



HYPE AND HUCKSTERS

Winter, 2003

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Program Overview

Our program focuses on systematic efforts to persuade the public in political and commercial arenas. As we study such campaigns, we will address the overall objective of understanding the interplay of public relations, marketing, advertising, discourse, ideology and the media and applying that understanding in collaborative work. This work includes seminar discussions, workshops, campaign participation, presentations, research projects and creating your own campaign.

Specific learning objectives for winter quarter:

By the end of winter quarter, students should be able:

- To demonstrate a deep understanding of propaganda
- To identify marketing, advertising and public relations strategies from the perspective of propaganda
- To apply the fundamentals of marketing, advertising and public relations
- To analyze and apply discourse concepts used in commercial campaigns, particularly semiotics, prosody, paralinguistics, and pragmatic meaning.
- To demonstrate ability in applying media technologies, including sound and image recording, image editing, and print layout
- To develop an appreciation of the role of strategy in media campaigns
- To learn how to create a strategic media campaign
- To collaborate productively

Work for the quarter:

- Seminar preparation. You will carefully read the assigned text and write a seminar paper due at the first seminar in which the text is discussed.

- Media watch. You will regularly read a distinguished national newspaper.
- Case study presentation. In groups of five you will present one case study analysis to the class, using the case study packets available in the bookstore, you will carefully read each case before a team presents it, and you will participate in simulated press conference panels.
- Case study evaluation. You will write a brief evaluation of each presentation you observe.
- You will complete the research paper assigned in fall quarter using APA format.
- You will attend media workshops, which will provide instruction in Palmcorder use, sound recording and editing, Photoshop, Pagemaker, I-Movie, and Dreamweaver. Advanced students may also study Final Cut Pro. You will use these in your campaign presentation.
- In your case study group, you will design and complete a strategic media campaign, aimed at addressing the case problem uncovered in your case analysis, and you will present this campaign to the class. In addition to media elements, the campaign will include a strategy paper, prepared by the group.

Covenant

We will collaborate using civil, academic discourse and will arrive at each class in a timely manner. Assigned work must be submitted on time; there is no provision for late or incomplete work except in grave circumstances. Students must attend all class sessions and activities. In the event illness or personal emergency forces absence, students must notify their faculty sponsor in advance. At most, two days can be missed each quarter; these cannot be days of your presentations. Credit may be reduced or denied for unsatisfactory work, missed classes or unfulfilled assignments. Evidence of plagiarism will result in loss of credit. By registering in this program, you agree to this covenant.

Books and Materials

Cook, Guy. *The Discourse of Advertising*, 2 ed.

Ellul, Jacques. *Propaganda*

Ewen, S. *P.R! A Social History of Spin*

Klein, N. *No Logo*

Manring, M.M. *Slave in a Box*

Orwell, G. *1984*

Stauber, J. and Rampton, S. *Toxic Sludge is Good for You*

Twitchell, J. *Adcult U.S.A.*

Harvard Business School Case Studies:

“Ad Council’s AIDS Campaign (A)”

“Digital Angel”

“Erox Corp: Leverage Marketing”

“Exxon Corporation: Trouble At Valdez”

“Nike, Inc.”

“Pokemon: Gotta Catch ‘Em All”

A distinguished National Newspaper (Internet Edition is acceptable)

Class Schedule

	Tuesday	Thursday
9:00-11:00	Seminar Lib 2218 or 2118	Seminar Lib 2218 or 2118
11:00-12:30	Lunch	Media Workshop GCC or Mac Lab
12:30-2:30	Workshops LCC 1007	Media Workshop GCC or Mac Lab
2:30-4:30	Case Study Class Lib 1308	Presentations, Videos Lib 1308

Assignment Detail

Seminar Preparation: Response and Integration Papers

Students will benefit from writing about our books before, during, and after seminars. This writing helps them become better critical thinkers, and for some students who are quiet and reflective, the writing gives them the opportunity to voice their ideas. Here is the required assignment for winter:

This paper is a two-part integrated effort. First students should write a paragraph in which they respond to one major idea or argument in the book. Think about what surprised you, what fascinated you, or what created an emotional response, and write a personal response to that aspect of the book. Second, analyze an idea or argument in the book comparing it with ideas or concepts from other materials in the program. For example, you could show how the idea you have chosen resembled another idea, how it differed, or how it expanded on the other author’s work. Aim for one page; these papers must not exceed two pages in length.

