

Answer each of the following questions in short-answer form (each response should be between 250-300 words, single-spaced).

~ Question #1 ~

Go to <http://genderads.com/> and spend a few minutes navigating the site. Choose an ad that interests you, and perform a semiotic analysis of its content. What is the dominant meaning the ad is trying to convey? From an oppositional perspective, consider how the ad might challenge, or subvert a hegemonic reading of the text? Please include a copy of your image with your answer for reference.

~ Question #2 ~

Analyze Public Enemy's "Fight the Power" as a postmodern music video.

[https://www.youtube.com/watch?v=Kj9SeMZE\\_Yw](https://www.youtube.com/watch?v=Kj9SeMZE_Yw)

Discuss the lyrical and visual content, and consider how it gives "currency to the idea of 'post-modernism,'" as Peter Wollen suggests is a major function of music videos.

~ Question #3 ~

Discuss Samsung's "Sibling Rivalry" commercial as an example of the commodity image system.

<https://www.youtube.com/watch?v=LXd26Nqg5tQ>

How does it reflect Sut Jhally's notion of the "vignette approach" to advertising, and a foster a sense that visions of happiness are often tied to the purchase of products?

Each question corresponds to a website or short clip that can be accessed by clicking the links above. Read and answer each question carefully, using specific examples from the clip to support your analysis. You are required to use the reading/lecture materials as sources to support your ideas, and you may also use any outside sources that you research. Be sure to cite your references appropriately using any citation method of your choosing (MLA Style, Chicago Style, etc.). If you are unsure about how to properly cite your sources, see the below website:

<https://owl.english.purdue.edu/owl/resource/747/01/>

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