

How have ads changed over time? The two trends described below are related to one another.

I. Ads are more emotional: rational appeals have given way to emotional ones

Rational thinking is a slow, deliberative process; earlier ads assumed that people spend time reading and thinking about ads, which they don't (and didn't). In fact, encouraging consumers to *think* reduces the chance of making a sale.

Shift away from describing the product to focussing on the emotional life of consumer

+ show examples of consumer-focussed ads

Main tool for manipulating emotion is SUGGESTION/ASSOCIATION
(*show sample slides: roaches around can, "babies die"*)

Part of the reason suggestion is so effective is that we don't care too very deeply about most products (the products have "low salience"). I'm not going to be easily swayed about something important to me (political or religious beliefs, for example) but hairspray brands, sure.

Briefly discuss Pavlov's animal experiments: He noticed that dogs would start salivating when showed them a piece of meat, so he tried an experiment. When it was time for the dogs to eat, he would ring a bell. He repeated this for a few days and found that dogs started salivating at the sound of the bell.

+ show mouth-watering pix of food and other suggestive ads

Why does tobacco sponsor so many sporting events? Beer, coke?

In a way, consumer are like Pavlov's dogs: After seeing ads over and over again, we start to associate happiness with products.

II. Ads have become less reliant on text and more reliant on images (and music)

Images work quicker, are easier to get attention; they convey meaningful at once, whereas

the only way to make meaning from text is to "add up letters and words and put them together." Reading is a comparatively slow, deliberative process.

Stuart Ewen's VIRGIL article: reading is like connecting the dots.

Virgil is blind and teaches himself to "see" through building a conception of the world out of "sequences of impressions (touch, smell, hearing)." What happened when finally got sight? Sight is simultaneous; it freaked him out; it was too much stimuli at once.

Why more images in advertising?

Show sample advertisements and discuss them.

Watch ad: Are there any claims here? What if the ad said "women are sexually attracted to this watch and if you wear it, maybe they'll be sexually attracted to you, too?"

---images are easier to understand (common language; don't have to be literate)
Is a 4 year old going to be able to understand? a spanish speaker? someone illiterate?

---images are inherently more believable ("seeing is believing");
this is rooted in our biology

---with images, advertisers don't have to make a claim, which would call attention to falsity; therefore images short-circuit reason, while avoiding regulation

---When consumers are thinking, they are raising questions, deliberating—and less likely to buy. Advertisers want consumers to be impulsive.

---images are integral to fantasy; they are more likely to get people to immitate an advertising message since they are more conducive to immulation

---images speak to/intensify emotion

Show old commercials in class and ask how have commercials changed

* *commercials now have faster cutting*

* *they are shorter*

* *fewer talking heads; more visually interesting*