innhold

03

Advertising: Selling Dreams and Saving the World
by David Woodhouse, Eiker vgs

07

Thank Heaven for Google and EU-currency – How I Was Able to Move My Cake and Eat It while the World Economy Was Crumbling
by Siri Hunstadbråten, Drammen yrdegrønne skole

10

A Moment in History: Letter from Washington DC
by Trond Christian Anvik, Rælingen vgs and Magne Dypadseth, Hagkilen i Østfold

16

“Go North, Young Man/Woman!”
by Richard Burgess and Theresa Bowles Sørhus

Advertising:
Selling Dreams and
Saving the World
by David Woodhouse, Eiker vgs

Advertistaly is all about how, it infiltrates all our lives and all of the spaces in which we move, it infiltrates our ceremonies, it fills the pages of our newspapers and magazines, it glares down at us from billboards and flashing lights and it clogs up our computers with spam e-mails and pop-ups which congratulate us on winning competitions we didn’t even know we’d entered. Its form may change and its appearance may alter, but all advertising has the same aim: to convince you that you need to swap your money for whatever the advertisers are offering, to persuade you that you would be better off if you exchanged your hard earned cash for the product that is made to look as tempting and necessary as possible.

The last hundred years have brought about changes in all aspects of our daily lives, advertising included. Advertising is an age-old concept; everybody who has ever sold something has used it. In peace time as well. Bernays had been used during the war could be employed that the propaganda techniques that had been used during the war could be employed in peace time as well. Bernays had been working for the War Department’s Committee on Public Information, the propaganda arm of the US war effort (1), but now he concentrated his efforts elsewhere. Propaganda was given a new name: Public Relations, or PR for short. It was also given a new purpose: to sell products, Bernays became one of the main architects of the modern techniques of mass-consume persuasion, using every trick in the book, from celebrity endorsement and outrageous PR stunts, to rebranding the motorcar. (2)

It interrupts our television viewing, it fills our computers with spam e-mails and pop-ups which congratulate us on winning competitions we didn’t even know we’d entered. Its form may change and its appearance may alter, but all advertising has the same aim: to convince you that you need to use your money for whatever the advertisers are offering, to persuade you that you would be better off if you exchanged your hard earned cash for the product that is made to look as tempting and necessary as possible.

The last hundred years have brought about changes in all aspects of our daily lives, advertising included. Advertising is an age-old concept; everybody who has ever sold something has used it. In peace time as well. Bernays had been working for the War Department’s Committee on Public Information, the propaganda arm of the US war effort (1), but now he concentrated his efforts elsewhere. Propaganda was given a new name: Public Relations, or PR for short. It was also given a new purpose: to sell products, Bernays became one of the main architects of the modern techniques of mass-consume persuasion, using every trick in the book, from celebrity endorsement and outrageous PR stunts, to rebranding the motorcar. (2)
idea that people could be controlled by mental illness (3). Bernays used the industry. Sigmund Freud invented the known uncle and use them in this new to take the ideas of his then little-

The best example of this occurred in the 1920s. Bernays was hired to expand the sales of Lucky Strike cigarettes amongst women. At that time, smoking was considered to be a luxury that only men should indulge in. Recognizing that women were still riding high on the suffrage movement, Bernays used this as the basis for his new campaign. He consulted Dr. A.A. Brill, a psychoanalyst, to find a way of encouraging women to break the taboo and begin to smoke. Dr. Brill determined that cigarettes could be used to represent "birthright of freedom" for women. Bernays then persuaded some women to light up during the 1929 Easter Day Parade in New York. The event caused a national stir and stories appeared in newspapers throughout the country.

Though not doing away with the taboo completely, Bernays' efforts had a lasting effect on women smoking (3). He had linked the process of inhaling the smoke from some burning leaves with freedom and equality for women; on the face of it a completely illogical connection! This caused a revolution in advertising which we are still witnessing the effects of today.

This also had political consequences. People could now define and express themselves through the products they owned, creating a new consumer culture and encouraging the pursuit of happiness that could keep people docile and politically inactive (6).

To persuade those who were still interested in politics, politicians could also use the same PR techniques as being used in advertising; Bernays was also employed by the then US President Calvin Coolidge in order to portray him as a more sympathetic figure to the American voting public. He did this by inviting the top entertainment stars of the day to the White House and made sure that the press was there to document the event.

The Search for Identity

As the century continued, people changed and advertising had to follow suit. The economic boom that reached its peak in the 1920s and the early 70s allowed people the time and space to "discover" themselves as individuals. The hippie movement encouraged self "actualization" and people were encouraged to get in touch with their inner selves. The advertisers were left scratching their heads – how could they sell mass produced products to people who were trying to define themselves as individuals?

In 1978 Stanford Research Institute was asked by several leading corporations to find a way to reach, measure and fulfill the desires of consumers. This was the start of market research and lifestyle marketing, techniques which are still widely used today. An example of this can be seen in the new campaign for Hewlett Packard computers, with the slogan, "The computer has become personal again".

