

Christopher Eng

COM243G

WEEK 1 Sut Jhally Questions

1. If I were to describe it in one sentence it would be: This interview talks about the power and importance of advertising and its cultural impacts that it has on today's society.
2. Jhally believes that communication is always about constructing the world and those who constructed the world in the ways they want are those with power and thus the two are connected.
3. Jhally means that advertising is another form of promoting and spreading ideas and communicating through the medium of advertising and that thus it has ties to power because communication is the shaping of the world by those with power. & I would agree with his stance.
4. Jhally's explanation for the shift in power from retailers to marketers is that initially stores would sell people the products that they wanted and you would be buying something like flour because you wanted flour but over time as more competitors came into the market branding and marketing became more important as you wanted to distinguish your product from someone else's as you wished for people to buy your product and not someone else's.
5. Jhally considers the right question to be questioning if all of the power that the advertisers have are being used to promote the correct values, morals and ethics for the good of society. Personally I don't think that they are as often advertisements are just trying to promote us to consume more and more which is definitely a greedy and unfulfilling approach to spending money.
6. When Jhally says that human happiness is seen in advertising he means that we often put things that we enjoy in advertisements in an attempt to relate the products with feelings of happiness.
7. Jhally claims that happiness is not always relational to wealth and that despite living in the most wealthy eras of all time and with the best standard of living we as society are not as happy as we could be as instead of comparing ourselves to

previous generations we compare ourselves to the people around us and base our happiness off of where we see ourselves in relation to others, and we can always find someone with more and so we are never truly fulfilled.

8. He ties novelty to shopping by saying that what keeps us going shopping is the novelty that comes with initially making a purchase of something new and novel, and that's what keeps us going back.
9. The truth of advertising is the dreams that advertising recognizes and uses to its advantage and the falsity of advertising is the linking of happiness to the products the advertisers are trying to sell.
10. The author thinks advertisers are child abusers because they treat children as part of the market and target them with ads even while they are still in their cribs, so that they will become advocates to products to make their parents buy them. While I do not think this is abuse, personally I find any form of targeted ads towards children morally reprehensible.
11. The reason Jhally equates advertisements to labor in a factory is that he believes the gathering of people to watch advertisements is akin to a floor manager at a factory gathering workers together to draw out the labor from them.
12. The warning given to those entering the field of advertisement is that you are stepping into a fundamentally powerful field that has a lot of cultural impact and that you must be ethically responsible with that amount of power.
13. Those with power limit choices we have through presenting their own two options for us to choose between and limiting or repressing any other options for us giving the illusion of choice.
14. I agree that no one person is responsible or can have a meaningful impact on the issues live overconsumption or pollution but I do not necessarily believe that if you feel like its a bad thing you shouldn't stop because you will not have a large impact on the problem, I think for meaningful change a reorganizing and restructuring of the things that creates these issues should be made but also personalized choice to limit or stop your own impact is always a good thing to strive for.

15. Jhally would like activism to be seen and talked about more positively, and about the pleasure that one can take by changing the world for the better.
16. I would ask the author to ask Jhally about his opinions on examples of ways we can become better advocates for the change that we want in the world and the best ways to frame our advocacy in a more positive light.
17. I would ask my classmates what they thought about the article, particularly the parts about social and political advocacy.