I. Advertising

A. Mass Media is main institution of socialization and social control

B. Advertising and marketing is its instrument

1. Goal: Social construction of consumer
   1. primary social role
   2. organizing principle for life
   3. live to buy and buy to live
   4. consumer “utopia”

D. Advertising saturates cultural space

1. TV, Radio, magazines, newspapers

a. 1/3 of TV time and radio

b. 2/3rd newspapers

c. 2/3rds magazines

2. movies

a. advertisements

b. product placement

3. novels

4. sports events

a. stadiums

b. bowl games

c. TV

d. announcements

e. stock car racing

5. public transportation

6. billboards

7. schools

a. Pepsi day

b. hallways

c. bookcovers 25 million Nike, Gatorade, Calvin

Klein

d. educational supplements

e. Channel One

i. 8 million teenagers

ii. $200,000 per minute, 1992 $115 million

8. Mail 3x in last 15 years

9. internet

E. Success: “I buy therefore I am”

1. 61% always look forward to buying something

2. "wish list" not middle class

a. exotic vacation

b. larger and better house

c. second house

d. new luxury car or SUV

e. swimming pools

f. bbqs

3. 27% dream about what they want

4. wants become “needs”

a. “new Joneses”

b. “satisfaction”: $150,000

F. Targeting children

1. cradle to grave

"Give me a four year old and I'll give you back orders for 20 years"

2. establish brand loyalty, age 2

3. children can recognize brand logo before

their name

4. research

a. psychologists: dream research

b. sociologists: slumber parties

II. Advertising today: characteristics

1. no substance

2. little writing or script

3. appeal to unconscious

4. upper class background

5. “hyperreality”

J. Types of advertising

1. parable

a. identify a problem, product is solution

b. real goal: create anxiety (you are not okay)

c. body or personality “You’re boring”

2. association of value

a. pick-up trucks and “real men”

b. Coors and Rocky Mountains

3. funny/stupid

a. Geico, “how happy, Jimmy”

b. Jack in the Box

4. identity: high status

5. selling corporations

a. Texaco: “loves the earth”

b. Philip Morris: “loves people”

c. BP: “ taking responsibility”

6. identity: low status

a. Money Tree

b. Ecology Auto Wrecking

c. King Stalman Bail Bonds

7. DTCs (Direct to Consumer Drug Advertisements)