

MKTG 4443: Short Written Assignment 2 (10% of final grade)

Before beginning the assignment, I recommend reviewing this assignment document in its entirety.

This assignment asks you to analyze a subset of ads. That subset is defined by some combination of (but likely not all of) the following:

- Product category (e.g., travel, beauty products, electronics, food)
- Topic or cause (e.g., non-profits, charity, social cause)
- Social category (race, ethnicity, gender, sexual orientation, or age group. It can also include things like mother/father/parents, “family”, marriage/relationships, and so on)
- Time (decade or era)

Make observations, comparisons, and identify and explain themes that you observe that are relevant to the course. Some concrete ideas are provided later in this assignment outline.

Where can I find ads?

Below are 3 websites that provide large collections of ads (“CTRL+ click” on the name to go to the site, or right-click and select “open hyperlink”, or select “copy hyperlink” and paste into a web browser). Depending on your interests, you can likely use just one of these sites to complete the assignment. One might be a better option for you than the others, depending on what you are interested in.

1) Ad*Access - A large collection of print ads from 1911-1955. You can search for certain keywords. If you scroll down on this page, you can limit your search to a certain range of years, specific companies, or “subjects”, which includes different product categories and groups (Screenshot A). [A guide with more information can also be found here](#) and might make the process a bit easier by giving you pre-set searches (Screenshot B). These include different groups represented in the ad and different product categories. This is a good collection if you’re specifically interested in very old ads.

SCREENSHOT A

MOBE INFO & OPTIONS
View details (catalog)
Request metadata download

Limit your search

Year: 1911 - 1955 Limit

Company

Palmolive Company	242
Procter & Gamble Co.	234
American Airlines, Inc.	198
Zenith Radio Corporation	169
United Air Lines	143

more +

Product

Various	343
Television	296
Palmolive Soap	259

ABOUT THE DIGITAL COLLECTION »

The Ad*Access Project, funded by the Duke Endowment “Library 2000” Fund, presents images and information for over 7,000 advertisements printed in U.S. and Canadian newspapers and magazines between 1911 and 1955. Ad*Access concentrates on four main subject areas: Radio, Television, Transportation, Beauty and Hygiene, and World War II, providing a coherent view of a number of major campaigns and companies through images preserved in one particular advertising collection available at Duke University. The advertisements are from the J. Walter Thompson Company Competitive Advertisements Collection of the John M. Hartman Center for Sales, Advertising & Marketing History in Duke University’s David M. Rubenstein Rare Book & Manuscript Library.

Read More »

Some materials and descriptions may include offensive content. [More info](#)

Historic Adopted by Ann Eleanor in honor of Allan Todd Segraves

FROM OUR BLOG

Snow Daze: Winter Weather Survival Tips
by Zake Graves about 4 years ago

Snow is a major event here in North Carolina, and the University and Library were operating accordingly under a “severe weather policy” last week due to 5.22 inches of frozen precipitation. While essential services continued undisturbed, most of the Library’s staff and patrons were asked to stay home until conditions had improved enough to safely...

Change is afoot in Software Development and Integration Services
by Cory Lown over 4 years ago

The Man Machine
by Zake Graves over 4 years ago

SCREENSHOT B

Search Tips

The search field allows you to search for words possibly found in an advertisement’s headline, or in the names of a company, product, publication, etc. which would be included in the description of the advertisement in this database. Once you have entered the word(s) you would like to search for, you are able to search across the entire collection for that term(s) or further limit your searching by choosing a facet from the menu on the lower left hand side. Any search will yield a list of available items, organized by company, product, subject, and year which will allow you to narrow your results.

Pre-Set Searches

Pre-set searches that will help you to find ads containing specific types of illustration (including minorities, children, sports, etc.) or specialized advertising devices, such as coupons, that may be of particular interest

Illustration:

- Comic
- Illustrations
- Paintings

Ethnic Groups:

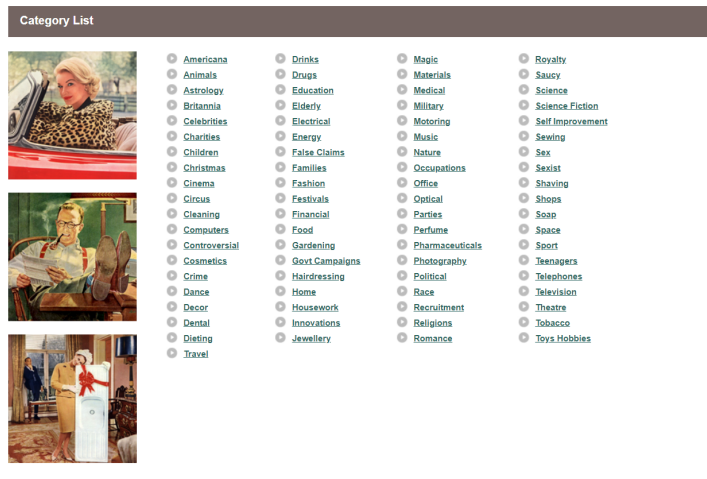
- African/African Americans
- Native Americans
- Asians
- Pacific Islanders
- Middle Eastern/Arabs

Special Groups:

