

Advanced Advertising Assignment

Reading and Presentations

Due next week

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1. *Read three chapters in Visible Signs, available on Blackboard and on the class web-page.*
2. *Make a presentation on your assigned section of the reading.*

Each student will be assigned to present and explain a different section of the reading:

You may do a brief Powerpoint, or Keynote, or just get up and talk while projecting a jpeg or two, as you like. You may use phrases, from the reading, but put as much of it into your own words as possible. Everyone reads all the pages, first three chapters. But just present about your **own** section.

My advice on how to read a complex text:

- Break it down into segments.
- Eliminate clauses from the sentence and read it to yourself without the clauses. Then add back the clauses (the clauses are usually phrases separated by commas).
- If certain words are unfamiliar or obscure to you, substitute other words, till it makes sense.
- Re-phrase pieces of it.
- Write it down on paper, and do the above, as if it were a difficult math problem you would rather not do in your head.

Assigned Sections of the Reading:

- 1.) P. 10-11 Explain your understanding of the section which begins with the phrase, "The motivation behind this publication comes from a personal concern that is shared by many designers, artists and teachers..." and ends with, "...This was clearly a concern for a number of artists, and remains so today".
- 2.) P. 19 Explain **Duality** and how it relates to the signified and the signifier.
- 3.) 20-23 Explain **linguistic community**, the **arbitrariness** of language and show how this is used in the work of **Magritte** and **Broodthaers** (show slides of this work mentioned).
- 4.) P. 33-34 Explain Peirce's three categories of signs, **icon**, **index**, and **symbol**.
- 5.) p. 32-37 Explain what is meant by the **representamen**, the **interpretant**, the **triangular model** and the **triangular process** (see diagram, please show the diagram in your presentation).
- 6.) P. 41-45 Explain **Syntagm** (pronounced: sin'-tame) and **Paradigm** (par'-a-dime').
- 7.) p. 44-45 Explain **Metaphor** and **Metonym** (pronounced met'-a-nim). Try to find an example in advertising in which a product is imbued with properties, as the text says.
- 8.) P. 56-58 Explain **Denotation** and **Conotation**, **Convention** and **Motivation**.
- 9.) P. 62-63 Explain Roland Barthe's **myths** concept.