

AMST 3550 ARTS AND AMERICAN SOCIETY: ADVERTISING IN AMERICAN CULTURE

Spring 2018

Dr. David Gray

(Tues, 1:30-4:10)



Course description

This course explores the history and impact of advertising in the United States since the mid-nineteenth century. Beginning with the birth of print advertising, we will trace changes in design and rhetoric, through to today's online campaigns. How is advertising shaped by economic, social and cultural developments? What beliefs and assumptions do advertisements draw on? And how does advertising influence attitudes and values? Throughout the course, we will examine a wide assortment of advertisements and conduct a sustained analysis of the social construction of race, class, gender, sexuality and nationalism.

Required texts include Susan Strasser, *Satisfaction Guaranteed: The Making of the American Mass Market* and Asa Berger, *Ads, Fads, and Consumer Culture*. Other required readings will be available on D2L.

For more information e-mail Dr. David Gray at david.gray11@okstate.edu