

# Department of Modern Languages

## Speaker Series

### The Department of Modern Languages

presents

### Gilles Mossière

Chair, Department of Languages & Cultures at Mount Royal University

### Calgary-Banff: How to look at Billboards #2: Aged to Perfection?

Monday, 19 October 2015

3:00-4:00 in D 634

“How to look at Billboards #2” is a follow-up to the “Mountain Marketing: Calgary-Banff” presentation (now on YouTube: [www.youtube.com/watch?v=VfJ-wSts\\_yQ](http://www.youtube.com/watch?v=VfJ-wSts_yQ)). It relies on some of the same theoretical background, but uses new pictures of highway billboards along the TransCanada Highway, as well as entirely new material (video and musical excerpts, and the reading of a poem). “How to look at Billboards #2” is of a more historical and political nature than “Mountain Marketing”, and as such it presents another point of view on highway billboards and on landscape in general.



It proposes to question the billboard slogan: “Aged to perfection? Really?”

Any time the idea of progress is tackled, the answer is often “yes and no”, but this presentation hopes to get beyond that ambiguity. It tries to answer that question in a five part development:

- A theoretical background
- A brief history of TransCanada highway
- A brief history of highway marketing
- A presentation of literary expressions of highway marketing
- A final section uncovering meanings that may not be immediately obvious