

# 1 ADVERTISING



## Video Activity 1: Ten “Mad Men” era office staples that don’t exist anymore

[https://www.youtube.com/watch?v=HMUd0hp\\_RmU](https://www.youtube.com/watch?v=HMUd0hp_RmU)

1

Answer the questions before watching the video.

- a. What do you know about *Mad Men*?
- b. Have you ever seen a typewriter?
- c. Can you explain the pun in the title of this video: *10 Mad Men Office Staples that don't exist anymore*?
- d. Have you ever used a slide projector?
- e. How do you imagine the office of an advertising agency top executive?

## SCRIPT

### 10 “Mad Men” era office staples that don’t exist anymore

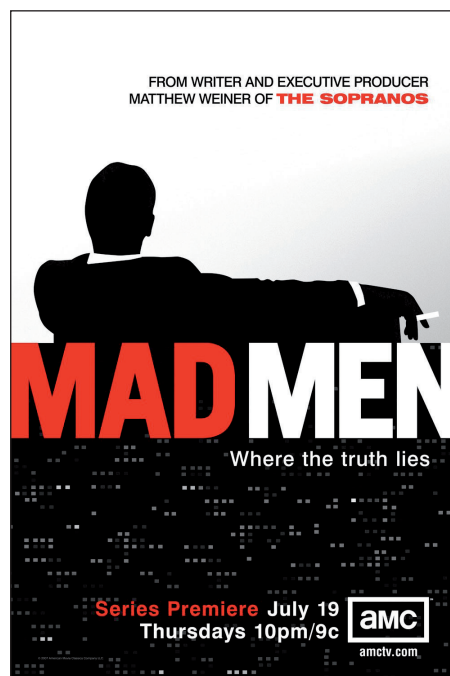
From the clip of the series: “Hey put that back!”  
– “I’m going home.”

There’s no denying: a lot has changed in workplaces since the “Mad Men” era. Here are 10 of those office staples you rarely see anymore.

### Number 10

#### Typewriters.

No desk in the secretarial pool was complete without one and no doubt being able to whip up a memo the fastest was a source of some serious streak rate, but not today. When was the last time you saw a typewriter?



**Number 9**

**Slide projectors.**

Showing a picture to a bunch of people at once usually involve dragging out a slide projector. From the clip of the series: “This device was in a spaceship. It’s a time machine.”

Great for presentations, but as the light has to be off to see the screen, not so wonderful for note-taking or reading.

**Number 8**

**Retro fans.**

As much as your boss is a retro fan and has a fondness for all things mid-century, odds are you won’t find one of these beauties in a break room, even if sitting there, it’s probably just for show.

**Number 7**

**Corded telephone.**

From the series (*The telephone is ringing*): “Donald Draper’s office”.

In those times of being tethered to a landline, privacy was the exclusive domain of those with offices. Now you probably have to go to a museum to find one.



**Number 6****Liqueur.**

Liqueur lunches weren't just an occasional indulgence. They were apparently part of the executive lifestyle. From the series: "One way glass".

Today if somebody's gonna take a nap in the afternoon, it's probably out of the coffee cab, in the bar and most certainly not sitting at the desk.

**Number 5****Cigarettes.**

Once upon a time they were thought to make a person look either super swanky like Dean Martin or enviably glamorous like Audrey Hepburn.

From the series: "You stand over there".

Clearly those days have long passed.

**Number 4****Fist-fights.**

From the series: "I know cooler heads should prevail, but am I the only one who wants to see this?"

Voice over: Considering the super aggressive culture, that fist fight between Peter and Lame didn't seem that much of a big deal. While the aggressive culture persists in many industries, these bites are not an option for resolving conflicts.

**Number 3****File cabinets.**

When paper ruled the world, file cabinets were everywhere. Oddly, despite the popularity, they only came in a limited array of styles and colors.

**Number 2.****Hats.**

These used to be part of a professional man's uniform, but now are a fairly rare sight to see.

From the series: "Call the pen and pencil and have some fun. My word."

"What's the category?"

"Best actress."

**Number 1****Pen sets.**

No executive desk was complete without one; however, the fancy desktop set that captured high-quality pen handy have gone the way off inkwell and a quill. Just because all those things are gone, it doesn't mean some of them were cool. Which ones do you wish were still around?

**2**

*Fill in the gaps with a word taken from the video.*

- a. .... cabinets were everywhere.
- b. No ..... desk was complete without one.
- c. When was the last time you saw a .....?
- d. Liqueur lunches were apparently part of the executive .....
- e. There's no denying a lot has changed in .....

3

Decide if the statements below are true (T) or false (F). Correct the false ones.

	TRUE	FALSE
a. Back in the Sixties workplaces were more competitive than nowadays.		
b. Number 8 contains a very sexist concept.		
c. No quill pens lie on today's writing tables.		
d. Dan Draper's secretary is very young.		
e. Back in the Sixties people didn't mind people smoking very close to them.		
f. Drinking liqueur was a sort of status symbol.		

4

After reading the following article, surf the net and do the tasks below.

### WHAT WERE THEY THINKING? TEN ADS THAT SPARKED CONTROVERSY

The only thing worse than making people be ashamed of a non-conformist hairstyle is doing so by using an ancient racist stereotype. In print ads for its shaving products, Nivea depicted a clean-shaven African-American man with a short hairstyle holding an African bearded version of his head in his hand. The slogan: "Re-civilize yourself." Many people turned to social media sites to express their displeasure with the implication that people who wear African hairstyles are uncivilized.

(Adapted from the article by Martha C. White, July 05, 2012)

- Find the image dealt with in the article and explain what is wrong with it in your own words.
- Think of another possible ad for the same product.
- Find out the other 9 ads that sparked controversy.