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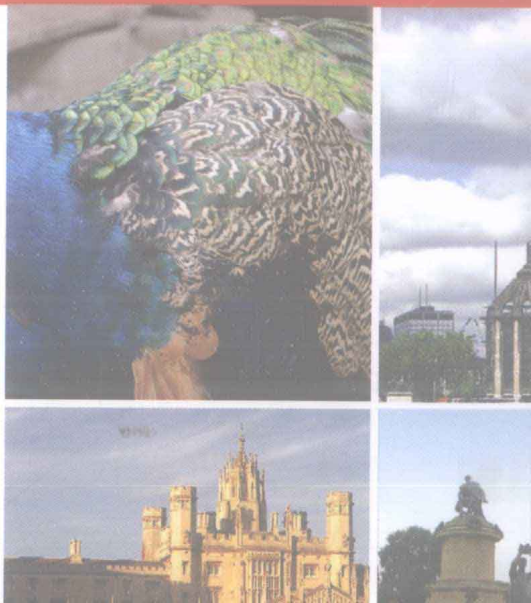
新视角英语文学与文化系列教材



广告文化选读

SELECTIVE READING FOR ADVERTISING STUDIES

■ 丁少彦 / 编



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总 序

我们所处的时代是一个多元共生的时代。国际政治的多极化走向、经济的全球化趋势、社会的信息化局面以及文化的多元化态势正快速改变着我们的生活。科学技术的高速发展以及新兴学科的不断涌现加剧了世界各国文化的交流、碰撞和合作。如何培养适应新时代发展和需要的人才，这是我们这一代教育工作者面临的新课题和新挑战。

高等学校外语专业教学指导委员会英语组于2000年3月修订的《高等学校英语专业英语教学大纲》明确规定了高等学校英语专业的培养目标：“高等学校英语专业培养具有扎实的英语语言基础和广博的文化知识并能熟练地运用英语在外事、教育、经贸、文化、科技、军事等部门从事翻译、教学、管理、研究等工作的复合型英语人才。”这样的描述为我们编写英语专业教材和组织英语专业教学提供了重要依据。我校在长期的外语教学和研究实践中践行“明德尚行，学贯中西”的校训，着力推进外语与专业的融合，致力于培养一专多能、“双高”（思想素质高、专业水平高）、“两强”（外语实践能力强、信息技术运用能力强）、具有国际视野和创新意识的国际通用型人才。这要求全面提高学生的综合素质，包括拓宽人文学科知识，加强人文素质，培养创新精神，提高独立分析问题和解决问题的能力。

正是在这样的环境和背景下，我院精心策划并组织骨干教师编写了这套《新视角英语文学与文化系列教材》。这套教材可以用于英语专业高年级文学、文化、翻译等专业课和选修课的教学，也可



化，全球化语境下的文化特点和跨国广告特征；第六部分介绍工业化社会和科技之上的思想意识对自然环境的破坏，生态女性主义文化思潮和广告对环保意识的商业化挪用。为了帮助学生理解文章旨意，在每篇文章后附加了思考题，供学生理解、讨论之用。

本教材所选取的相关文献，主要出版时间为 20 世纪末和 21 世纪初，所选范围主要来自英美学者有关论题的经典著作和报刊文献，出处均详列于每篇选文之后。对于原作者及其相关出版社，编者在此表示衷心的感谢。

本教材受到广东外语外贸大学 211 工程办公室和香港大学美国文化研究中心的鼎力协助，在此表示衷心的感谢。

囿于编者水平和编写时间，其中难免有不妥、疏漏之处。恳请各位专家与学者不吝赐教，以便编者再版时予以纠正。

编 者

2011 年 7 月于广州白云



前言

广告随着西方工业化的发展和殖民扩张的进程而产生，并随着营销和消费的需要而成为当代生活中重要的文化形式。广告充满了广播、报纸、杂志、电视、网络等空间，生产着生活方式和价值观念。在形式上，广告是 20 世纪最有代表性的艺术形式（詹姆森语）。因此，解读广告的文化符号成了当代人媒体文化认知的重要部分。国（境）外（美国、加拿大、中国香港等）的高等学校自 20 世纪 90 年代以来已相继设置广告文化研究课程，研究和分析广告中的视觉符号与人类社会、文化、消费、环境，以及全球一本土化进程的关系。因此作为外语学院的文化与传媒教育，引入广告文化课程，编写广告文化教材，帮助学生认知广告文化是很有必要的。

在编写本教材的过程中，笔者尝试从培养学生的文化认知和文化分析能力的视角出发，同时兼顾学生的外语语言能力的提高，尽可能地让学生精读原著，把握原著的旨意。因此节选了一些西方广告文化研究材料，供学生阅读、思考，并为教学进行主题分析和讨论之用。

本书从文化研究角度出发编写材料，围绕性别身份、种族再现、青年文化时尚、消费与全球广告、广告绿色营销等专题组织内容。具体地说，本书由六个专题部分组成：第一部分介绍广告的历史和定义及常用广告研究方法；第二部分批评广告中的身体再现及变化中的广告身体形象；第三部分批评美国广告对黑人族裔和美国以外的文化的他者化再现；第四部分介绍时尚、品牌的文化意义，及青年品牌时尚的文化精神；第五部分内容为消费社会和多元文