- Children
- Sports
- Military
- French Language
- Spanish Language

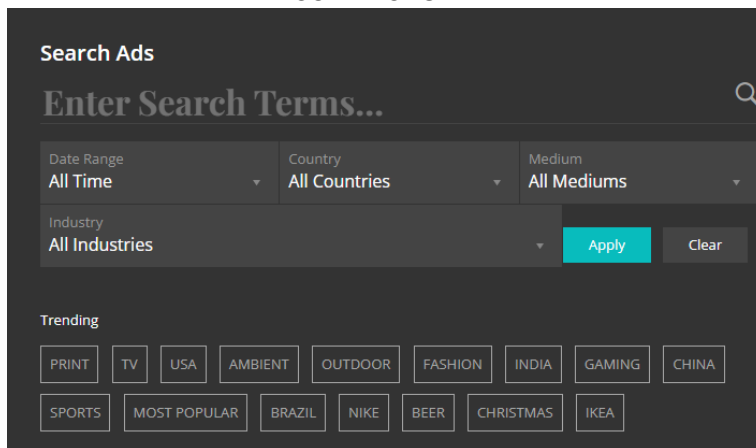
2) [The Advertising Archives](#) - A large collection of ads going back over 100 years. Click on a category and see what comes up (Screenshot C). Categories include product categories as well as different groups and topics (e.g., race, ads with families, etc.). You can also restrict the results to specific countries or decades. There are some interesting categories here that you might have ideas for! Note: if you click on the “collections” tab, it gives you fewer options and results, so just stick with their “categories” that are listed at the link provided.

SCREENSHOT C



3) [Ads of the World](#) - A large collection of modern ads from around the world. When you click on “search”, you can search for certain keywords, or you can leave the search box blank and just restrict the results to certain product categories or countries (Screenshot D). You can also click on “collections” on the main page to see collections they have created. The ads on this site are all modern. Many are video ads, but you can restrict your search results to print/image ads. Note: sometimes you need to scroll past ads for iStock that can look like search results.

SCREENSHOT D



These sites have thousands of ads! Where do I start!?

Choose specific topics and categories to explore. Think about combinations of: product category, topic or cause, social categories, and time. Choose something that interests you, and that fits with the content or themes of the course. Some examples are listed below, but you're welcome to do your own thing. If you have something in mind but you're not sure if it works for the assignment, just ask and I can give you some feedback! Examples include:

- Focus on a particular product category and discuss a variety of things within that, such as representation of different types of people, what the ads say about society (values, norms, expectations, concerns) at the time they were made, etc.
- Choose a social category and look at how they are represented in or targeted by ads at a particular time (e.g., today, the 2000s, some other decade), or in a product category. "Social category" refers to things like race, ethnicity, gender, sexual orientation, or age group. It can also include things like mother/father/parents, "family", marriage/relationships, etc. You might also make comparisons *across* time, product categories, or social categories. For example, you might be interested in how representation changes from one decade to another, or how a group is represented/not represented in ads for one product category versus another. If you're looking at how fathers are represented in ads, you might compare this to how mothers are represented.
- You can look at how some issue or topic is represented/discussed in advertising, such as body image/beauty/body size/dieting, animal welfare, environment/sustainability, equality or empowerment (as a theme of the ad), etc. You might also make comparisons *across* time, product categories, or social categories. For example, you might look at body image ideal within a product category, but also look at how body image ideals have changed (or not changed) over time, or how beauty standards appear to differ for different groups, or what groups seem to be most represented or targeted by empowerment ads.
- The Advertising Archives and Ads of the World have some interesting categories and produce decent search results for things like non-profits and different social causes. You might identify trends regarding representation in the ads, or how they try to inform, persuade, and motivate (e.g., if persuasion tactics seem to change over time, or differ by category or social cause).

After choosing something to focus on, what do I need to include in the assignment?

- Clearly state what you are choosing to look at and discuss. Something like:
 - "I am looking at how [group] is represented in ads for [product category/categories]"
 - "I am interested in how the idea of "family" is represented in ads from [decade] compared to [other decade]"
 - "I am analyzing how ads for [social cause] try to motivate and persuade consumers, and how ads for [cause A] differ from ads for [cause B]."
- Make observations that are relevant to whatever you choose to focus on. For example, what are the ads saying (intentionally or not) about a group? What do the ads say about society at the time (values, aspirations, what is ideal)? How is a group represented (or not represented) in the ads and what are the possible consequences of that? What differences do you observe from one decade to another, or from one group or product category to another? Try to **explain** your observations. For example, if a group is represented differently in one era or product category vs. another, why might that be the case?
- Include ideas, concepts, and other content from the course where relevant. For example, if you are interested in how a group is represented in ads, there are course modules relevant to that. If you are interested in ads for non-profits or a social cause, then content from Modules 3 and 7

may be relevant. However, you might make good observations that don't obviously tie with something specific for the course, which is fine.

- If your writing includes making claims about certain things in history, try to back that up with resources, either from the class or through independent research.
- Write in full sentences and use paragraphs. You can use headings as well. Ideas should be organized in a way that helps the readability of the paper.
- Include any of the ads that you think are particularly relevant. Include them at the end of the document. Label them (e.g., Ad 1, Ad 2, Ad 3, etc.) and refer to them as such in your paper.
- You should be identifying themes, and including several ads that reflect that.
- Aim for about 2 pages of writing, single spaced (Times New Roman, 12 pt font), with 1 inch margins. There is no penalty for going over unless doing so affects readability in some way (e.g., excessive repetition or off-topic writing).

What is my grade based on?

- Showing a careful analysis of the ads and making thoughtful observations that are relevant to the chosen topic and the course. This includes specific course material, but also more general course themes and topics.
- Attempting to explain WHY certain themes/trends/differences exist, and providing explanations that reflect having thought about the question.
- Organization of the paper, where the paper is structured in a way that helps with communicating your ideas. As a random example to illustrate one way of organizing it:

