



# ТВОРЧЕСКАЯ РЕВОЛЮЦИЯ В США В 1960-1975 ГГ.

ТАРАСОВА К.С., ЛУКЬЯНОВА Е.Ю., ПЫЛЁВА А.А.  
899 ГРУППА.

## КУЛЬТУРНЫЙ КОНТЕКСТ, В КОТОРОМ СОЗДАВАЛАСЬ РЕКЛАМА

Действовавшие  
президенты, скандалы,  
война во Вьетнаме,  
расизм, антисемитизм,  
сексизм и тому  
подобные вещи  
отложили свой  
отпечаток на рекламе.



The 1960 Bonneville Convertible

### *Why ladies like the security of Wide-Track driving*

A wider track is a wider stance. A wider stance is stability, safety, balance, less lean and sway, easier maneuvering, better control, more confidence and security at the wheel. Pontiac has a wider stance than any other car. A very pleasant demonstration of Wide-Track driving is yours for the asking. See or call one of our fine dealers this week.



**PONTIAC** THE ONLY CAR WITH WIDE-TRACK WHEELS



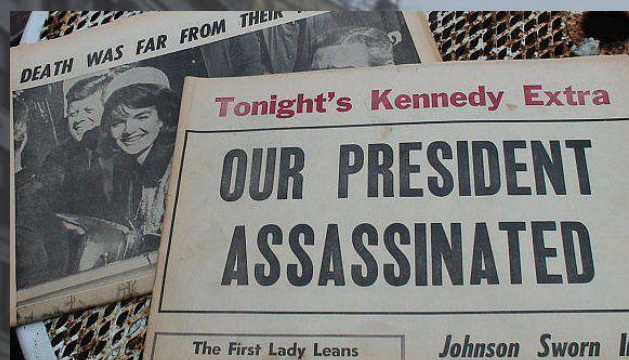
# ДЖОН КЕННЕДИ. 35-Й ПРЕЗИДЕНТ США





# УБИЙСТВО ДЖОНА КЕННЕДИ

## 22.11.1963





# ЛИНДОН ДЖОНСОН, 36-Й ПРЕЗИДЕНТ США



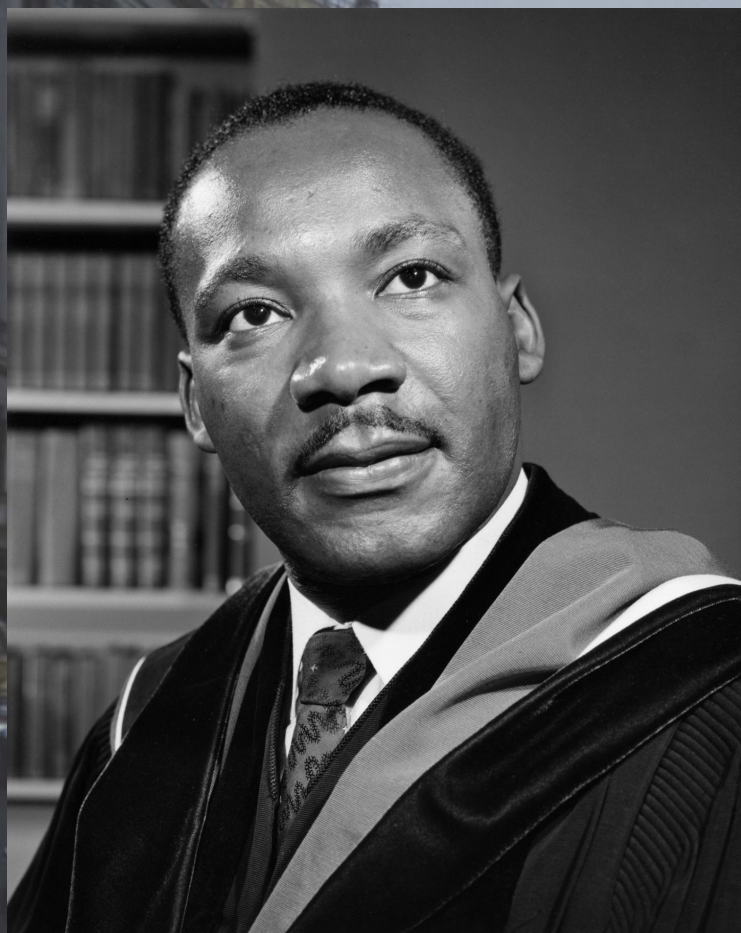


# МИТИНГИ ПРОТИВ ВОЙНЫ ВО ВЬЕТНАМЕ





# МАРТИН ЛЮТЕР КИНГ. БОРЕЦ ЗА ПРАВА ЧЕРНЫХ, БАПТИСТСКИЙ ПРОПОВЕДНИК

An advertisement for 'wantu wazuri' hair products. The top half features a group of Black men and women with various styles of natural hair (afros, braids, etc.) against a solid orange background. Below the group, the brand name 'wantu wazuri' is written in a bold, white, sans-serif font. At the bottom, three bottles of hair products are displayed: a small bottle, a medium bottle, and a larger bottle. To the right of the bottles, there is a short paragraph of text in English.

In Swahili or English, the meaning is the same . . . beautiful people. People who wear the natural as a proud symbol of beautiful blackness.

Afro Sheen is proud, too. Proud to create the finest products made for total care of your natural.

A beautiful new hair product for beautiful people!

AFRO SHEEN PRODUCTS COMPANY, INC. ©2004

# УБИЙСТВО МАРТИНА ЛЮТЕРА КИНГА. 04.04.1968





РИЧАРД НИКСОН. 37-Й ПРЕЗИДЕНТ  
США, 1969-1974 ГГ.



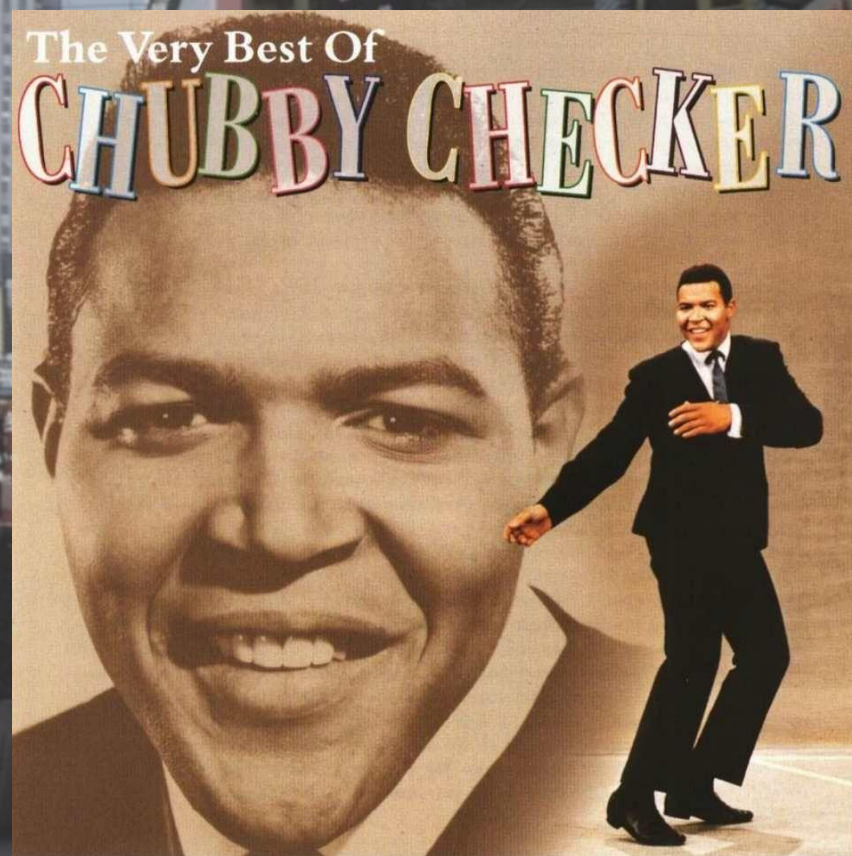


УОТЕРГЕЙТСКИЙ СКАНДАЛ. 1972-1974. ПРЕЗИДЕНТ  
США НИКСОН ОТПРАВЛЕН В ОТСТАВКУ ЗА  
РАСИСТСКИЕ ВЫСКАЗЫВАНИЯ.





