

Reading Study Guide for Exam 2*

Chapter 2: Living in a Consumer Culture

What is meant by the terms “consumer culture” and “commodification?”

- Consumer culture- society in which human values have been grotesquely distorted so that commodities become more important than people or are used as a way to obtain love or friendship
- Commodification- The process of stripping an object of all other values except its value for sale to someone else.

What is the difference between informational and transformational advertisements?

- Informational Advertisements – Advertisements that provide specific information about a product’s attributes.
- Transformational Advertisements – Provide information that suggests how we as consumers will feel if we buy the product or service.

What is cognitive dissonance?

- Having inconsistent thoughts, values, or beliefs, especially as relating to behavioral decisions or attitude change

Why has transformational advertising been criticized by some?

- Consumer pathologies- People build their lives solely around the products and services they purchase
- Seen as manipulative
- Creates materialism

Chapter 14: Political Advertising: Do “We The People” Still Matter?

In terms of political advertising, what does “consideration” refer to?

- Means that the publisher or the broadcaster receives some thing of value in exchange for publishing or broadcasting the message

What does the FCC require all broadcast political ads to disclose?

- Source of funding for the ad

How does First Amendment protection of political advertising compare to that of commercial advertising?

- political advertising receives full FA protection while commercial ads do not

What are the different types of political ads? Their purpose? When they are likely to be used?

- Name identification ads, early on, to get the name recognized
- Argument ads, after id ads, to express ideology and influence public opinion
- Attack ads, later in campaign, to negatively position the opponent
- Visionary spot ads, the latest type of ad in the campaign process, to give candidates a final positive reason to vote for them. More commonly used by the candidate who is leading near the end of the election

Who monitors political advertising?

FCC (Federal Commission of Communications)

What are the details of the Communications Act?

- (1934) states broadcasters can refuse all deceptive advertising except for political campaign ads (because they thought it was important for democracy)

What are the intended and unintended effects of political ads?

- **Intended**
 - provide information to viewers
 - help viewers form opinions
 - reinforce common values
 - increase voter turnout
- **Unintended**
 - government irrelevance
 - limited information leads to lack of debate
 - diminished news coverage (coverage tends to focus more on the ads rather than the activities of the candidates and the campaigns)
 - developing of negative feelings and less participation (negative ads can cause backlash or boomerang effects and cause voters to not even want to participate)
 - harms the advertising industry as a whole (lack of code of ethics reflects badly on the ad industry and damages overall credibility for all advertisements)
 - decreases trust in government (negative ads can lower feelings among voters of political efficacy and trust in the govt. and deflate the public's overall mood)

Chapter 6: Advertising Choices: Influences of Stereotypes and Taste

- What is the origin of the word "stereotype"
 - Originated as a printing term: A stereotype was originally a metal printing plate that was cast from a mold of a raised printing surface.
- What is an exemplum and why is it problematic?
 - An example or a model that is not completely true. It is not necessarily true because it may not fit all in the demographic (i.e. all women love to shop, but all women really don't love to shop.)
- What is the basic premise of cultivation theory and how does it apply to advertising stereotypes?
 - Mass media form the common mainstream of contemporary culture by presenting a steady, repetitive, compelling system of images and messages which socializes us.
 - ❖ Mainstreaming – Describes how people from different social groups will come together to share a common perception as a result of their exposure to TV.
 - ❖ Resonance – Describes how some images can have a greater impact for people whose real life reflects that which is shown in the media.
 - What we see on TV directly affects our worldview.
- What is the basic premise of expectancy theory and how does it apply to advertising stereotypes?
 - Expectancy Theory – Suggests that advertising portrayals build or reinforce expectations and influence social reality.
- What is recursive advertising? How might it affect viewers?

- o Recursive Advertising – Turns stereotypes on their ears; pokes fun at stereotypical ads.
- o Recursive advertising gets attention if for no other reason than it causes us to reevaluate the stereotypical ideas that we each have in our minds and memories.

Chapter 8: Advertising and Race: Examining the Melting Pot

- How are various ethnic groups portrayed in U.S. advertising? Frequency? Types of products? Role portrayals?
 - o Black models are the norm in ads in black magazines, Hispanic models are the same.
 - o White models are often seen in Asian magazines
 - o Each minority group had its highest representation in ads in magazines popular with its group and mainstream magazine ads were likewise dominated by white models.
 - o Blacks appear frequently in ads for health and beauty products, liquor, wine, beer
 - o Black models are often underrepresented in advertisements for clothing.
 - o Asians appear often in print advertisements for products and services related to science and technology .
 - o Hispanics appear in advertisements for the greatest range of products.
 - o Caucasians dominate all types of products.
 - o Products targeted to teens often feature minority teens in their advertising messages.
 - o Blacks are often portrayed as athletes or TV personalities, or are “white-washed” in appearance.
 - o Advertising presents four common Hispanic stereotypes:
 - ❖ Bandit
 - ❖ Lover
 - ❖ Spitfire
 - ❖ Sweet senorita
 - o Asian stereotypes are generally limited to the exotic character or the hard worker.
- What are the intended and unintended effects of these portrayals?
 - o Intended
 - ❖ Minorities appear in advertising messages but in a limited range of portrayals and for a limited range of product categories.
 - ❖ Assimilation and Acculturation
 - Assimilation – The action of making or becoming like something else
 - Acculturation – The adoption of an alien culture
 - ❖ Connecting with what is “cool”
 - ❖ Setting the stage
 - o Unintended
 - ❖ Marginalization and Invisibility
 - The invisibility of minorities in advertising may have several effects:
 - Holding minorities back from opportunities