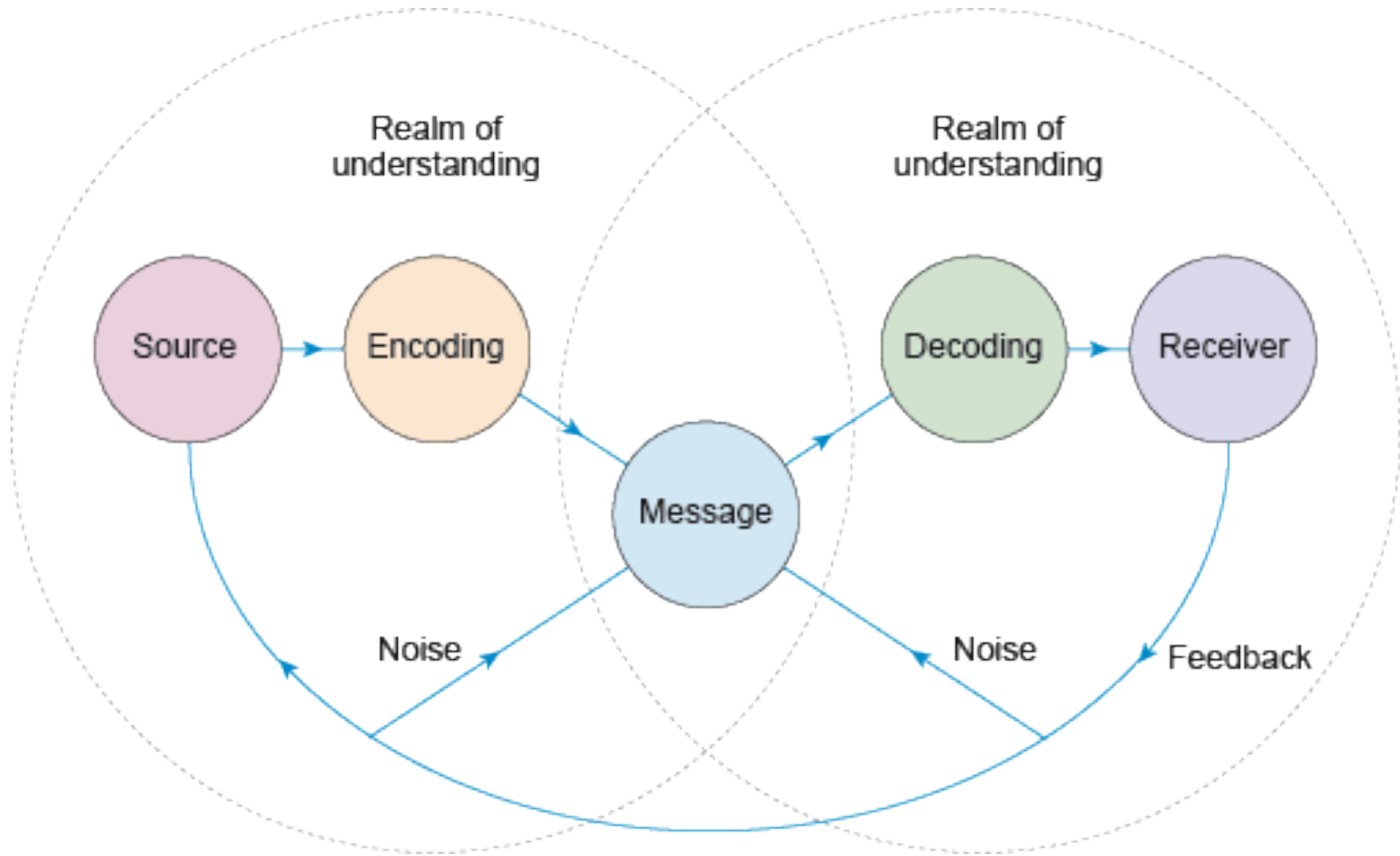
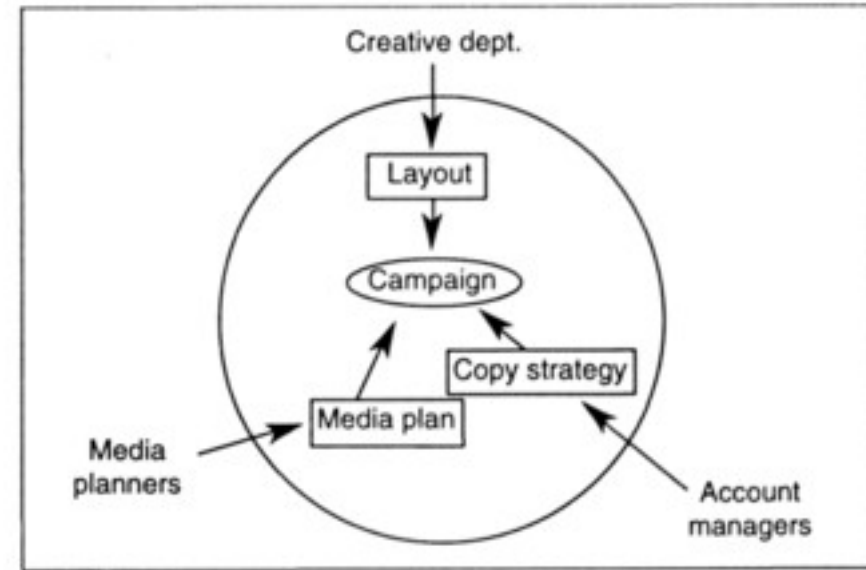
