

# ENJOY!

# MEDIA STUDIES

HELPING CONSUMERS BE MORE THAN CONSUMERS SINCE THE DAWN OF CAPITALISM

## SEMIOTICS

**Sign = Signifier + Signified**  
word/sound/image      referent/meaning

Dr. Adria L. Imada writes in *Aloha America: US advertising and Hollywood used hula circuits (women "marketed as commodities themselves") to create "imaginary intimacy" with US colony*



How do ads use signs to sell commodities beyond use-value (symbolic value)?

Jennie Napua Woodd, Pualani Mossman, and Mapuana Bishaw  
Hotel Lexington's Hawaiian Room, New York City, ca. 1938

## COMMODITY FETISH

Dr. Anne McClintock writes in *Imperial Leather: Modern advertising originates from soap ads in Britain that promised emergent middle-class values (monogamy, capital, Christianity, civilization)*

By late 19th century, the commodity had become "the fundamental form of a new cultural system for representing social value... The new economy created an uproar not only of things but of signs"



"If we dump this unsustainable consumer culture of ours, if we jam it into the ground and start creating a new culture from the bottom up, then who knows what that culture's going to be? It's up for grabs!"

## CULTURE JAM

Drs. Marilyn DeLaure and Moritz Fink write in *Culture Jamming* that jams are...

1. Appropriative
2. Artful
3. Playful
4. Anonymous
5. Participatory
6. Political
7. Serial
8. Transgressive



Kalle Lasn, satisfied customer\*  
Author of *Culture Jam*, quoted in DeLaure & Fink  
\*not Kalle Lasn

UNIT 2 SUMMARY

QR REMOVED

SCAN ME



WARNING LABEL



Use of this product may inflame a desire to question prototypical whiteness in photography, advertising, and AI. Lecturer and photographer Syreeta McFadden asks, "I only wonder if unbiased technologies were available to us then, could they have enabled an alternative story?"

# SALE!