# ЧАБИ ЧЕККЕР. ПОД ЕГО ПЕСНИ АМЕРИКАНСКАЯ МОЛОДЕЖЬ ТАНЦЕВАЛА ТВИСТ





## МОДА В США 1960-1975 ГГ

Жаклин  
Кеннеди, Пьер  
Карден, Андре  
Курреж и  
другие

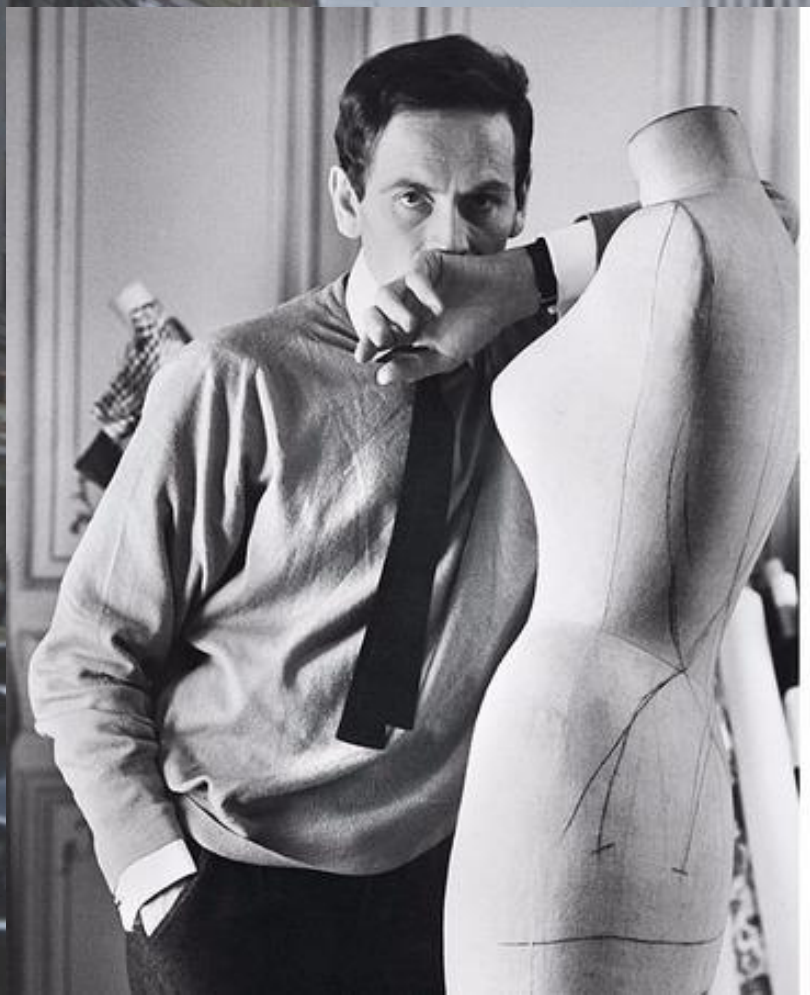


# ЖАКЛИН КЕННЕДИ. ПЕРВАЯ ЛЕДИ США, ИКОНА СТИЛЯ.





# ПЬЕР КАРДЕН, МОДЕЛЪЕР



# ОДЕЖДА, СОЗДАННАЯ КАРДЕНОМ

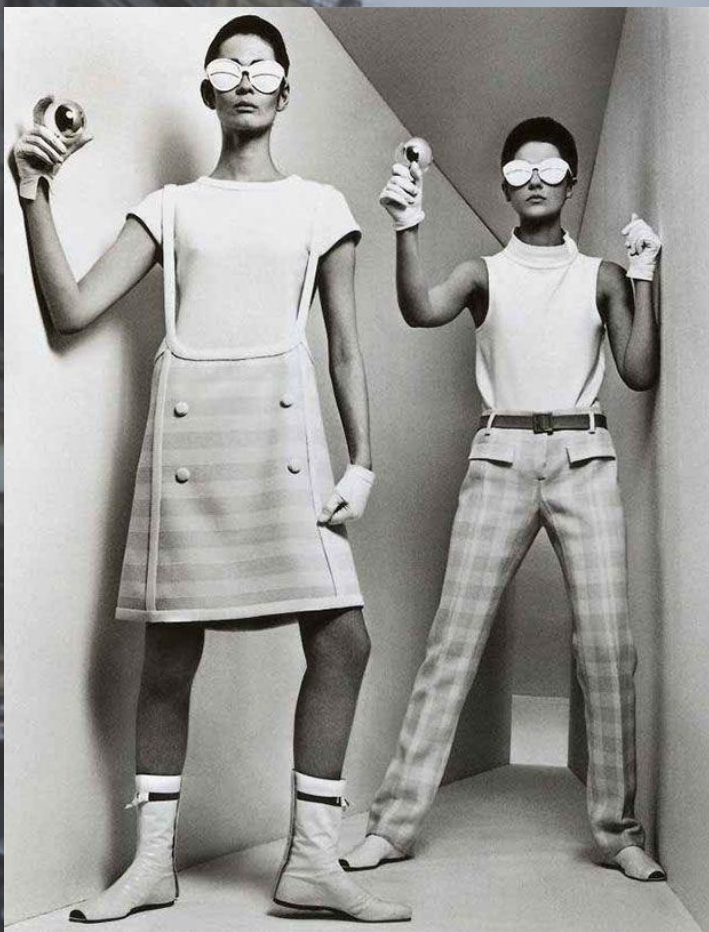




# АНДРЕ КУРРЕЖ, МОДЕЛЬЕР



# ОДЕЖДА, КОТОРУЮ СОЗДАЛ АНДРЕ КУРРЕЖ





# ФИЛЬМЫ ТАКЖЕ ИГРАЛИ РОЛЬ В МОДЕ АМЕРИКАНЦЕВ.



«БОННИ И КЛАЙД», ВЛЮБЛЕННЫЕ И  
ХОРОШО ОДЕТЫЕ ГРАБИТЕЛИ ЗАДАВАЛИ  
ТОН





# ПОПУЛЯРНЫЙ ФИЛЬМ «ХИЛБИЛЛИ ИЗ БЕВЕРЛИ»





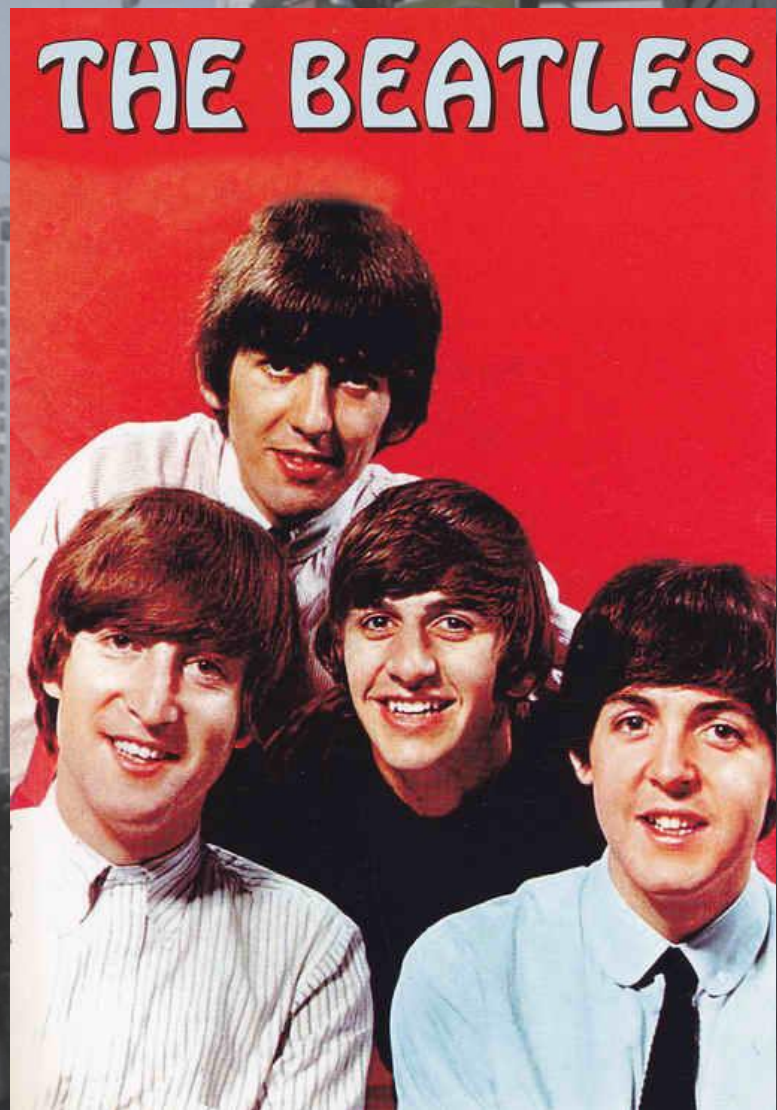
МЕБЕЛЬ В ДОМАХ АМЕРИКАНЦЕВ СЕРЕДИНЫ  
60-Х ТОЖЕ СООТВЕТСТВОВАЛА МОДЕ.





