

What is advertising and why does it matter?

- ↳ Draws attention to products
- ↳ Convinces others to use a product
- ↳ Promote a product - brings it out
- ↳ Have a taste of all products in a section
- ↳ Draw/gains attention => other products
- ↳ Comes in different formats so it meets different (wide variety) of audience members.
- ↳ Raises demand for a product
 - ↳ Increasing interest
 - ↳ Possibly increasing pricing
- ↳ Advertising: => A medium to promote a product
 - => To increase awareness
 - => To introduce a product
 - => To persuade people to buy the product

- => Stereotypes are targeted (inductive reasoning)
 - ↳ Based on some degree of the truth
 - => Stereotypes are various traits that society gives to a group of people based on their average assumptions of them
 - => Examples: Boys like blue, girls like pink.
 - => Oversimplified/generalized
- => Trends are targeted

Form of advertisements

- => Eye catching => Fonts / images / graphology / colour
- => Clear and concise
- => Slogans / Music / Logos / Celebrities
- => Product placement
- => Persuading
 - => Persuasive language
 - => Direct address
 - => Rhetorical Questions
 - => Tripling
 - => Figurative language
 - => Suits target audience! (Tone)
 - => Formality
 - => Difference in vocabulary
 - => Directness
 - => Imperatives
- => Reasoning
 - => Safe / Good
 - => Price
 - => Suits audience
 - => Useful
 - => Better / improves people
- => Emotions
 - => Psychology
 - => Different forms of media
 - => Targets different types of audiences

Why does it matter?

- => Brand awareness

Marx's theory on advertising:

- In a capitalist society, advertising is primarily targeted in feeling included (ie the brand is the hero, be "cool" etc), where money is the enabler, and consumption is the resolve.
- The goal of advertising is to increase demand, netting more long term profit for firms.

Modern times:

- ↳ People can work from home due to technological advanced
- ↳ Flexible hours
- ↳ People get more of their 'agency' back (possibly)

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- ↳ Flexible hours
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- ↳ People are taking more control of what they buy again

Context of production

- ↳ Environment the content was produced in
- ⇒ eg date created, political conditions, place created

Context of reception

- ↳ Environment the content was received in

Civil Rights Act (1964)

- ⇒ From this, African Americans were having higher wages
- ⇒ More advertisement towards them

Hong Kong Advertisement

- ⇒ Context of Production (significant factors affecting HK)



- ⇒ Political Advert (Link to external)
- ⇒ Advertisement during the HK protests to raise awareness about the situation in Hong Kong (and to get support for it in G20, a global summit held in Osaka.)

- ⇒ Image inside the adverts depicts protests all standing as one

- ⇒ Colour scheme is same as protesters - shows unity

McDonalds Advertisement (1970s)



- ⇒ Everyone is African American in the advertisement
- ⇒ Targeted at an African American audience
- ⇒ Everyone in photo is happy smiling
- ⇒ Size of photo is large ⇒ Large focal point
- ⇒ Maybe education standards with African American people in the 1970s?

⇒ Assumptions made

- ⇒ Africans American can tip/dress up nicely
- ⇒ Speak in that manner

⇒ Can read

- ⇒ All African American (Still segregation)

- ⇒ Assumes culture is relaxed (enough to climb around)

- ⇒ Slogan: "DO YOUR DINNERTIME AT McDONALD'S"
- ⇒ The way African Americans speak
- ⇒ "You don't have to get dressed up, there's no tipping and the food's great!"
- ⇒ "You can relax and get down with good food and a soft drink!"
- ⇒ "Get down, get down, get down at McDonald's. WE DO IT ALL FOR YOU."
- ⇒ Contractions: casual tone ⇒ Informal
- ⇒ Quick/easy
- ⇒ African American slang

How do you appeal to an audience without offending them?

- ⇒ Nowadays: Advertisements are primarily images/symbols, less words
- ⇒ Possibly less chance of offending people

- ⇒ Pick the correct images/symbols
- ⇒ Shorter slogans (eg Hotel? Trivago)

- ⇒ Videos instead of posters
- ⇒ Aimed at many people

- ⇒ Multi-cultural / national
- ⇒ Celebrities