

Siddharth Ahuja

Professor Holguin

Rhetoric 105: Section F6

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### Annotated Bibliography for Research Paper

Agnew, Clark M., and Neil O'Brien. *Television Advertising*. New York: McGraw-Hill, 1958.

Print. McGraw-Hill Television Ser.

The purpose of this book when it was published was to act as a guide book to television advertising. Since this book was published in the pre – internet era it gives the reader a glimpse into what was expected of television commercials at that time. This will allow the research paper to better understand the decisions made while creating ‘Crazy Ones’, which is an Apple commercial from the pre – internet era and a primary source for the paper. Since this book has been published by McGraw Hill, which is a reputable name even today, it suggests that this source is credible.

Apple. “iPhone 6s–The Only Thing That’s Changed is...”. Video. *YouTube.com*, 09 Sept. 2015.

Web. 30 April 2016.

‘The Only Thing That’s Change is...’ is a television advertisement by Apple released in 2015 for the iPhone 6s. This source is one of the two primary sources for this research paper. This source is being used as an example for a modern advertisement in the research paper. The minute - long commercial demonstrates a lot of the features in the iPhone 6s at a very fast pace. Since the main

purpose of the paper is to demonstrate the difference between advertisements before and after the internet became popular, the differences between this source and the second primary source of the paper (which is an Apple advertisement from before the internet became popular) will be brought forward and analyzed. This advertisement was found on YouTube.com.

BMW Canada. “BMW M4-‘Ultimate Racetrack’”. Video. *YouTube.com*, 6 Jul. 2013. Web. 03 May 2016.

This source is a modern television advertisement published by German car manufacturer BMW. This commercial is being used as a secondary source in the paper for the purpose of comparison with the primary sources. By comparing this source to the modern Apple advertisement it can be demonstrated in the research paper that the traits of the modern Apple commercial are not unique to only the Apple commercial itself, but in fact these traits are a common sight across newer commercials. An advertisement that was not from the consumer technology industry was intentionally chosen for this secondary source to also demonstrate that the arguments made about modern commercials in the research paper are not particular to the industry that Apple is involved in. This advertisement was also found on YouTube.com.

Guthrie, James R. “Selling Technology in Technical Advertisements: A Case Study”. *Technical Communication* 42.2 (1995): 226–230. Web. 30 April 2016.

This source is a case study which was written by Dr. James R. Guthrie from Wright State University. Guthrie demonstrates through his 1995 case study that at that time consumer technology advertisements which made the product seem more “accessible and controllable”

(Guthrie 230) would be more successful. This case study can be implemented within the research paper as it helps explain why Apple chose to create a commercial with the style of ‘Crazy Ones’ in 1997, which is a primary source for the paper. This source was obtained through JSTOR and is part of scientific journal called ‘Technical Communication’, which justifies its credibility.

Mister Commercials. “Apple-Think Different Commercial.” Video. *YouTube.com*, 25 Mar. 2013. Web. 30 April 2016.

‘Crazy Ones’ is an Apple television advertisement which was published in 1997, before the internet became a popular tool. This source is one of the two primary sources for this research paper. The minute – long commercial attempts to show consumers Apple’s ideology which Apple claims is very unique from its competitors. As said for the other primary source, the two Apple advertisements will be contrasted to determine the differences between commercials before and after the use of the internet became widespread. This television commercial was also found on YouTube.com.

Olenski, Steve. "What Makes a TV Commercial Memorable And Effective?" *Forbes*. Forbes Magazine, 19 Oct. 2012. Web. 05 May 2016.

The purpose of this article written by Steve Olenski was to explain what consists of a successful advertisement. This source was recently written so it can help explain and analyze the choices made by Apple in ‘The Only Thing That’s Changed Is’ (since this is a modern advertisement). This source works well to contrast Guthrie’s case study, as in many ways it is a modern version of that case study. In the article Olenski explains that modern advertisement needs to be both

informative and captivating (Olenski 2), which goes in line with the argument being made in the research paper. The fact that this article was in Forbes Magazine, which is a reputable name, adds to the source's credibility.

Rose, Steve. "As Seen on TV: Why Product Placement Is Bigger than Ever." *The Guardian*.

Guardian News and Media, 24 June 2014. Web. 05 May 2016.

This article by Steve Rose looks into the rise in the use of product placement as a form of advertising. The article explains that these days "we'll do anything we can to watch it (television) uninterrupted" (Rose). One of the arguments made in the research paper is that modern advertisements have adjusted to the faster pace of society caused by the introduction of the internet. The rise in product placement which is explained in Rose's article is evidence that companies have realized this fact and therefore are looking to marketing methods that advertise their product without taking time out of the fast paced lives of modern consumers, who want to know about the products they have available to them as fast as possible. This article was posted in The Guardian, also a reputable source, which adds to the source's credibility.