I. Advertising

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

B. Advertising is its instrument

II. History and structure

A. Early Advertising: last half of nineteenth century

1. First ad agency was NW Ayer

2. Social factors

a. industrialization

b. urbanization

c. national markets

3. Assumptions

a. people are rational

b. persuasion thru information

i. substantive

ii. made truth claims

iii. written text

c. place

i. Wards and Sears catalogues

ii. dept stores

iii. magazines

B. 1920s

1. New type of advertising

a. mass production of consumers

b. H.G.Wells: “Advertising is the art of making people want things.”

c. new assumption:

i. deeper level of psyche: unconscious

ii. images

iii. dreams

2. Social Factors

a. technology

i. film

ii. radio: “conquered living space”

iii. Fordism

b. culture

i. ideas: psychology and the unconscious

ii. ideas: collective behavior

iii. new social values: progress, modern

3. Power and Advertising

a. Creel Commission: Committee on Public Information

i. WWI and the world’s greatest adventure in advertising

ii. lesson learned: “The truth is not a thing to be discovered but a thing to be created through artful world choices and careful arrangement of appearances.”

b. The Gospel of Mass Consumption

i. change definition of consumption

ii. goal: turn people into consumers

iii. create conditions so that people can buy

e. Means

i. radio: soap opera

ii. consumerism = progress “modern” as

opposed to old fashioned

iii. pay worker more: Ford

iv. installment

C. 1950s: television and advertising

1. Social factors

a. Post-war economic boom

b. Technology:” dream machine”

c. Cultural values: “American dream”

d. “keeping up with the Joneses

2. type of advertising

a. less substantive or informative

b. association of values

automobiles

Marlboro

3. Limitations

a. advertising directed at middle class

b. “debt”

D. Advertising today

1. everywhere

a. 1/6th of US GNP

b. $265 billion

c. Largest advertisers, PG, GM, Philip Morris, Pepsico, Chrysler

2. TV, Radio, magazines, newspapers

a. 1/4 of TV time and radio

b. 2/3rd newspapers

c. 1/2 to 2/3rds magazines

3. movies

a. advertisement

b. product placement

4. novels

5. sports events

a. stadiums, bowl games

b. scoreboards

c. TV

d. announcements

e. stock car racing

6. public transportation

7. billboards

8. 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

f. 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"

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. 1987 survey $50,000 1996 $90,000

c. 2/3 of those making $75,000 would need

to make 50-100% more to reach satisfaction

F. Ads: Characteristics

1. little or no substance or information

2. what an ad won’t tell you

G. Targets

1. quality audience

2. 18-49, middle and upper middle class

3. women

a .watch more 4 1/2 to 4

b.control 75% of purchasing

( morning shows, talk shows, soap operas, sit- coms, drams, movies of the week, disease or threat, changing coverage of winter and summer Olympics)

4.. children

a. cradle to grave

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

b. establish brand loyalty, age 2

c. children can recognize brand logo before

their name

d. research

i. slumber parties

ii. cultural anthropologists

iii. dream research, 6 yr olds and

nice animals

iv. internet Fast Food website

H. Format: TV Advertising

1. advertising pods between shows and within show

2. production goal: flow

a..TV shows scripted so that advertising seems

b."natural" action/peak/break or hook

3. pods are several minutes long with 20 and 30

second ads plus

a.. promos

b. Station Id

c. public service announcement

d. teasers

I. Types

1. parable: story

a. goal: create anxiety offer solution

b. identify a problem

i. odors, hair, weight, social anxiety syndrome, erectile dysfunction, dry skin, wrinkles

c. product is solution

i. "I have or don't" "I need this" "If I get this "

ii. Rogaine, Paxil, Viagra, Senecal (Alli),Celebrex, skin Enzyte, creams, shampoo, toothpaste

2. value or emotion with a product

a. Marlboro cigarettes, Virginia slims

b. cell phones and freedom

c. cooking and love

d. Coors and Rocky Mountains

e. McDonalds: “Your Trusted Friend”

3. funny/stupid

a. carrot top

b. Jack in the Box

c. 7up yours

e. identity: high status

a. Tommy Hilfiger

b. diamonds

c. Lexus

f. selling corporations

a. Texaco: “loves the earth”

b. Philip Morris: “loves people”

c. BP: “loves alternative energy”

g. identity: low status

a. Money Tree

b. Ecology Auto Wrecking

c. King Stalman Bail Bonds

h. DTCs (Direct to Consumer Drug Advertisements)

III. Fast Food Nation and advertising

A. Meet Ray Kroc

1. Packaging McD to kids

a. 65 years of purchases

b. + parents

2. Make McD an attractive wrapper

3. 90% of American children visit Mc once a month

B. Packaging or the wrapper

1. Ronald McDonald

a. Willard Scott of Bozo's circus

b. too fat

2. Playgrounds and McDonald lands

3. toys -promotional links with manufacturers

a. Pokemon, Cabbage Patch, Furbies

b. 1997 Beanie Babies 10 days 100 million

happy meals +10x

c. Happy meals and Super happy meals

4. "Your trusted friend"

a. never use the word "trusted friend"

b. kids trust love Ronald

5. school

4. value: family

C. Success: children

D. Success: an empire of fat, salt, and sugar

1. 1990s 3 burgers a week

2. soda 56 gallons per person per year

a. 1 out of 5 one and two year olds

b. Pepsi logo to baby bottles

3. what's in the food

a. food born pathogens

b. each day

i. 200,000 sickened

ii. 900 hospitalized

iii. 14 die

c. one study

i. e coli, staph 30%, Listeria 11.7%, salmonella

7.5%, shit 78.6%

d. since Jack in the Box

i. 500,000 made ill by e coli

ii. FDA no mandatory recall

iii. no statutory obligation to make public

aware

iv. no public notification on 1/3 of Class I

recalls, lethal threat, ground beef with glass

e. don't worry most bad meat to schools