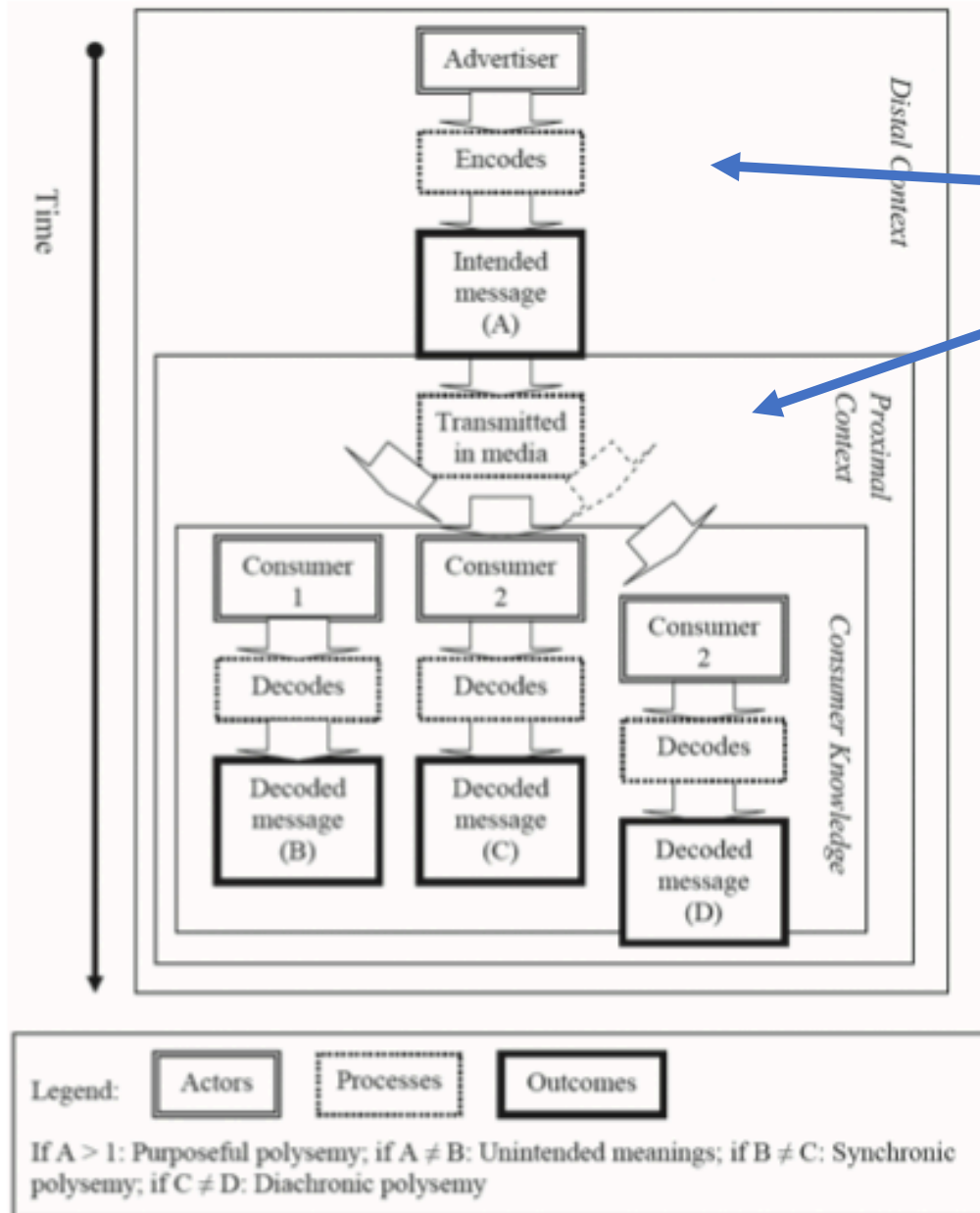