Trying to Save the World – Playing on Your Guilty Conscience

In the 21st Century, there can be no doubt that global warming and climate change is something everybody is aware of. As with the belief in self awareness in the 60's and 70's, when an idea becomes an integral part of national and international culture, advertisers need to respond to this and make sure that they use these ideas to appeal to potential customers.

Of course, this need to appear environmentally friendly is particularly tricky for the companies who sell the products that are perceived to be the cause of the problem; car manufacturers and oil companies. This has led to the process of "greenwashing". We all know that "whitewashing" involves covering up facts or evidence that could aid in finding someone guilty of a crime. Replace "white" with "green" and you have the process whereby corporations try, with the help of advertisers, to appear environmentally friendly.

Another related concept here is that of "rebranding". When a brand needs to change its image in order to make it more attractive to potential customers, it has to "rebrand". These two concepts, greenwashing and rebranding, are perfectly illustrated in the new advertising campaign from BP. This used to stand for "British Petroleum". It now stands for "Beyond Petroleum", a rebrand that attempts to persuade people that this is an energy company, not an oil company. Unfortunately, BP's investment in alternative energy sources is nothing compared to its investment in looking for new sources of oil. (7)

"Ethical shopping" is another well known concept which advertisers play on in order to prick our social consciences and get us to part with our money. This involves the concept of "voting with your wallet" and websites such as betterworldshopper.com (8) provide consumers with information about which companies meet their social responsibilities, such as taking into consideration human rights, animal rights and environmental concerns when producing their products.

Many companies have now tried to jump on this ethical bandwagon. A good example here is that of shoes. Look inside any pair of trainers and you will probably find that it has been made in some far away Asian country. This can only mean one thing: you say to yourself – sweatshops! Nike has often been criticised for its lack of ethics (9), most notably perhaps in Michael Moore's 1999 film, The Big One (10), where Moore unsuccessfully tries to get the CEO of Nike to visit one of his own factories in Indonesia. To counteract this and give consumers the possibility of making a responsible choice when buying shoes, new brands have been launched, for...
idea that people could be controlled by their patients in order to cure them of mental illness. Bernays used the idea that people could be controlled by their irrational unconscious desires in order to link certain ideas with certain products. You no longer had to offer people what they needed; by linking your brand with their deeper hopes and fears, you could persuade them to buy what they dreamt of. Equipped with our subconscious wishes, we could go shopping for the life we had seen portrayed in the ads.

The best example of this occurred in the 1920s. Bernays was hired to expand the sales of Lucky Strike cigarettes amongst women. At that time, smoking was considered to be a luxury that only men should indulge in. Recognizing that women were still riding high on the suffrage movement, Bernays used this as the basis for his new campaign. He consulted Dr. A.A. Brill, a psychoanalyst, to find a way of encouraging women to break the taboo and begin to smoke. Dr. Brill determined that cigarettes could be used to represent “forches of freedom” for women. Bernays then persuaded some women to light up during the 1929 Easter Day Parade in New York. The event caused a national stir and stories appeared throughout the country.

Though not awaying with the taboo completely, Bernays’ efforts had a lasting effect on women smoking. He had linked the process of inhaling the smoke from some burning leaves with freedom and equality for women; on the face of it a completely illogical connection! This caused a revolution in advertising which we are still witnessing the effects of today.

This also had political consequences. People could now define and express themselves through the products they owned, creating a new consumer culture and encouraging the pursuit of happiness that could keep people docile and politically inactive.

To persuade those who were still interested in politics, politicians could also use the same PR techniques as being used in advertising; Bernays was also employed by the then US President Calvin Coolidge in order to portray him as a more sympathetic figure to the American voting public. He did this by inviting the top entertainment stars of the day to the White House and made sure that the press was there to document the event.

The Search for Identity

As the century continued, people changed and advertising had to follow suit. The economic boom that reached its peak in the 1960’s and the early 70’s allowed people the time and space to “discover” themselves as individuals. The hippie movement encouraged self “actualization” and people were encouraged to get in touch with their inner selves. The advertisers were left scratching their heads – how could they sell mass produced products to people who were trying to define themselves as individuals?

In 1978 Stanford Research Institute was asked by several leading corporations to find a way to read, measure and fulfill the desires of consumers. This was the start of market research and lifestyle marketing, techniques which are still widely used today. An example of this can be seen in the new campaign for Hewlett Packard computers, with the slogan, “The computer has become personal again”.

Trying to Save the World – Playing on Your Guilty Conscience

In the 21st Century, there can be no doubt that global warming and climate change is something everybody is aware of. As with the belief in self awareness in the 60’s and 70’s, when an idea becomes an integral part of national and international culture, advertising need to respond to this and make sure that they use these ideas to appeal to potential customers.

Of course, this need to appear environmentally friendly is particularly tricky for the companies who sell the products that are perceived to be the cause of the problem; car manufacturers and oil companies. This has led to the process of “greenwashing”. All we know that “whitewashing” involves covering up facts or evidence that could aid in finding someone guilty of a crime. Replace “white” with “green” and you have the process whereby corporations try, with the help of advertisers, to appear environmentally friendly.