## РАЗВЛЕЧЕНИЯ МОЛОДЕЖИ

Субкультуры,  
музыка и  
изобразительное  
искусство



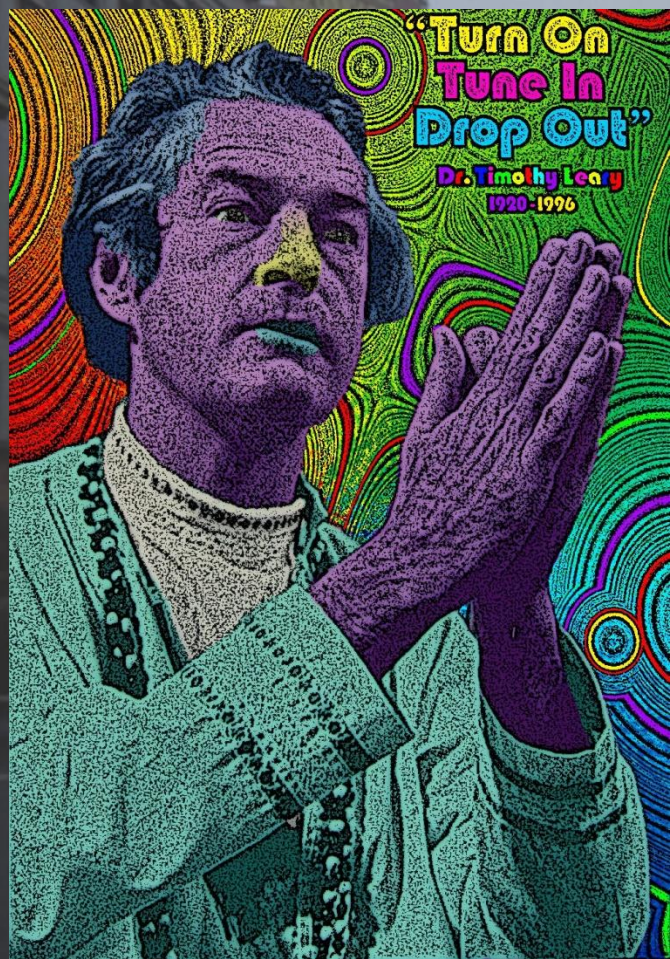


МОЛОДЕЖЬ ПРОВОДИЛА ЛЕТО В ГОРОДСКИХ ПАРКАХ,  
ОРГАНИЗОВЫВАЯ СБОРИЩА ХИППИ. НА ФОТО  
ФЕСТИВАЛЬ «ЛЕТО ЛЮБВИ»





ХИППИ СЛЕДОВАЛИ СОВЕТУ ТИМОТИ ЛИРИ:  
«НАСТРАИВАЙТЕСЬ, ВКЛЮЧАЙТЕСЬ И БРОСАЙТЕ»



