

Good morning.

National Stereotypes in Whiskey Advertisement

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Hypothesis

I argue that

Advertisements use stereotypes as shortcuts to connect a product with positively connotated characteristics originally attributed to the country of production.

Structure

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 - Production
 - Etymology
- 3 Stereotypes
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 - Scotland
 - USA
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History

- earliest distillation of alcohol in 13th century Italy
- medicine in monasteries
- spread from Ireland to Scotland in medieval times
- first written record of Whiskey in 1405, Scotland 1494
- production secularized
- Old Bushmill's Distillery oldest distillery in the world (1609)

Production

- “a type of distilled alcoholic beverage made from fermented grain mash”
- different grains, aging
- barley vs grain
- blending and combination

Etymology

- anglicisation of Gaelic *uisge* (“water”), *uisce beatha* (“lively water”)
- Roman *aqua vitae*
- USA, Ireland: Whiskey; otherwise Whisky
- Scotch

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Defining Stereotypes

Definition (Webster's)

something conforming to a fixed or general pattern; especially:
an often oversimplified or biased mental picture held to
characterize the typical individual of a group

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Relevance of Stereotypes in Cultural Studies

All official institutions of language are repeating machines: school, sports, advertising, popular songs, news, all continually repeat the same structure, the same meaning, often the same words: the stereotype is a political fact, the major figure of ideology.

Roland Barthes “Modern”, The Pleasure of the Text (1975)

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Benefits

- effective sense-making through categorization
- reduce complexity
- apply existing knowledge in new situations
- shared collective group beliefs

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Problems

- new information tends to be overlooked
- oversimplification
- self-fulfilling prophecies

Stereotypes' role in advertisement (Warlop)

They are part of the mental toolbox we use to understand and communicate reality. (..) It can facilitate communication (shared understanding of the meaning of the communication), while neither of us has to BELIEVE that the stereotype is true. I also don't think many people actually believe that. But we DO share the illusion that the stereotypes in such ads might affect other peoples perception of reality.

- quick access to complex concepts
- facilitate communication
- shared understanding of meaning
- other peoples perception of reality

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Stereotypes		Scotland
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Ireland

■ Jameson *Fire*

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Ireland

- Jameson *Fire*
- England, simple people of Ireland

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Ireland

- Jameson *Fire*
- England, simple people of Ireland
- Tullamore Dew *Glasses up*

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Ireland

- Jameson *Fire*
- England, simple people of Ireland
- Tullamore Dew *Glasses up*
- pub, unity under whiskey and singing, resilience, optimism

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Ireland

- Jameson *Fire*
- England, simple people of Ireland
- Tullamore Dew *Glasses up*
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- Tullamore Dew *Pure as friendship*

Ireland

- Jameson *Fire*
- England, simple people of Ireland
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- pub, unity under whiskey and singing, resilience, optimism
- Tullamore Dew *Pure as friendship*
- friendship, rough nature/weather, sea, shore, roughness, redheads

Ireland

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- The Knot *A Binding Agreement*

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- The Knot *A Binding Agreement*
- Irish accent, directness, swearing, originality, maturity, purity of simple

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Scotland

- William Lawson's *Haka and Kilts*

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Scotland

- William Lawson's *Haka and Kilts*
- kilts, haka, rugby, understatement, manliness

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Scotland

- William Lawson's *Haka and Kilts*
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- Bell's *Great Catch*

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- kilts, haka, rugby, understatement, manliness
- Bell's *Great Catch*
- ingenuity, community, nature, fishing, rugby

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- William Lawson's *Haka and Kilts*
- kilts, haka, rugby, understatement, manliness
- Bell's *Great Catch*
- ingenuity, community, nature, fishing, rugby
- Red Bowler *That's Scotland*

Scotland

- William Lawson's *Haka and Kilts*
- kilts, haka, rugby, understatement, manliness
- Bell's *Great Catch*
- ingenuity, community, nature, fishing, rugby
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- kilts, roughness and pride, history, bagpipes, nature

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USA

- Jack Daniel's *American as*

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USA

- Jack Daniel's *American as*
- independence, freedom, quality, purity of simple, rock

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USA

- Jack Daniel's *American as*
- independence, freedom, quality, purity of simple, rock
- Jack Daniel's *Number 7*

USA

- Jack Daniel's *American as*
- independence, freedom, quality, purity of simple, rock
- Jack Daniel's *Number 7*
- railroads, gambling, women, tradition

USA

- Jack Daniel's *American as*
- independence, freedom, quality, purity of simple, rock
- Jack Daniel's *Number 7*
- railroads, gambling, women, tradition
- Jack Daniel's *Tennessee Whiskey*

USA

- Jack Daniel's *American as*
- independence, freedom, quality, purity of simple, rock
- Jack Daniel's *Number 7*
- railroads, gambling, women, tradition
- Jack Daniel's *Tennessee Whiskey*
- countryside, farming, freedom, small towns/heartland, purity of simple

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Common characteristics of Whiskey advertisements of each country

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- *Ireland*: nature, shore, ingenuity, resilience, music, singing, instruments (violin), roughness, pub, purity of simple, optimism

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- *USA*: independence, freedom, quality, purity of simple, rock music, countryside, farming, the heartland

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- *Ireland*: nature, shore, ingenuity, resilience, music, singing, instruments (violin), roughness, pub, purity of simple, optimism
- *Scotland*: kilts, ingenuity, community, nature, rugby, bagpipes, understatement, manliness
- *USA*: independence, freedom, quality, purity of simple, rock music, countryside, farming, the heartland
- Sounds right?

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Common characteristics of all Whiskey advertisements

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Common characteristics of all Whiskey advertisements

- purity, tradition, music, roughness, directness, cleverness

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Common characteristics of all Whiskey advertisements

- purity, tradition, music, roughness, directness, cleverness
- Sounds like Whiskey.

Conclusion

