

Advanced Advertising Assignment: Barthe's Myths, Ads and Counter Ads

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What ads are offensive to you?
Why are they offensive?
Are they reinforcing a stereotype, or a myth
which already exists in our culture?

During class. we will look at:
The Japan Air ad campaign which was criticized
and withdrawn for racial stereotyping.
Japan Airline:
[https://www.youtube.com/
watch?v=DCjxzpSrFP4](https://www.youtube.com/watch?v=DCjxzpSrFP4)

Other ads which reinforce myths :

[http://jalopnik.com/http-www-youtube-com-
watch-v-kc9hqfpqmyithis-seville-1535342920](http://jalopnik.com/http-www-youtube-com-watch-v-kc9hqfpqmyithis-seville-1535342920)

[http://jalopnik.com/the-ten-most-obnoxious-
luxury-car-ads-youll-ever-see-1535970216](http://jalopnik.com/the-ten-most-obnoxious-luxury-car-ads-youll-ever-see-1535970216)

[http://jalopnik.com/wheres-the-one-where-he-
shits-on-a-roadmaster-wagon-th-1535260821](http://jalopnik.com/wheres-the-one-where-he-shits-on-a-roadmaster-wagon-th-1535260821)

Victoria's Secret: The Perfect Body campaign.

What others can you think of or find?
Others to look at:
Myth-perpetuating Commercials



Xerox:
<https://www.youtube.com/watch?v=lbCtirtPENl>

Pepsi: [https://www.youtube.com/
watch?v=113mRmchumY](https://www.youtube.com/watch?v=113mRmchumY)

Mystique
[https://www.youtube.com/watch?v=m-cnLrj-
OUc](https://www.youtube.com/watch?v=m-cnLrj-OUc)

New Assignment

Bring in two ads which reinforce the same
"myth." Please present the two ads, and explain
the "myth" and how it is reinforced by the ads
(next week).

Now consider how an ad campaign could
effectively counteract this particular myth which
your two ads are reinforcing.

Example: Like a Girl Campaign
[https://www.youtube.com/
watch?v=XjQBJWYDTs](https://www.youtube.com/watch?v=XjQBJWYDTs)

Axe: Who needs a six-pack when you have your
own thing?
<https://www.youtube.com/watch?v=WzTS>

Project Requirements:

(your choice):

A description of an ad campaign with two
different static, print ads which counter the
stereotype in the two ads you discovered.

or

A storyboard of drawings which describe a video
(like a tv commercial) which counters the myth/
stereotype of the found ads.

or

you can make story boards using Illustrator or
Photoshop.