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 Course Details

Host Institution Campus
Waseda University

Host Institution Faculty

Host Institution Degree

Host Institution Department
SILS- Media Studies

Course Last Reviewed

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