# Advertising

few ideas and perspectives



**FIGURE 1**  
A Framework for Advertising Polysemy



**Fig. 2.** The three main activities in advertising.

Henion and Meadel, 1993

Puntoni et al. 2010

# What is advertising?

- Advertising = communicating with specific audiences
- Differentiate or (re)position brands, reinforce brand messages, inform and persuade...
- Bottom line: there's a disconnect with the customers' perception and the company's preferred perception!

# Strong vs. Weak theories of adv.

- Strong theories = advertising can persuade someone to buy a product they never have (passive consumer)
  - "Advertising tricks people into believing things!"
  - Sometimes (maybe with new products), but (especially now) this is more and more difficult to achieve
- Weak theories = advertising just increases familiarity, awareness and identification (active problem solving consumer)

Advertising is more about  
shifting people's perspectives,  
making certain views more  
salient or compelling

Perspectives

# Information processing perspective (cognitive/psych perspective)

- Individual autonomous (solitary islands)
- Individual and the society separate → dualism
- The social world, the info to be processed
- Consumers, isolated information processors
- Information about the world handled via cognitive processes
- Aggregation

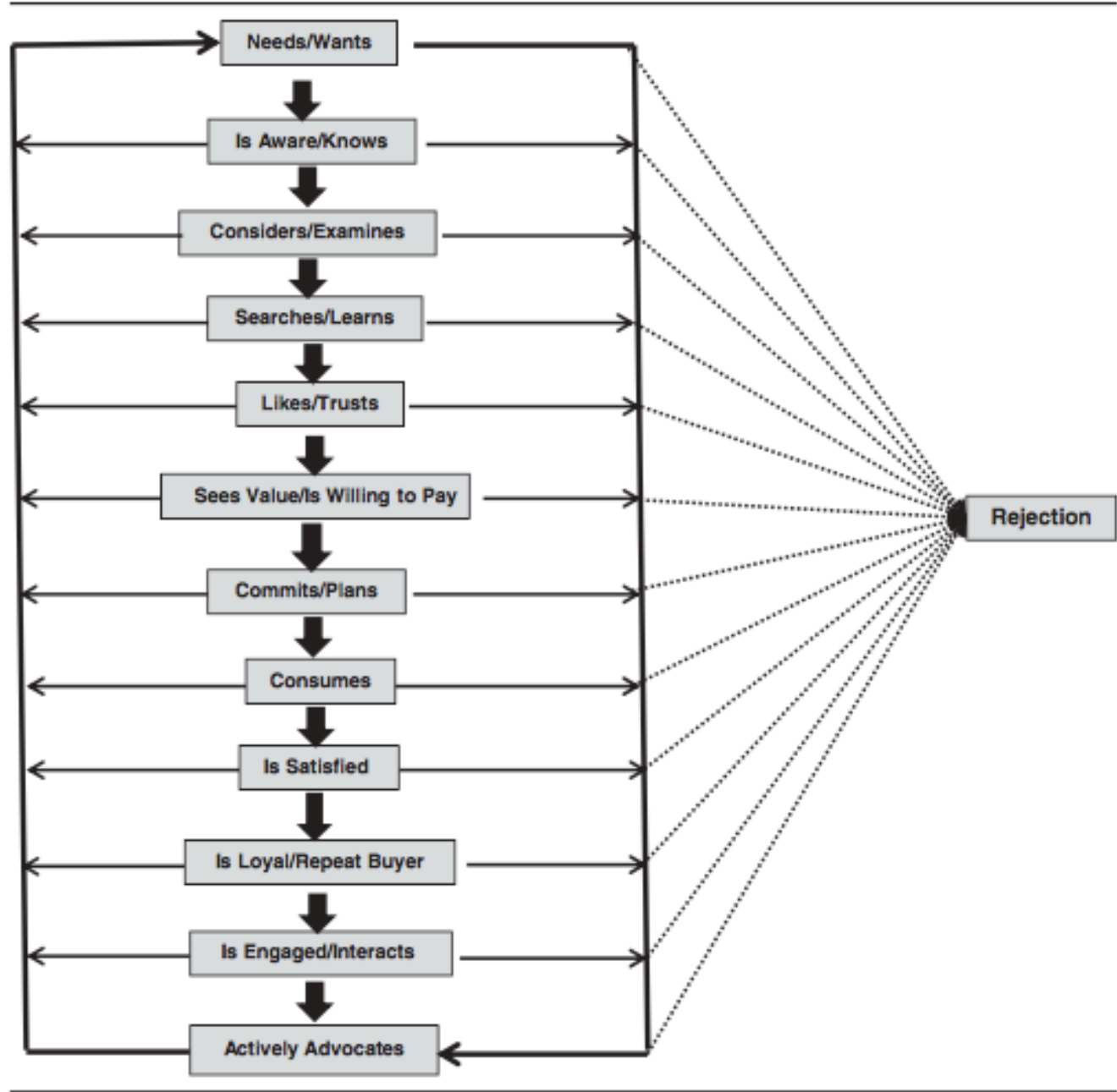


- Classical conditioning
- Attitude toward the ad or affect-transfer model
- The elaboration-likelihood model (Petty, Cacioppo, and Schumann 1983);
- Information processing (MacInnis and Price 1987).

- (see: Scott, 1994)

- Linear model of communication
- AIDA model
- Consumer journey model (Batra and Keller 2016)
  
- → Criticism: reductionist, oversimplification
  
- In advertising → a combination of rational and cultural/emotional appeals

FIGURE 1  
A Dynamic, Expanded Consumer Decision Journey



Batra and Keller, 2016

**EXAMPLE**

# Consumer psych. exercise

- Take Coca-Cola as an example
- Shout out words that you think of when you think of Coca-Cola
- Anything: emotions, colors, word associations, positive/negative etc.



# Consumer psych/cog. exercise

- From a consumer psych perspective, advertising strives to strengthen/weaken certain associations (or create new ones!), and increase salience in a product category
- You can also think of it as "in which order do certain ideas come to mind"