TURN ON  
TUNE IN  
DROP  
OUT



# THE BEATLES ПОПУЛЯРИЗИРОВАЛИ МИСТИКУ ВОСТОКА





# THE ROLLING STONES - ПОПУЛЯРНЫЙ ЖУРНАЛ О МУЗЫКЕ

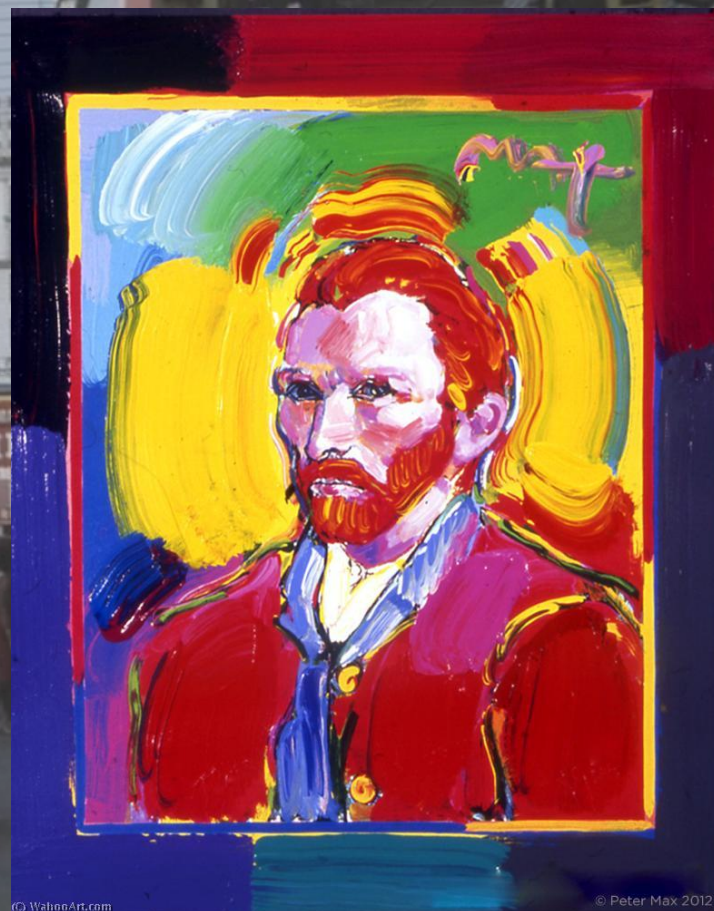


**НА ЗАЩИТНИКА ГОТЭМА ОТ ГРАБИТЕЛЕЙ И  
УБИЙЦ СТАЛИ ОБРАЩАТЬ БОЛЬШЕ  
ВНИМАНИЯ.**





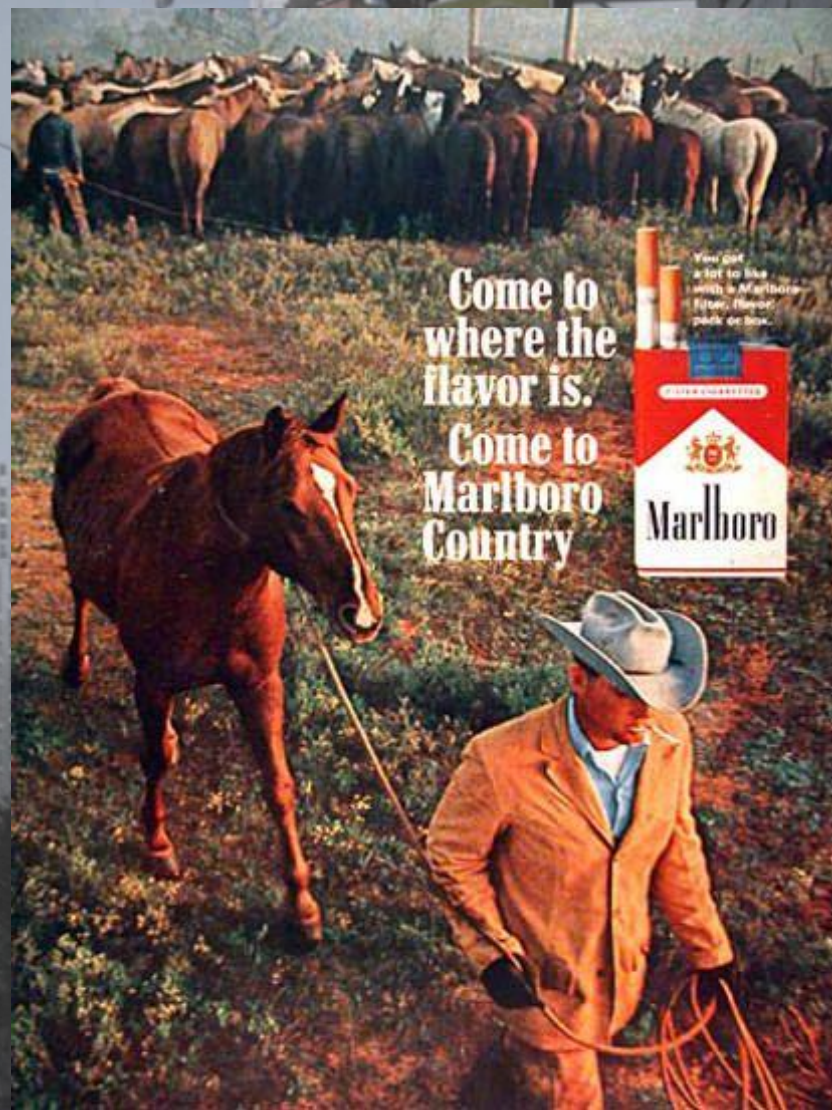
# ПИТЕР МАКС - ХУДОЖНИК В ЖАНРЕ ПОП-АРТ





# УДАЧНЫЕ РЕКЛАМНЫЕ ХОДЫ

Реклама  
сигарет,  
алкоголя и..  
томатного супа.

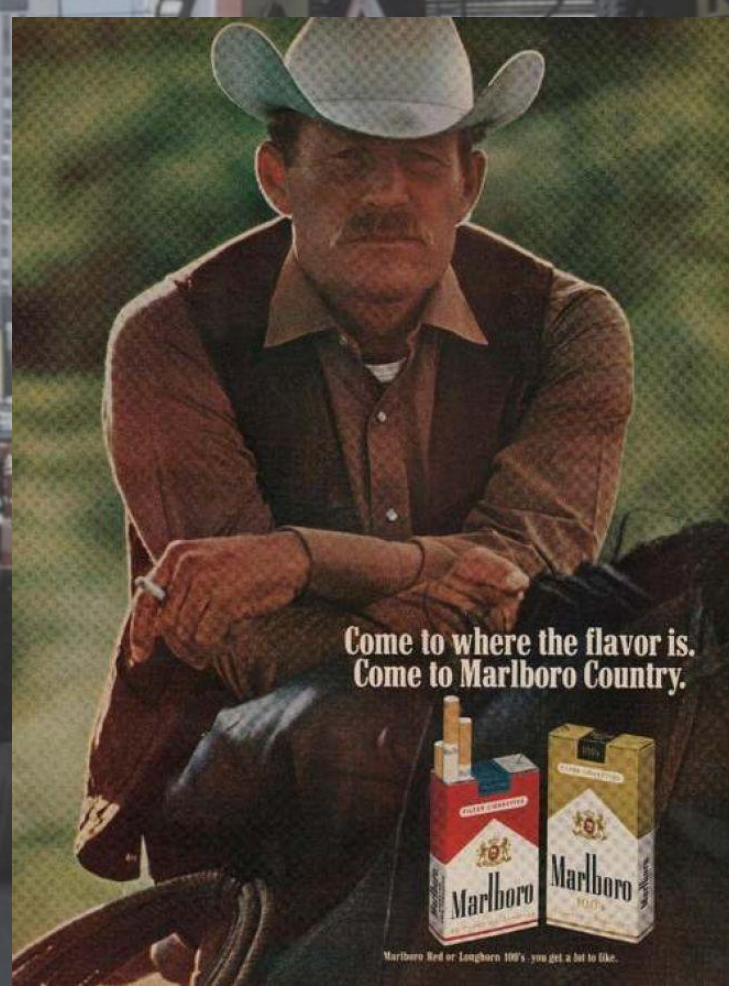
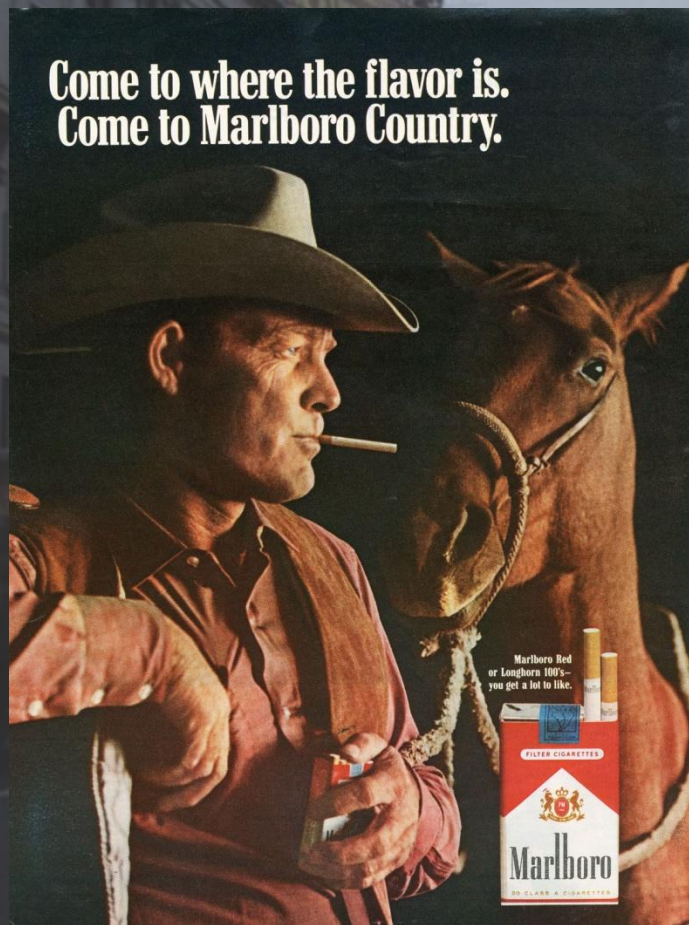




