

mentor's introduction

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Mary Ruth Smith brings a maturity to her research that is both satisfying and rewarding for me, as her major advisor. She has returned to the doctoral program in art education at the Florida State University after having left a position at the University of Houston and earning an MFA in fibers at the University of Georgia. Not many people have the courage or determination to leave a well-established career to pursue their dreams. Mary Ruth did.

She has a long-standing interest in media and media arts as well as commercial advertising. This is reflected in her conceptually oriented/postmodern studio activities as well as in this study. Her dissertation addresses print advertising and its effects on youth. The premise is, that in our current media-inundated world, art education is a most logical discipline in which to give students strategies for understanding the overt and subliminal, honest and/or manipulative messages and strategies in print media, getting us to buy, buy, buy. Toward this end Mary Ruth has developed a curriculum framework and model for teaching advertising awareness at the secondary level: a valuable and timely contribution to the field.