以为其他专业的学生提供必要的相关专业知识。我们期待这套教材能够以培养学生人文素质为根本原则，以加强学生人文修养、增强学生创新能力为目标，帮助学生批判地吸收世界文化精髓并弘扬中国优秀文化传统。

这套教材的策划和出版得到武汉大学出版社的积极推动和热情支持，没有他们的努力就不会有这套教材的问世。我院教师把多年教学经验积淀成书，每一本教材都凝结着他们的智慧和心血。还有我院一批渴求知识的学生，是他们的勤学好问让我们看到了工作的价值，也正是在教学相长的过程中我们的教材得到了不断的完善。在这套教材即将面世之际，让我们对所有参与教材编写和出版的人士表示衷心的感谢和敬意！也请同行专家对教材的缺憾不吝赐教。

广东外语外贸大学英语语言文化学院 刘岩博士



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Chapter 1 Understanding Advertising

Introduction

Although advertising is nowadays familiar to everyone in daily life as an important medium of popular culture, it is difficult to give advertising a simple, clear-cut, privileged definition, as advertising is multi-faceted and saturated with subtle complexity. Thus, to understand advertising, firstly, we have to start from its very beginning — to capture a historical/dynamic perspective in order to understand the changing images and roles of advertising in relation to the economic, socio-cultural and technological development. Specifically, a brief history of American advertising is introduced to present such a perspective, as advertising has been fast developed in the last one hundred years and American advertising has been most influential during this period. Then, major approaches of advertising are introduced to give a relatively more comprehensive view of the dimensions and the inflections of advertising.

As methodology is important in study advertising, the second part of this chapter concerns the introduction to two approaches of advertising: semiotic analysis and content analysis. Roland Barthes' pondering on the mythic language of advertising is introduced to present the way of semiotic analysis and the relation between advertising and cultural representation. Besides, a content analysis is introduced so that a quantitative analysis can be used to measure the message of a large



number of ads. In fact, the combination of the two methods can ensure a more reliable analysis of advertising, especially when an archive of advertisements is concerned.

Part I. Understanding Advertising

Passage 1

History of Advertising in the United States

This history of advertising technique chronicles the movement from face-to-face selling messages to the stilted, repetitive, printed advertisements of early newspapers to the dynamism of mass communication by radio and television to the re-personalization of messages via cable, Internet, and direct mail. It is a story of sellers struggling to find the best means to attract buyers. [...]

1. European Precedents

(In the 1600s, an age of exploration and discovery), [...] (European) settlers would decide to leave home and strike out for a new life abroad. [...] Advertising played its role in fueling these dreams and aspirations. To promote colonial ventures, sponsors placed ads in British newspapers: ads that promised solutions to nagging problems, ads that offered the fulfillment of dreams and the realization of hopes.

In addition to this outward expansion, the world came to England as well. Strange, unusual, and wonderful things were brought from far-away ports: spices from India, carpets from Persia, tobacco and tomatoes from the New World, porcelain from China, and coffee from Arabia. Each of these commodities had to be introduced to the consuming public and integrated into their lives — and advertising was



one of the means of doing so.

2. Colonial America

Ships brought English goods and African slaves to colonial America and took raw materials (cotton, sugar, and tobacco) home on the return trip. These raw materials were in turn processed and either used in England or re-exported. Early settlers in the American colonies produced most of what they consumed at home, but a few precious goods were bought in stores. Newspapers were scarce — the first in America were published around 1700 — and the ads they carried were few, often reappearing from issue to issue, and tended to carry messages in the form “Just Imported — A Variety of Goods”. These ads contained few illustrations and seldom mentioned price. [...]

A key figure in colonial American advertising was none other than Benjamin Franklin. As publisher of *The Philadelphia Gazette* and *Poor Richard's Almanac*, he changed advertising style by including simple illustrations to accompany the words in ads. He began also to provide more details about benefits and uses than many of the ads that preceded him.

3. The Age of the Newspaper

James Gordon Bennett, publisher of the *New York Herald* from 1835 to 1867, is one of the most flamboyant characters in the history of American mass media. [...] He latched onto the idea of raising the cost of advertisements to lower the cost of newspapers, a practice that continues into the present. He put an end to the seemingly endless repetition of ads from issue to issue that had characterized American newspapers from the colonial period well into the 19th century.

Bennett first limited an ad's run to two weeks, and then later to a single day, giving readers cause to read ads more carefully. He also



began printing ads throughout his paper, even on the front page, thus treating ads like news. To ensure readers and thus sales of his newspaper, Bennett did not shy away from the sensational — in either news or ads. He broke with the typical focus of other editors on political news and included stories from police files, courts, sports, theatres, and other events that had mass appeal.

4. Travelling Salesman in the Small Towns

Meanwhile, direct selling messages remained common in smaller towns all over America. Store clerks continued to deal face-to-face with their customers, discussing the uses and benefits for the products they sold. However, by the mid-1800s itinerant salesmen had also become a part of American commerce. [...]