# РЕКЛАМНЫЕ ПЕРСОНАЖИ, СОЗДАННЫЕ ЛЕО БАРНЕТОМ



# ИЗВЕСТНАЯ ПО СЕЙ ДЕНЬ РЕКЛАМА СИГАРЕТ MARLBORO





# В СЕРИИ ОБЪЯВЛЕНИЙ О ВОДКЕ «WOLFSCHMIDT» СПЕЦИАЛИСТЫ РКЛ ОБЪЕДИНИЛИ ЧЕТКУЮ ГРАФИКУ С ЮМОРИСТИЧЕСКИМ, СЕКСУАЛЬНО ОКРАШЕННЫМ ТЕКСТОМ

"What dolla. If only I wasn't having a drink with that lemon tonight."

"Who are you calling a tomato? Wolfschmidt is mine. He's got taste."

"Of course he has taste. Wasn't he with me last night?"

"Look at me, Wolfschmidt. You know your onions. Let's make great Martinis together."

WOLFSCHMIDT'S  
GENUINE VODKA  
SINCE 1847  
VODKA  
100% GRAIN NEUTRAL SPIRITS

Wolfschmidt has the touch of taste that marks genuine old world vodka. For that reason it makes better Screwdrivers, Bloody Marys, Martinis, Tonics, Etc. © 1994 WOLF SCHMIDT CO. NEW YORK, NY. MADE FROM GRAIN. 40% ALC/VOL (80 PROOF). PRODUCT OF U.S.A.

"You're some tomato. We could make beautiful Bloody Marys together. I'm different from those other fellows."

"I like you, Wolfschmidt. You've got taste."

WOLFSCHMIDT'S  
GENUINE VODKA  
SINCE 1847  
VODKA  
100% GRAIN NEUTRAL SPIRITS

Wolfschmidt Vodka has the touch of taste that marks genuine old world vodka. Wolfschmidt is a Bloody Mary in a tomato in triumph. Wolfschmidt brings out the best in every drink. © 1994 WOLF SCHMIDT CO. NEW YORK, NY. MADE FROM GRAIN. 40% ALC/VOL (80 PROOF). PRODUCT OF U.S.A.

# ДИЗАЙН БАНКИ СУПА CAMPBELLS





**СЛОГАНЫ, ПОД  
КОТОРЫМИ  
ПРОШЛИ  
1960-1975 ГГ. США**

Популярные  
девизы KFC,  
Coca-Cola и  
молодежные  
ЛОЗУНГИ



IT'S FINGER LICKIN' GOOD



*it's finger lickin' good.™*





# MAKE LOVE NOT WAR - МОЛОДЕЖЬ ВЫХОДИЛА НА ПРОТЕСТЫ ПОД ЭТИМ СЛОГАНОМ



# THINGS DO BETTER WITH COKE





# КОМПАНИЯ AVIS СПЕЦИАЛИЗИРОВАЛАСЬ НА ПРОКАТЕ АВТОМОБИЛЕЙ

## Avis can't afford unwashed cars.

Or smudged mirrors, dirty ashtrays, or anything less than new cars like lively, super-torque Fords.

Why?

When you're not the biggest in rent a cars, you have to try harder.

We do.

We're only No.2.



## Avis can't afford half-empty gas tanks.

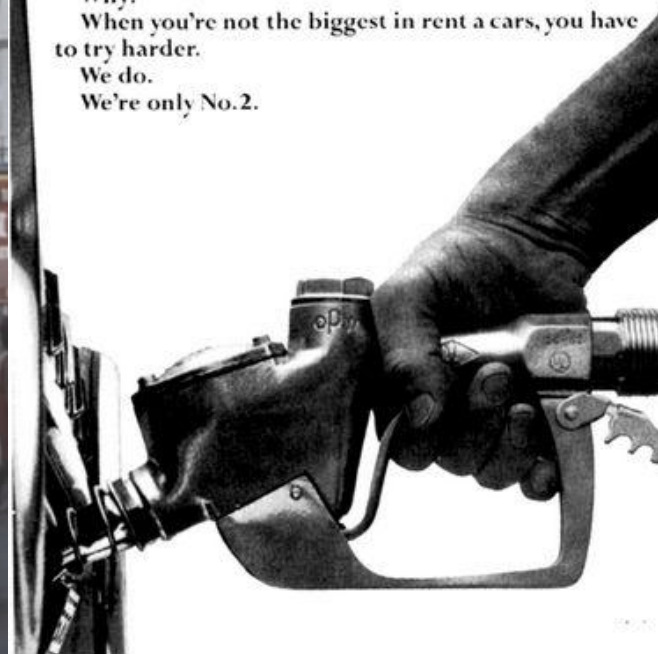
Or to send you out without a filled battery, or good brakes, or a new car like a lively, super-torque Ford.

