I. Power and Advertising

1. Social construction of subjectivity

1. internalize norms and values of consumerism

a. norm: consuming continuously at high level

b. value: material possessions

c. freedom is freedom to consume

2. consumer consciousness: subjectivity that continuously wants

a. thinking

b. dreaming

1. Power and the Consumer
   1. life organized around and preoccupied with consuming
   2. confuses “needs” with “wants”
   3. consumers rather than citizens

4. life cycle: work-spend-debt

C. Advertising: early 20th century

1. “Worlds greatest adventure in advertising.”

2. Gospel of Mass Consumption

a. mass production of consumers

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

c. assumptions

i. unconscious

ii. images

iii. fear, values

D. 1950s

1. nature of advertising

a. less substantive or informative

b. association of values

i. automobiles

ii. Marlboro

2. directed at middle class

3. television as the “dream machine”

E. Advertising today

1. Amount

a. 1/6th of US GNP

b. $350 billion

2. TV, Radio, magazines, newspapers

a. 1/3 of TV time and radio

b. 2/3rd newspapers

c. 2/3rds magazines

3. movies

a. advertisements

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. scoreboards

c. bookcovers 25 million Nike, Gatorade, Calvin

Klein

d. educational supplements

e. Channel One

i. 8 million teenagers

ii. $200,000 per minute

f. Mail 3x in last 15 years

F. Success?

1. 61% always look forward to buying something

2. 27% dream about what they want

3. "wish list"

a. exotic vacation

b. larger and better house

c. second house

d. new luxury car or SUV

e. swimming pools

f. bbqs

4. wants become “needs”

a. “new Joneses” vs old “Joneses”

b. 1987 survey $50,000 1996 $90,000, 2006 $100,000

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

to make 50-100% more to reach satisfaction

G. Format: TV Advertising

1. advertising pods

a. several minutes long with 20 and 30

second ads plus

b. promos

c. Station Id

d. public service announcement

e. teasers

2. production goal: flow

a. scripted so that advertising seems natural

b. edited to include advertising

G. Types

1. parable: story

a. goal: create anxiety/desire and then offer solution

b. means: tell a story that identifies a problem

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

ii. "I have or don't have"

c. product is solution

i. "I need this" "If I get this "

ii. Rogaine, Paxil, Viagra, Celebrex, skin creams, shampoo, toothpaste

2. association of value or emotion

a. cell phones and freedom

b. cooking and love

c. Coors and outdoors

d. McDonalds: friendship

e. Big trucks and manliness

3. funny/stupid

a. Seven Up Yours, Carrot Top

b. Jack in the Box

c. Burger King, Carls Jr.

4. high status

a. Tommy Hilfiger

b. diamonds

c. Lexus

5. selling corporations

a. Texaco: “loves the earth”

b. Philip Morris: “loves people”

c. BP: “loves alternative energy”

6. low status

a. Money Tree

b. Ecology Auto Wrecking

c. King Stalman Bail Bonds

7. DTCs (Direct to Consumer Drug Advertisements)

II. Fast Food Nation and advertising

A. Meet Ray Kroc

1. Packaging McD to kids: consumers for life

a. 65 years of purchases

b. + parents

2. Make McD an attractive wrapper

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

B. 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

6. value: family

C. The Package: Empire of Fat