

## Principles of Advertising sells itself

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Of the Emerald

Call it the mind changer.

Many a journalism student, in the midst of his or her news-editorial sequence, will take Principles of Advertising, J341, and change their major to advertising.

Typically, 90 per cent of the students enrolled in it at the beginning of a term will claim they hate advertising. At the course's conclusion, most of them will admit it is only certain advertisements they dislike, that the industry as a whole is valuable.

And, unfortunately, some students will take it looking for a "mickey" and end up dropping. Because advertising is, although exciting, complex to say the least.

Three things make the course recommendable.

The first is the instructor. Ted Schulte brings his 20 years of experience as a copywriter in the nation's biggest ad agency to the course, mixes in some interesting film clips and slide presentations, and adds his own sincerity to come up with a well-balanced class. The assignments are imaginative, the lectures interesting, and the tests thorough. And its encouraging to know you're being taught by a guy who little more than a year

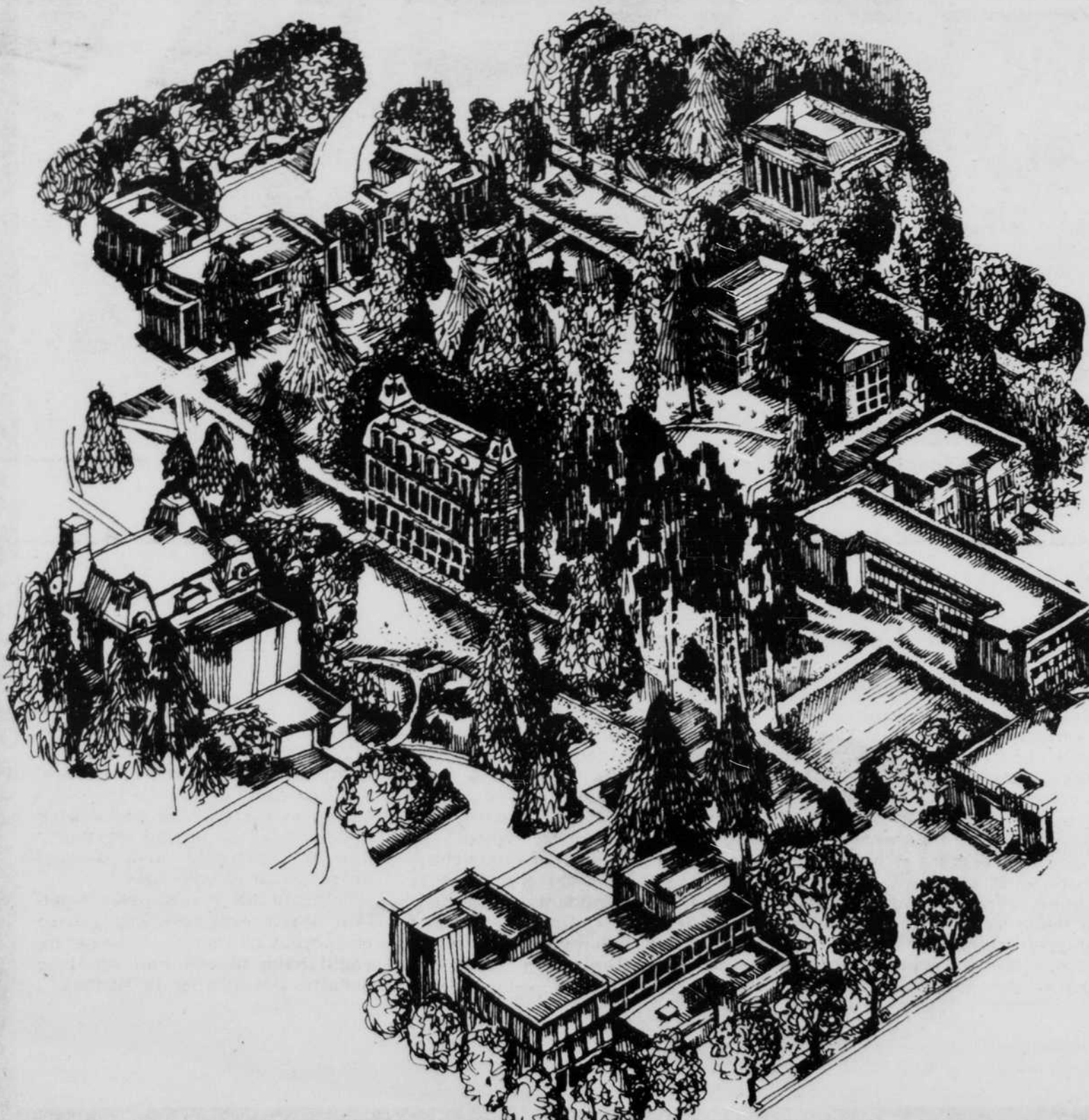
ago was an employee of J. Walter Thompson in Chicago.

Second is the text. Written by the J-school's own Willis Winter and two co-authors, it makes for interesting reading. Thick but well-organized, its strong point is the straightforward style in which it was written. The bulk comes from the complexity of the subject, not the wordiness of the authors.

Finally, there is the excitement inherent in the subject itself. Advertising, the business of selling products and ideas, through mass communications, has been called by Marshall McLuhan "the greatest artistic force of the 20th Century." Indeed, the creativity demanded by advertising is what attracts students to the field. And while many other universities can offer only one or two basic courses in advertising, the University's Journalism School has one of the better advertising sequences in the country. So if the principles course only whets your appetite, you have somewhere to go.

But even if advertising doesn't figure in your career considerations, the course can be of tremendous value for you as a future business person or consumer. You can even take the course with the attitude that the Madison Avenue hacks are not only selling us things we don't want, but corrupting our society in the process.

But you'll probably change your mind.



## See it all in July.

The 1974-75 University of Oregon General Catalog will be available after July 15 for \$2 at the University Bookstore, EMU Main Desk, or on order from the Office of Publications. Order forms are available in department offices or from the Office of Publications.

Illustration is a segment of the 1974-75 General Catalog cover.