

Alternative media



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Alternative Media In regards to alternative media the topic I chose to analyze was Adbuster's culture jammer campaign, wherein advertising is co-opted in creative ways to advance political points. One of the major such means is through the taking of ads that were initially intended for one purpose and altering them as a means of making a political statement on what is believed to be the insidious nature of their message. In these regards, a wide variety of advertisements have been implemented. One such example concerns tobacco advertising; in the Adbuster's add Joe the Camel is featured much in the same way one might expect except that rather than glorifying cigarette smoking he is featured in a hospital bed with the slogan, " Joe Chemo" placed overhead. It's obvious this is a subtle dig at the propensity of tobacco to be a cancer causing agent. In other such co-optations Adbuster's parodied Tiger Woods as a picture of the Nike logo in the background was featured and then a swoosh sign within Tiger Wood's mouth was inserted. The implications for this are clear, as it demonstrates a political commentary on the means by which Nike has purchased Wood's advertising power and voice. Another image has the slogan ' Buy Nothing Day' with a giant credit card running down the street displayed. In these regards, there are ultimately two means of constructing these forms of alternative commercialization. The first being the alteration of existing imagery in an effort to play on the power effects contained in these images. The second method is the direct construction of methods that call into question mainstream social ideals, for instance consumerism. References " Culture Jammers." Adbusters. N. p., 2011. Web. 7 Apr 2011. .