Midterm Exam Study Guide—Test is Thursday, Oct. 7

The test will consist of the following: True/False and Multiple Choice questions; Terms/Definitions/Concepts; Short Answer; and Lists

The material will be drawn from Chapters 1, 2, 4, 5, and 7 in our textbook. Questions will also come from material posted on the class website at http://harwoodp.people.cofc.edu/ADVERTISINGCLASSMAINPAGE.html

I. Key Parts to Review in “Ads, Fads, & Consumer Culture” (by Arthur Asa Berger)

❖ Chapter 1, “Advertising in American Society”
  o Origin of the word “advertising” (p. 1)
  o Review “Advertising as a Puzzlement” section (p. 1-4)
  o Review “Defining Advertising” (p. 4-11)
  o Sigmund Freud and the id, superego and ego of human psyche (p. 15-16)
  o Television commercials as mini-dramas and works of art (p. 16-21)
  o The meaning and significance of “teleculture” (p. 21-24)

❖ Chapter 2, “Consumer Cultures”
  o Relevance to advertising of the Latin phrase “post hoc, ergo propter hoc” (29)
  o Define “consumer cultures” (p. 31-32)
  o What are our book’s author and other researchers thoughts about postmodernism as it relates to advertising? (p.36)
  o Sum up the significance of the Neiman Marcus stores and their influence that the author calls “couthification” (p. 37-38)
  o Be able to cite some of the problems with consumer cultures (p. 40-41)
  o What is “mimetic desire”? (p. 41-42)
  o What points does the author make about “classified advertising”? (p. 47-49)

❖ Chapter 4, “Running it Up a Flagpole to See if Anyone Salutes”
  o Review the U.S. Census Bureau chart about media usage among Americans (63)
  o Review the chart about how much money was spent on advertising in the U.S. in 2005 (p. 65)
  o Review short section on “The Price We Pay for ‘Free’ Advertising” (p. 67)
  o What are the thoughts of some researchers/writers such as Wilson Bryan Key about use of subliminal messages in advertising? (p. 69-70)
  o What is meant by someone being a “branded” individual? (p. 70-71)
  o And how is “branding” defined? (p. 73)
  o What is meant by the “halo effect” that some successful brands take on? (74)
  o Review the section on “Selling Oneself” (p. 74-75)
Advertising Midterm (p. 2)

- Chapter 5, “Sexuality and Advertising”
  - What does John Berger say in his book “Ways of Seeing” about why beautiful women are used so much in both women’s and men’s products? (p. 84-86)
  - Review the section “Sexploitation and Anxiety” (p. 86-89)
  - Review the section about the “moist peaches and dried prunes” analogies in advertising (p. 89-91)
  - Review the section on the controversial Joe Camel cigarette campaign (p. 93-95)

- Chapter 7, “The Marketing Society”
  - Review figures on advertising spending in the U.S. versus the rest of the world and the average amount spent per American vs. rest of the world (p. 113-114)
  - Review sidebar piece, “The Global Nature of Advertising Agencies” (p. 115)
  - Define “typologies” and their significance to marketing (p. 117)
  - Review section on “Zip Codes and Kinds of Consumers” (p. 122-4)
  - Review “The Claritas Typology” and be able list some of these consumer categories (such as Upper Crust) (p. 125-6)
  - Review section on magazines and consumer tastes and Yankelovich’s five magazine reader consumer groups (p. 127-8)
  - Review the section on teenage consumers and Teen-Age Research Unlimited’s four category typology for teenagers (p. 128-130)
  - Review the section, “A Typology for Everyone in the World” and be familiar with the six categories listed (p. 132-3)

II. Class Website Material to Review

- Review Chapter 1 PowerPoint, “American Advertising- Past and Present”
  - Who was Richard Warren Sears and what were some of his contributions to advertising, marketing and consumerism?
- Review Chapter 1 Quiz
- Review Chapter 2 PowerPoint
- Review Chapter 2 Homework
- Review Chapter 4 PowerPoint
- Review Chapter 4 Homework
- Review Chapter 5 PowerPoint
- Review Chapter 7 PowerPoint
- Review Advertising Age’s “Global Marketers 2009” (link is in the Chapter 7 PowerPoint)—be able to list the top five U.S. advertisers and the top five worldwide advertisers
- Bono Ad Article
- AOL Best and Worst Brands Listings (be able to list several best and worst brands from this list
- What’s Positive About Advertising PowerPoint
- Advertising Exposure PowerPoint- review facts, figures, implications, and the “AIDA” advertising formula
- Mystery I-26 Billboard