Another related concept here is that of “rebranding”. When a brand needs to change its image in order to make it more attractive to potential customers, it has to “rebrand”. These two concepts, greenwashing and rebranding, are perfectly illustrated in the new advertising campaign from BP. This used to stand for “British Petroleum”. It now stands for “Beyond Petroleum”, a rebrand that attempts to persuade people that this is an energy company, not an oil company. Unfortunately, BP’s investment in alternative energy sources is nothing compared to its investment in looking for new sources of oil. (7)

“Ethical shopping” is another well known concept which advertisers play on in order to prick our social consciences and get us to part with our money. This involves the concept of “voting with your wallet” and websites such as betterworldshopper.com (8) provide consumers with information about which companies meet their social responsibilities, such as taking into consideration human rights, animal rights and environmental concerns when producing their products.

Many companies have now tried to jump on this ethical bandwagon. A good example here is that of shoes. Look inside any pair of trainers and you will probably find that it has been made in some far away Asian country. This can only mean one thing you say to yourself – sweatshop! Nike has often been criticised for its lack of ethics (9), most notably perhaps in Michael Moore’s 1999 film, The Big One (10), where Moore unsuccessfully tries to get the CEO of Nike to visit one of his own factories in Indonesia. To counteract this and give consumers the possibility of making a responsible choice when buying shoes, new brands have been launched, for...
EXERCISES

Understanding the Text
1. Find the word in the first paragraph which means “ominous”.
2. Which “subtle art” is mentioned in the second paragraph?
3. What was the new name given to propaganda and who coined this phrase?
4. How were cigarettes marketed in the 1960’s?
5. Look at the paragraph that begins with the words “This also had political consequences”. Find the word in this paragraph that means “passive” or “quiet”.
6. What was the problem for advertisers in the 1960’s and how did they combat this?
7. What are oil and car companies having to do in order to appeal to environmentally aware consumers?
8. Which brand of shoes is often criticised for not fulfilling its social responsibilities?
9. What is the latest trend in advertising that is being favoured by some car manufacturers?

Discussion
1. Many countries ban TV advertising for alcohol or tobacco. Do you agree with this? Can you think of any other products which you think should have an advertising ban?
2. Do you take into account how a corporation treats it workers when buying products?
3. Think of some of your favourite brands – of clothes, electrical gadgets, cars etc. Can you identify exactly what it is that have made these brands your favourites? Do you go shopping for the life you see advertised?
4. What connotations do these words inspire? What do they make you think of?

Analysing Advertisements

Find an advertisement that interests you in a magazine, newspaper or on the internet. Complete the following tasks:
1. The Advertiser and the Target Audience: What is the advertisement for and who do you think the advertisement is aimed at? Remember everything in the advertisement will be geared towards the target audience.
2. The Slogan: What is the slogan? What types of sentences are used in the slogan: declarative, interrogative or imperative? Is there anything else notable about the slogan?
3. The Picture: What impact does the picture have on you? Why do you think the picture has been chosen? Try to relate it to the message/product.
4. The Text
   (A) Words: – Find at least five words in your advert that consider to be important.
   – What types of words are they (nouns, pronouns, adverbs, adjectives, verbs, prepositions, conjunctions, interjections)?
   – What connotations do these words inspire? What do they make you think of?
   (B) Structure / Patterns: – Can you find repetition of any words? Why do you think these words are repeated?
   – Can you find repetition of any grammatical patterns? Why do you think these patterns have been repeated?
   – What types of sentences are used in your advertisements? Declarative, interrogative or imperative? Why have they been used?

For many years I had been reading about various literary festivals in England. The more I read, the more I wanted to visit one. The festival in Cheltenham, whose opening weekend often overlapped with our autumn break, seemed like a good option. Still, I somehow never got round to it – until last October.

It all started a few months earlier, when I googled “Cheltenham Literature festival” to find out which writers were going to appear at the festival that year. I got what I was looking for – a preliminary list of writers and celebrities who were going to feature in the programme. Quite unexpectedly, though, I came across something which proved far more interesting.

 Apparently, there was something called “A 2 Week Course for European Teachers of English Focusing on Literature: Cheltenham 10 Oct–24 Oct 2008.” Thinking this was simply too good to be true I clicked on the link with bated breath. “This course takes place during the Cheltenham Festival of Literature and focuses on contemporary English literature and teaching literature in the EFL classroom. The participants will get to attend festival events involving prominent contemporary British writers, a seminar on teaching literature in the EFL classroom and an opportunity to observe English literature classes in local secondary schools.” So here was a chance to attend a course for English teachers – not a bad idea after 75 years of teaching. The course would be focusing on teaching literature, which is what I enjoy most about teaching English, and I would get a chance to attend the long-awaited literature festival. Last but not least, I would be eligible for practically all my expenses. Having my cake and eating it? Definitely.

The course

“There is a way to get my students involved in my lessons!” (Elisa from Naples)

Apart from the link with the literature festival, I think one of the greatest advantages of this course was the fact that it lasted for two weeks. I grasped the opportunity to pretend to be a student again, and quickly adapted to the different pace of life. I found myself...