dominant reading—ch.2

Negotiated reading—ch. 2

Oppositional reading—ch. 2

Abstraction

Strategies

Commodity self

Exchange value

Use value

Commodity fetishism

Reification

Interpellate—ch. 2

Subject position

Pseudoindividuality

Connoisseurship

Unmarked category

Marked category

Bricolage

Counter-bricolage

Hegemonic forces

Counter-hegemonic forces

Branding

Approaches:

Marxist reading

Psychoanalytic (Lacanian) reading