Why?

When you're not the biggest in rent a cars, you have to try harder.

We do.

We're only No.2.



# BEANZ MEANZ HEINZ



*BEANZ  
MEANZ  
HEINZ*





## РЕКЛАМА В КОНТЕКСТЕ БОРЬБЫ ЗА ПРАВА

Америка против  
сексизма, расизма и  
антисемитизма



**wantu wazuri**



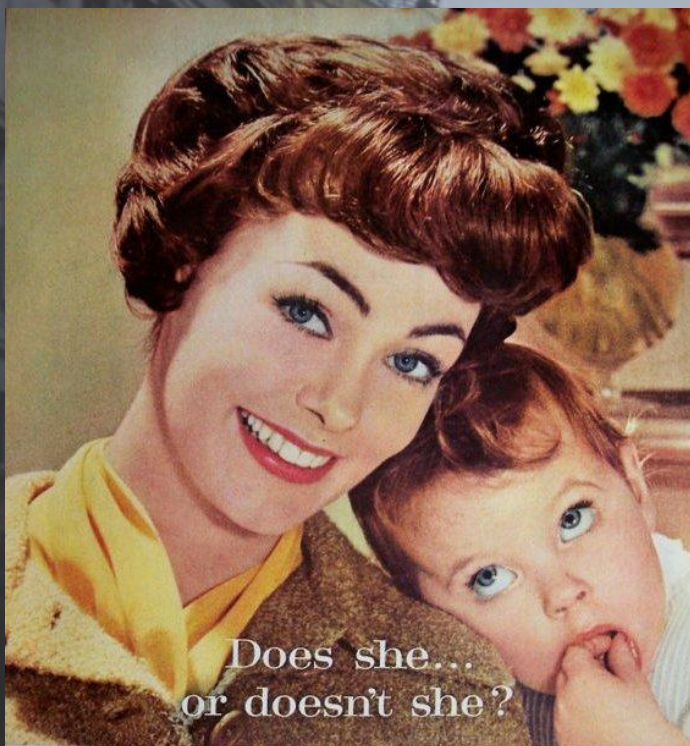
In Swahili or English, the meaning is the same ... beautiful people. People who wear the natural as a proud symbol of beautiful blackness.

Afro Sheen is proud, too. Proud to create the finest products made for total care of your natural. A beautiful new hair product for beautiful people!

AFRO SHEEN PRODUCTS COMPANY, INC. CHICAGO



# РЕКЛАМА КРАСКИ ДЛЯ ВОЛОС, ПОКАЗЫВАЮЩАЯ НЕ ТОЛЬКО БЕЛЫХ ЖЕНЩИН.



Does she...  
or doesn't she?

Hair color so natural only her hairdresser knows for sure!

Are mothers getting younger or do they just look that way? She, for one, has that wonderful wholesome quality—the freshness, the radiant hair color that just naturally keeps a woman looking younger, prettier... feeling more confident. And when you think how quick and easy it is to keep hair beautiful, clear-toned and sparkling with Miss Clairol Hair Color Bath, you wonder why any woman *ever* should let gray or fading hair age her looks! With Miss Clairol, finished color

is always soft and ladylike... lively, natural-looking in any light. That's why hairdressers all over the world recommend Miss Clairol, use it every time to add lasting color to fading hair... and to cover gray!

It's a new year; why not be a happy new you?... younger-looking, prettier! Try Miss Clairol yourself. Today. It takes only minutes! In wonderful new Creme Formula or Regular.

**MISS CLAIROL** HAIR COLOR BATH

MORE WOMEN USE MISS CLAIROL THAN ANY OTHER HAIRCOLORING.

©1961 Clairol Incorporated, New York, N.Y. All rights reserved. Miss Clairol is a registered trademark of Clairol Incorporated. Also available in Canada.



Does she...or doesn't she?

Hair color so natural only her hairdresser knows for sure!

She has a wonderfully fresh way of looking at things and the happy, relaxed look of a woman who wears her years lightly. There's a naturalness, a fresh, shining quality to her hair that contradicts her years... but then, who needs to worry about birthdays today! With Miss Clairol it's so easy to keep hair beautiful, you wonder why any woman ever should let streaky gray hair age her looks.

That's why hairdressers everywhere prefer Miss Clairol to all other haircoloring... always recommend it as the haircoloring that truly lives up to its promise. Its automatic color timing is most dependable. And Miss Clairol *really* covers gray. Best of all, all 12 Miss Clairol colors are wonderfully lovely, lively! So try Miss Clairol today. Takes only minutes. Creme Formula or Regular.



**MISS CLAIROL** HAIR COLOR BATH  
THE NATURAL-LOOKING HAIRCOLORING • MORE WOMEN USE MISS CLAIROL THAN ALL OTHER HAIRCOLORING COMBINED

©1961 Clairol Incorporated, New York, N.Y. All rights reserved. Miss Clairol is a registered trademark of Clairol Incorporated. Also available in Canada.



©1961 Clairol Incorporated, New York, N.Y.



# РЕКЛАМА СИГАРЕТ VIRGINIA SLIMS, ПРОТИВОПОСТАВЛЯЮЩАЯ СОВРЕМЕННЫХ ЖЕНЩИН ДАМАМ УШЕДШИХ ЭПОХ

You've come a long way, baby.