# Consumer psych. example

## Associations

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



# Consumer psych. example

## Current associations

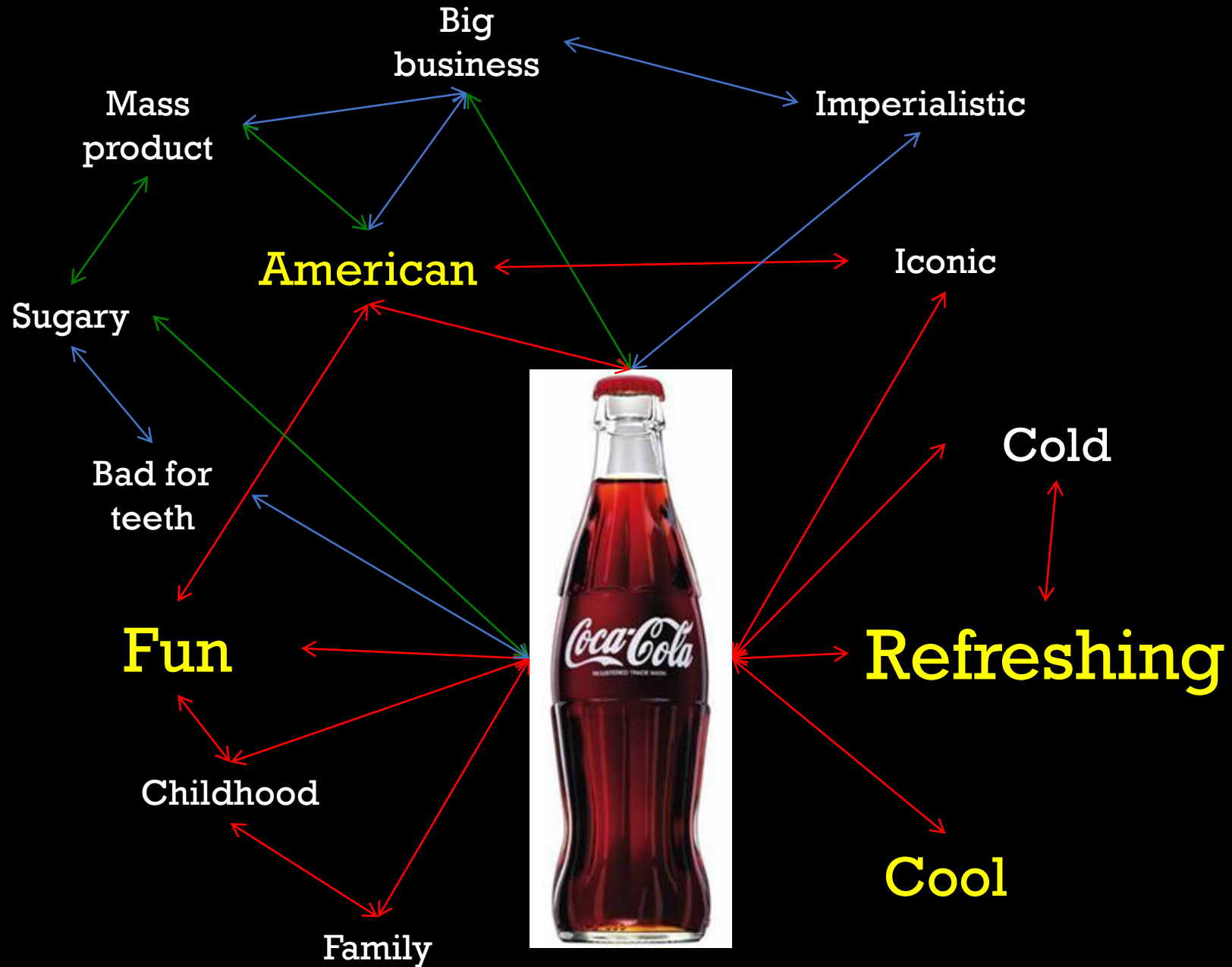
1. Red
2. Enjoy
3. Glass
4. Sugary
5. Santa Claus
6. Family



## Desired associations

1. Enjoy
2. Red
3. Family
4. Santa Claus
5. Glass
6. Sugary





# Cultural perspective

- Contemporary advertising is conceived of not as an occasional conduit of product information but rather as an omnipresent communication arena in which human reality is mediated
- Information processing model ignores the cultural context of consumption