Bring this paper to seminar as your “ticket” to the discussion. For the first 10 minutes,

we will pass these around and read them. It is not important that each person read everyone's paper. Students will be asked to introduce an idea from someone else's paper before introducing their own. It is possible that someone will introduce a shy student's idea when that student would not have introduced it him or herself.

Research Papers

Research begun and presented in fall quarter will culminate in written research papers. These should advance a thesis, supported by the research. They must include the ten divisions for propaganda analysis presented on p. 280 of Jowett and O'Donnell. For the papers to be credit-worthy, these divisions need to be **clearly apparent** to the reader, whether by identification in boldface, in a heading, or in a key that appears in the paper's appendix. These papers should follow APA format, be carefully proof read, and be no longer than 20 pages including references. This paper is due at 9 a.m. on January 21.

Students joining the program in winter will be asked to write an essay exam on the two books assigned for entry into the program.

Group Case Analysis and Campaign Design

Case study analysis will be explained in the first case study class. At that time, students will choose their groups of 5 students each, with whom they will work for the duration of the quarter. Groups will meet both in and out of class to analyze their chosen cases and to plan their presentations. *THESE PRESENTATIONS SHOULD NOT INCLUDE ANY CAMPAIGN PROPOSALS OR ELEMENTS; THEY SHOULD BE ANALYSES ONLY.* Once groups have completed their presentations, they should use the feedback from the class to help them reassess their analysis and from this to design a campaign to solve the case problem (or to improve the organization's marketing situation, depending on how the case is famed). The campaign design should include a video press release, a video commercial, an Internet home page, a sample of relevant print material, such as a brochure, and a press release. The design also must include a timeline, a statement of strategy, a budget, and a rationale. Each campaign design will be presented to the class, and it must also be submitted in written form to the faculty. Groups should think of themselves as marketing or public relations consultants and prepare their materials consistent with this role.

Presentations should be thoroughly professional, modeled after the best we witnessed in the fall. When case analyses are presented, students not presenting should have prepared their own analyses. One of these analyses should be written and submitted the day the presentation is made; students will be assigned cases on which to write. (No written case paper will be accepted after the case has been presented.) Written analyses should not exceed two typewritten pages. They should contain an abbreviated version of a case

analysis, offered in outline form. Again, this will be discussed during the first case study class. At the close of presentations, members of the presenting group each will have an opportunity to field questions from the reporters in a simulated press conference.

Schedule of Assignments and Activities

<u>Week</u>		<u>Tuesday</u>	<u>Thursday</u>
1/7	AM	Winter orientation and Internship information workshop	Orwell
	PM	Case Study Intro.&Marketing Workshop Discourse Analysis Workshop	Media Workshops 11:00-4:00 Press Release Workshop
1/14	AM	Ellul: Intro, Preface, Chs I-III	Ellul, Remainder
	PM	Press Release Workshop Discourse Analysis Workshop	Media Workshops 11:00-4:00
1/21	AM	Ellul Concluding Discussion.	Twitchell
	PM	Discourse Analysis Workshop Case Groups Meet	Media Workshops 11:00-2:30 Script Writing Workshop
1/28	AM	Twitchell	Manring
	PM	Discourse Analysis Workshop Digital Angel/ 2 presentations Ad Council Aids/2 presentations	Media Workshops 11:00-2:30
2/6	AM	Manring	Klein
	PM	Discourse Analysis Workshop Exxon/2 presentations	Media Workshops 11:00-2:30 Pokemon/2 presentations

2/13	AM	Klein	Klein
	PM	Discourse Analysis Workshop Erox/2presentations	Media Workshops 11:00-2:30 Nike/2 presentations
2/20	AM	Ewen	Ewen
	PM	Groups meet Guest speaker: graphics	Groups meet + with faculty Campaign Pres. Digital Angel
2/27	AM	Ewen	Stauber and Rampton
	PM	Guest speaker: Public Relations Campaign Pres. AdCouncil AIDS	Guest speaker TBA Campaign Pres. Exxon
3/6	AM	Stauber and Rampton	Article
	PM	Campaign Pres. Pokemon	Campaign Pres.: Erox (Strategy Papers Due)
3/12	AM	Sontag Article	Review
	PM	Campaign Pres. Nike	Video: History of Photography
3/19		Evaluation Week	