Chapter 14

1. What is advertising supposed to do and how do advertisers accomplish their goals?
   1. Advertising is intended to let consumers know about available products and help spread awareness of those products.
   2. Advertisers do this by using imagery, slogans, jingles, and ads to quickly convey their product and how it is beneficial to the user.
2. What is IMC and how is it related to advertising
   1. IMC is Integrated Marketing Communication, which is a group of methods that are useful for reaching more people than traditional methods.
   2. It is related to advertising because this set of tools allows advertisers to reach massive audience with highly customized ads.
3. What are the problems of an overcommunicated society and how can advertisers overcome those problems?
   1. People become numb to messages and ads, thus they will just downright ignore many of them.
   2. Advertisers aim to break through this by repositioning or positioning their brand as the best, most cheapest, or appeal to specific groups.
4. Describe demographics, psychographics, sociographics, and ethnographics as well as why/how advertisers may use them.
   1. Demographics are identifying data such as religion, income, political party, age
   2. Psychographics are personal interests, such as outdoors sports, computer gaming, or car tuning.
   3. Sociographics are a persons social grouping, what communities they live in and other social factors
   4. Ethnographics involve research being performed to observe the kinds of uses that consumers have for their brands or other brands.
   5. Advertisers use this information to help target certain groups for the products that may suit them or to develop new products based on user methods of using them.
5. Describe and identify examples of weasel words used in advertising
   1. Help, Virtually, Like, As Much As, Faster/Better
   2. These weasel words all make some false claim, like for example explains that some product is like another however, the level of similarity is never expounded upon, allowing advertisers to make bunk promises.
6. Identify the main deceptive claims used in advertising
   1. Irrelevant Claim – claims which are irrelevant in terms of the product
   2. Question Claim – Using a question to imply superiority
   3. Advantage Claim – fake advantages based on being unique in some way when the product is not really much different from others
   4. Hazy Claim – claims which have no real basis in reality or that make logic connections that are tenuous at best
   5. Mysterious Ingredient Claim – the claim that the product has some ingredient that makes it superior than the others.
7. Describe rank’s 30-second-spot quiz and analyze an ad according to Rank’s points of analysis.
   1. Rank’s quiz asks you to examine the purpose, requests, language, desire-stimulating methods, urgency-stressing methods, and response-seeking of an ad to determine your place within the dialogue that is occurring between the listener and the advertiser.
8. How might advertisers use sexual and subliminal appeals in advertising and why?
   1. They may use appeals like this to subtly tell the listener or viewer how a product could improve their sexual success. They may do this suggestively by using a women who is scantily clad or by suggested through specific poses. Subliminal appeals may be done through hiding certain stimuli deeper within their ad, such as the word sex in an ice cube.

Hodkinson’s Chapter 11

1. What are the five primary ways that femininity is constructed in the mass media and why are these representations important in a study of persuasion?
   1. Females are constructed as a companion or second to the main character
   2. Females are constructed as a love interest for the main character
   3. Women are also perceived as dewy-eyed lovers or troubled women whose life is improved by a man who offers stability.
   4. Women are perceived as mothers who are caring and attentive to their husband and family.
   5. In the case of lesbians they are portrayed as hard and brutal characters who are only set right by a return to heterosexuality
   6. Understanding these representations is key to understanding the most successful forms of advertising, additionally it is vital to understand in order to help break those stereotypes.
2. What are the three primary critiques of critical feminist analysis of how women are presented in mass media
   1. Current representations of women are not all negative (women have the right to live as a housewife should they choose)
   2. Media that women enjoy which puts women in a box they deem negative are deluded or ignorant (women have the right to enjoy what content they like)
   3. It is believed that gendered meanings are predetermined for some media and as such that is the only way to view the media in which meaning has been shifted toward one worldview or gender stereotyping.
3. What are two ways that even stereotyped representations of women in the media might be empowering?
   1. It still provides awareness to an entity, acknowledgement of some group gives that group social power. Being without some representations makes it seem as though the group doesn’t exist.
4. How is heteronormativity represented in mass media and how are non-heterosexuals represented if at all?
   1. Heteronormativity is displayed as men being powerful and in control, with women emotional, vapid, and motherly.
   2. Homosexuals like lesbians are represented poorly, they are displayed as butch or dysfunctional.
   3. Gays typically are pigeon-holed in specific roles with specific personalities, and not shown going through some typical gay scenarios such as male intimacy and sexual contact.