# McCracken (1986; 1987)

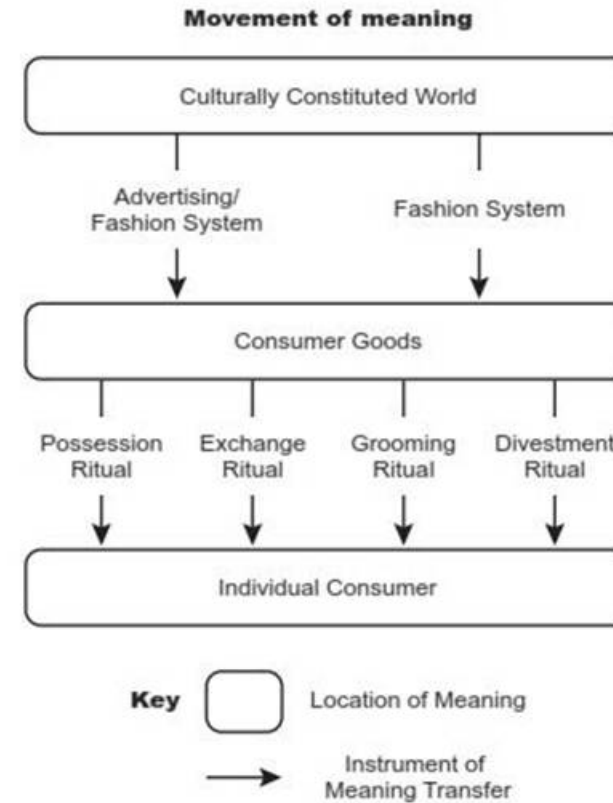
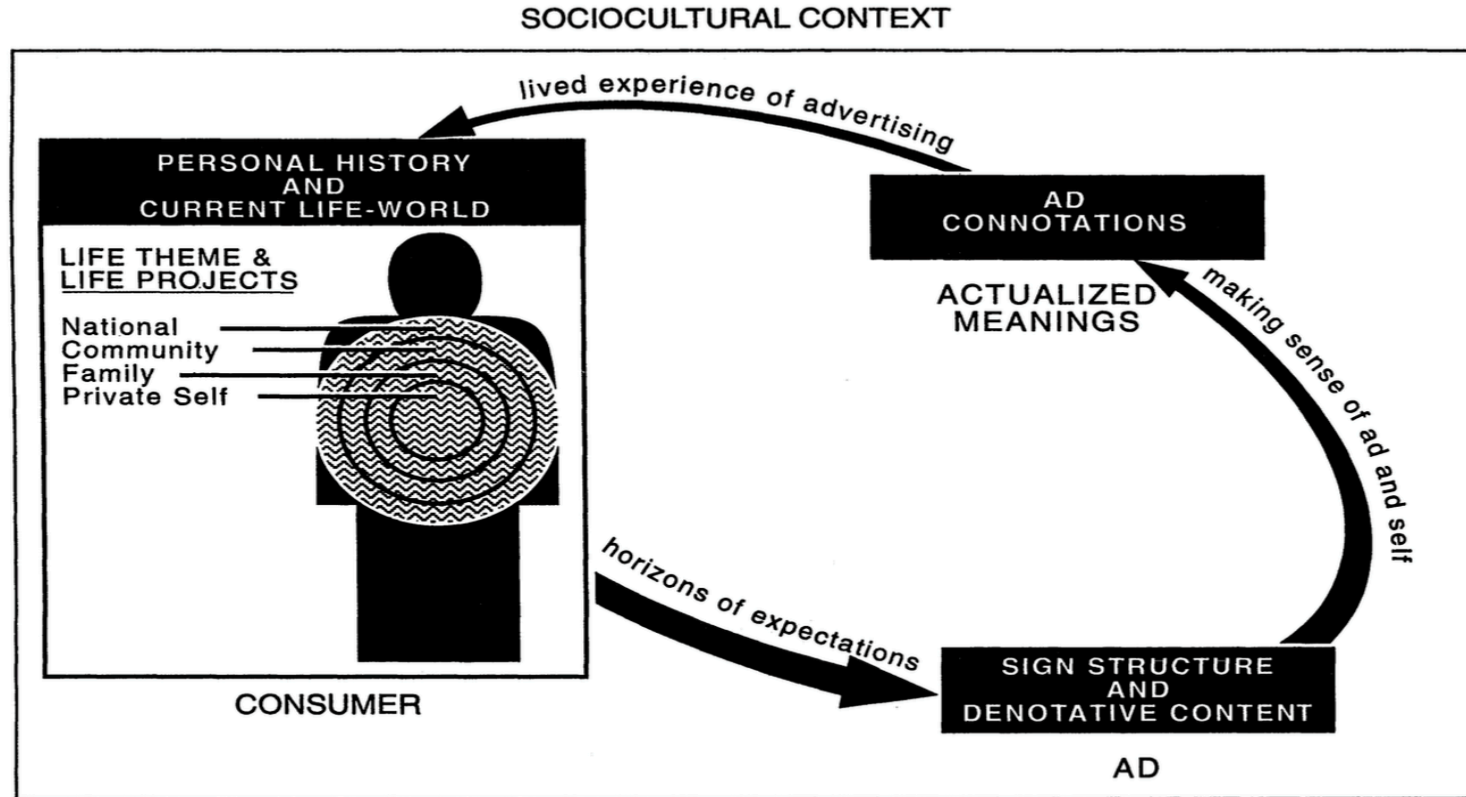


