

**HIS396**  
Social History of American Advertising

Satisfies: SBS+

M/W 11:00am-12:20pm

Thematic Concentrations: "Arts, Ideas & Culture,"  
"Race, Religion, Gender & Sexualities"

Professor Nancy Tomes

This course traces the evolution of American advertising and related forms of popular persuasion, including political propaganda and public relations, from the late 19<sup>th</sup> to the early 21<sup>st</sup> century. It examines the many and varied ways that product advertising has shaped the economy, culture and politics of the United States. Topics to be explored include: the role of advertising in defining a national identity at the same time amplifying class, ethnic, racial, and gender differences; the central place of advertising in both celebrations and critiques of the "American way of life"; the growing global impact of American advertising practices after World War 2; and the impact of the Internet and social media on early 21<sup>st</sup> century advertising practices. Class work is designed to build the skills of active reading, persuasive public speaking, and effective writing. Written work will include a take home midterm (4-6 pages) and a paper (7-10 pages) on a topic of the student's choice. The main text for the course is Juliann Sivulka's *Soap, Sex, and Cigarettes: A Cultural History of American Advertising*, 2<sup>nd</sup> edition. Other readings will be available through Brightspace.