

Advertising Me!

Art and power : since forever, brands have used advertising to promote themselves.

UNIT 5	Is Advertising a powerful art or an artistic power?
At the end of the Unit, I will	<ul style="list-style-type: none"> - know about the evolution of advertising - see how people are urged by advertisements into buying - see the purpose of a spoof ads - understand how advertising can be used to useful purpose
What vocabulary will I need ?	<ul style="list-style-type: none"> - opinion - obligation - worship - marketing
What grammatical structure will I need ?	<ul style="list-style-type: none"> - constraint - expressing my opinion
What documents will be used ?	<p>1- The history of Brands : 1a- The history of Brands (vidéo) 1b- A New Art Form for a booming country (vidéo 17 Hit the Road, Terminale) :</p> <p>2-How to design an effective Ad 2a- Full Impact Terminale 2b- 33 Most Creative print-Ads</p> <p>3- The Art of brands 3a- Andy Warhol, <i>Campbell Soup Cans</i>, 1962 3b- <i>End Marmite Neglect</i> (2013) https://www.youtube.com/watch?v=RG14sDcaJM0 3c- Campaign for Surf riders Foundation Australia</p> <p>4- ultimate branding: 4a- The King of the Super Brand, Naomi Klein, <i>No logo</i>, 2000 4b- Branding 4c- Best Swoosh tattoos</p> <p>5- the Evolution of brands : 5a- Van Heusen Ad, 1940 5b- Van Heusen ad by Eli Rezkallah, 2018 5c- Vintage and Sexist Ads that would be forbidden today</p> <p>6- Art and Brands 6a- Banksy Shreds 'Girl with Balloon' Painting after Sotheby's Auction vidéo 6b- Play it as banksy : twisting art into advertising 6c- advertising inspired by famous painters</p> <p>7- What next? Have we lost the battle of advertising ? abridged from: No Logo at 20: have we lost the battle against the total branding of our lives?, <i>The Guardian</i>, Dan Hancox, Wed 1 Jul 2020</p>
What will I learn about ?	<ul style="list-style-type: none"> - the evolution of advertising over the years - the purpose of advertising

	- how advertising is art and art advertising
Final Task	You will produce your own piece of advertisement. You may turn it into a spoof ad if you wish to.

Instructions for you Final Task :

- 1) you may use what ever shape you wish to : audio, video, billboard, magazine...
- 2) You may work by pairs or in groups (audio or video only, no paper ads if so)
- 3) You will need to focus on document 3 advices.
- 4) Don't forget to choose what you are advertising for
- 5) Whip it into something creative whether you want to make it a real ad, a piece of art or a spoof.