Salesmanship [...] differs from advertising in its use of face-to-face rather than mass-mediated communications and selling techniques. The promotional and selling methods of salesmen are the important elements in the history of advertising. Whether to a merchant, an assembled crowd, or just a single customer, a salesman displayed his merchandise and adjusted his pitch to the needs and interests of his audience.

5. Advertising Agents

As America recovered from the Civil War (1861 — 1865), commerce and newspapers once again took their place in the fabric of society. In the 1860s and 1870s, the forerunners of modern advertising agents came on the scene. First offering to physically take ads from the shops of busy tradesmen to the offices of newspaper publishers, ad men provided a service that business found desirable. Two of the earliest agencies were N. W. Ayer in Philadelphia and J. Walter Thompson in New York. These agencies collected circulation figures of newspapers



and magazines and based their commissions on readership.

It was a short step from media placement to another service that indeed marked the beginnings of modern advertising. The agents offered to write the copy that would be placed in newspapers. By the turn of the 20th century, several advertising agencies had set up business in cities across America, marking the beginnings of a shift away from direct sales techniques to mass-communicated advertising.

The consequence of this difference (from the salesmanship) is a shift from individually tailored messages, to those that must be relevant to a broad and diverse audience. Both the unregulated sales tactics and advertising claims of the 19th century engendered watchful suspicion on the part of consumers, making many people wary of the actual truth in the communications. Both salesmen and advertisers work as intermediaries between sellers and buyers — a role not much appreciated in American society where dislike of all sorts of intermediaries (advertisers, lawyers, brokers, and agents) is frequently a part of the culture. A final important point of comparison is that both salesman and advertisers must attempt to understand the consumer's viewpoints, needs, and wants in order to do their jobs well.

6. Billboards, Trade Cards, and Other Advertising Strategies

In the late 19th and early 20th centuries, advertising agencies came into their own by offering a wide range of services to the clients who hired them to help promote goods and services. One advertising gimmick was the inclusion of trade cards in packages of cigarettes and other forms of tobacco. Consumers were encouraged to collect entire series of glamorous women, movie stars, Indian chiefs, wonders of the world, and so on. Another technique invented by advertising agents was prizes in return for a specified number of proofs of purchase.

By the end of the 19th century, advertising had proliferated beyond



the newspaper and magazine to posters and billboards in public spaces. Trains and streetcars typically carried such notices and the public streets and byways were filled with billboards and other advertising posters.

All such techniques [...] were ways in which advertising agents expanded their services beyond writing and placing ads in newspapers and magazines on behalf of their clients. Years later, in the 1930s for example, ad agents went a step further in creating radio soap operas that were sponsored in their entirety by a single brand. Thus, the brand name of the sponsor and the name of the program became inseparable (e. g. , Lux Radio Theatre or the Kraft Music Hall). In the early years of the soap opera, advertising agencies typically wrote both programming and the ads.

7. The Birth of the Slogan

Advertisements consisting of a central catchy phrase or slogan became the mode in the 1890s. [...] The use of slogans as the focus of poster and newspaper advertising represented a break with the earlier technique of using long, wordy copy to explain the product and why the consumer should purchase it. Slogans focused instead on a single big idea expressed in the form of a memorable phrase, and ads using them often did not give "reasons why" to consumers. [...]

Fascination with slogans continues into contemporary advertising. Geico famously encourages potential customers to switch brands of automobile insurance with the slogan, *So Easy a Caveman Can Do It*. Nike's *Just Do It* is not only well-known but a part of contemporary popular culture. The long-running campaign *got milk?* is one of the most memorable slogans in recent advertising history. Such phrases are so catchy that they are easily remembered, frequently repeated, and often parodied.



8. The Emergence of Brands

[...] The advent of packaged goods — a box of salt, a bag of rice, and a pound of coffee with a brand name on it — changed marketing forever. Rice was no longer just rice, and coffee wasn't just coffee. [...]

What exactly is a brand? [...] brands have material markers — names, logos, and unique packaging and designs. But beyond these essential physical attributes, over time a brand acquires a history, a reputation, and a meaning to consumers. In other words, it takes on a “personality”.

As brands emerged in the late 1800s in America, advertising played a significant role in imbuing commodities with specific meanings. Ivory soap was no longer called “white soap” but had its own name. It had a distinctive appearance, logo, and package design that hasn't changed much over the years. Other soaps and cleaning products were also some of the earliest successful brands. Pears' soap, a competitor to Ivory, was promoted with romantic images of perfect people in a dreamy world.

Today, advertising is largely the business of promoting brands. On some few occasions, advertisements introduce a new brand. Most of the time, however, contemporary advertising promotes an established brand—by encouraging loyalty among current users and attempting to persuade those who aren't users to switch brands.

9. Advertising to Women

The term consumer has a gender in the English language and it is feminine that became the operating principle of advertising in the early 20th century. Along with this went the knowledge that 80% or more of consumer purchases — except for big ticket items like appliances, automobiles, and homes — were made by women. Most key employees