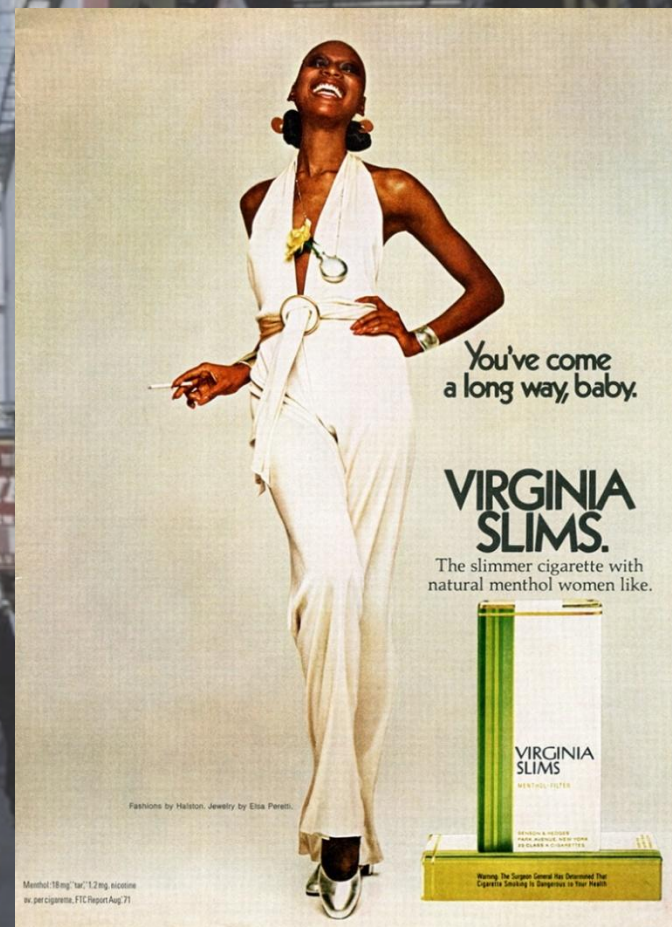


**Virginia Slims.**  
This is the one cigarette made just for women.  
They're slimmer than the fat cigarettes men smoke.  
With the full, rich Virginia flavor women like.

Found in Mom's Basement

You've come a long way, baby.

**VIRGINIA SLIMS.**  
The slimmer cigarette with natural menthol women like.



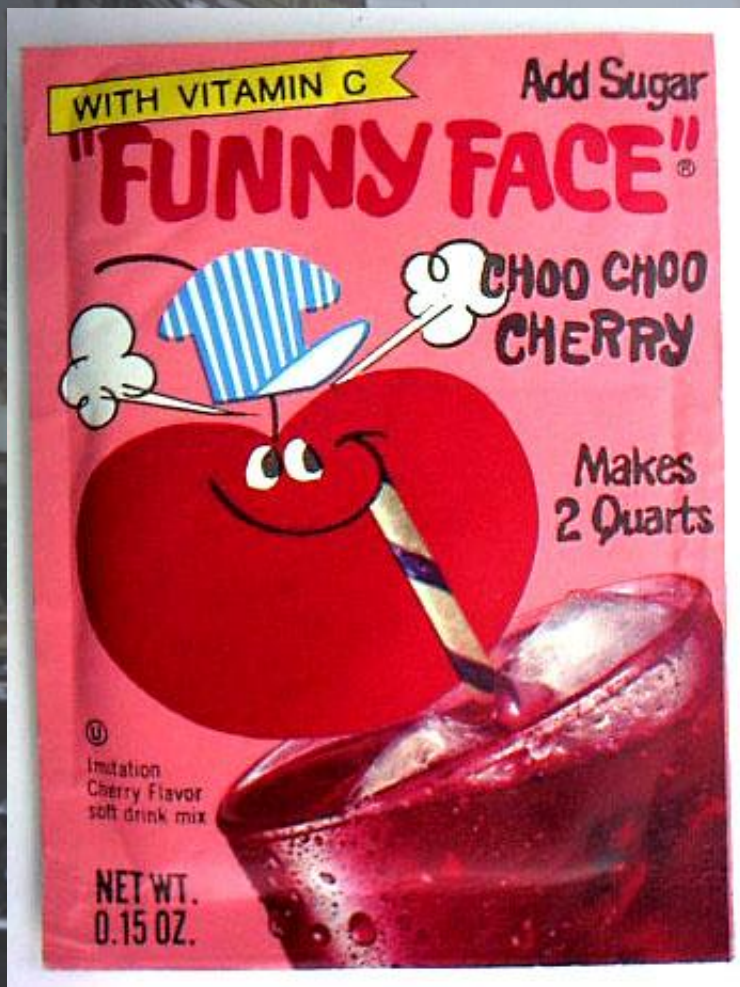
Fashions by Halston. Jewelry by Elsa Peretti.

Menthol 18 mg "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Aug. 71

Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health



СЛОГАНЫ «СНОО СНОО CHERRY» И «JOLLY JOLLY ORANGE» ПОЯВИЛИСЬ В РЕЗУЛЬТАТЫ КОРРЕКЦИИ ОБРАЗОВ ЭТНИЧЕСКИХ ПЕРСОНАЖЕЙ





РЕКЛАМНЫЙ ПЕРСОНАЖ, НЕ ПОНРАВИВШИЙСЯ  
МЕКСИКАНЦАМ. В 1970 ЭТОТ ПЕРСОНАЖ-  
ГРАБИТЕЛЬ ИСЧЕЗ ИЗ РЕКЛАМЫ



# РЕКЛАМА ХЛЕБА, НАПРАВЛЕННАЯ ПРОТИВ ДИСКРИМИНАЦИИ РАСОВЫХ И НАЦИОНАЛЬНЫХ МЕНЬШИНСТВ

**You don't have  
to be Jewish**



**to love Levy's**  
*real Jewish Rye*

**You don't have  
to be Jewish**



**to love Levy's**  
*real Jewish Rye*