Examining Environmental Advertising Imagery Through Art Education

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Abstract
This is an examination of advertising imagery in the United States, with particular emphasis on outdoor advertising, and a proposal for an art curriculum focused on advertising awareness. The method is socially-oriented art criticism funded by some history of advertising and the psychology and philosophy of persuasive, manipulative, and pecuniary symbolism. The intent is first to decode the aesthetic environment (Barbosa, 1988) and then present a structure that helps art students to do the same. The examination begins with the object and returns to the object for validation (Ecker and Kaelin, 1970), but “ends with an understanding of personal experience, values, and social attitudes” (Nadaner, 1985, p. 12). It is what Jagodzinski (1983) calls making the unconscious conscious.

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References

Jagodzinski, & (1983). Making the unconscious conscious. [Green advertising revisited. Conditioning virtual nature experiences. International Journal of Advertising, 28(4), 715–739] approach, this experimental study compares the effects of three types of green print ads: a non-green...  Thus, consumers do not recognize disinformation in green advertising through vague ambiguous claims. 2.3 Greenwashing: Disinformation

Fleischman's concept goes beyond the traditional environmental education categories based on science, policy and law. Unlike the typical subject headings seen in environmental books, Fleischman points out that Eyes Wide Open has chapters on “Perception” and “Defense Mechanisms.” Also, by using examples from the environmental world, Fleischman encourages readers to think about content and source.

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