

English 3900G

Tuesday 12:30-1:30pm; Thursday 12:30-2:30pm AHB 2R21
Winter 2016

Instructor: Dr. Gabrielle Ceraldi
Office: AHB 2G20
Email: gceraldi@uwo.ca

Office Hours:
T/Th. 2:30-3:30 or
by appointment

Advertising is a central institution in our consumeristic culture, and children are an important but problematic target for the advertising industry: children wield power as potential consumers of toys, foods, and television programs, but lawmakers also seek to protect children from advertising that might compromise their health or values. Children's literature is situated uneasily within this cultural minefield. The stories we tell children are themselves products (sold in stores like Chapters or online on Amazon.com), and they are implicated in a merchandizing industry that peddles Anne of Green Gables dolls, Winnie the Pooh plush toys, and Disney princess lunch boxes. Many novels for children foreground these problems by examining the roles played by consumption, advertising, and branding in the formation of identity. In a society where we are increasingly defined by the products we purchase – and are expected to package *ourselves* as products we can peddle to clients, customers, and employers – children's literature offers a critical perspective on the distinction between person and product.

Required Texts

James Twitchell, *20 Ads that Shook the World*, Crown
L.M. Montgomery, *Anne of the Island*, Seal
L. Frank Baum, *The Wizard of Oz*, Puffin
Roald Dahl, *Charlie and the Chocolate Factory*, Puffin
E. Nesbit, *The Story of the Treasure Seekers*, Puffin
E.B. White, *Charlotte's Web*, Harper Trophy
Dr. Seuss, *Green Eggs and Ham*, Random House
Annie Barrows and Sophie Blackall, *Ivy + Bean: No News is Good News*, Chronicle
Suzanne Collins, *Catching Fire*, Scholastic
Rainbow Rowell, *Fangirl*, St. Martin's Griffin

Schedule of Classes

Jan. 5 Introduction
Jan. 7 Peanuts Christmas special
A World Before Advertising
Jan. 12-14 Twitchell, Introduction
Joel Spring, "Liberation with Jell-O and Wonder Bread" from *Educating The Consumer-Citizen* (on reserve)
L.M. Montgomery, chapters from *Anne of Green Gables*, *Anne of Avonlea*
Jan. 19-21 L.M. Montgomery, *Anne of the Island*
Twitchell, Ch. 3 Pears Soap

Prerequisites

Grading Rubric:

Thesis	<p>Excellent</p> <p>Good</p> <p>Satisfactory</p> <p>Poor Inadequate</p>	<p>Forceful, fresh and challenging</p> <p>Clear development of a specific thesis</p> <p>Reasonably clear thesis</p> <p>Unclear, overgeneral</p>
Argument (ideas)	<p>Excellent</p> <p>Good</p> <p>Satisfactory</p> <p>Poor Inadequate</p>	<p>Original, analytical, persuasive, depth of insight</p> <p>Analytical, persuasive, with some originality and depth</p> <p>More descriptive than analytical, not fully persuasive</p> <p>Plot summary or lengthy paraphrase, general observations</p>
Organization	<p>Excellent</p> <p>Good</p> <p>Satisfactory</p> <p>Poor Inadequate</p>	<p>Paragraphs focus on clearly articulated,</p>