

COURSE DETAIL

TOPICS IN AMERICAN ADVERTISING

Country

Japan

Host Institution

Waseda University

Program(s)

Waseda University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Film & Media Studies

UCEAP Course Number

106

UCEAP Course Suffix**UCEAP Official Title**

TOPICS IN AMERICAN ADVERTISING

UCEAP Transcript Title

AMER ADVERTISING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines the history of American advertising and the making of consumer culture. From the first newspaper advertisement in colonial times to the latest web sites, the class explores how products and brands were produced and promoted and how advertising both reflects and introduces cultural trends and issues. The threads of art, industry, culture, and technology unify the material. The course also looks at how American popular culture products with global appeal have reached across national and cultural boundaries, such as Coca-Cola, McDonalds, and Nike. The class is chronological in organization and is illustrated with visuals of historic advertisements, vintage television commercials, and documentary films.

Language(s) of Instruction

English

Host Institution Course Number

MDAX351L

Host Institution Course Title

TOPICS IN AMERICAN ADVERTISING

Host Institution Campus

Waseda University

Host Institution Faculty

Host Institution Degree

Host Institution Department

SILS- Media Studies

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