FIGURE 1

A MEANING-BASED MODEL OF ADVERTISING EXPERIENCES



*National Life Projects* involve meanings associated with nationalities and internationality.

*Community Life Projects* involve meanings associated with residential areas, peer groups and careers.

*Family Life Projects* involve meanings associated with family members, including parents, siblings, spouse, and children.

*The Private Self Life Project* involves meanings associated with being an individuated human being, including personal activities and interests.

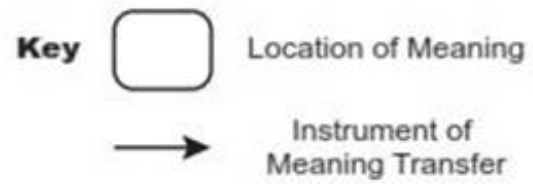
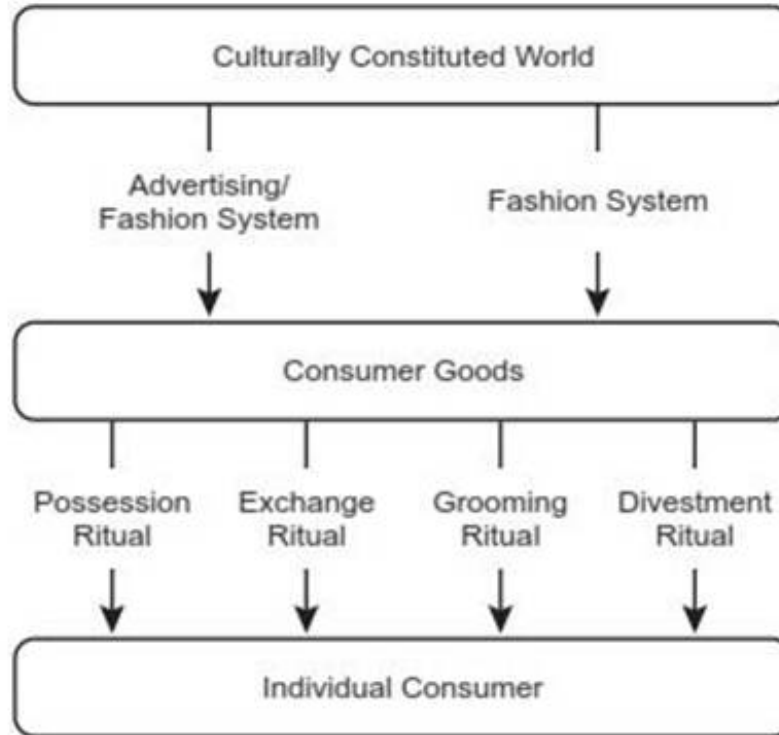


A pervasive *Life Theme* such as being active versus being passive.

# Critique of the conventional perspective

- The individual → “locus of meaning and significance” (McCracken 1987, p.123)
- Managerial relevance ... why individuals buy ... the effect of the add on consumers DMP, leave out the **how**
- Focus of message research, assessment of the message, i.e. if consumer “gets” it or not
- Ontological and epistemological assumptions → *realism*
- Methodological preponderance of experimental studies of advertising effect.
  - Exclusion of social interaction

**Movement of meaning**

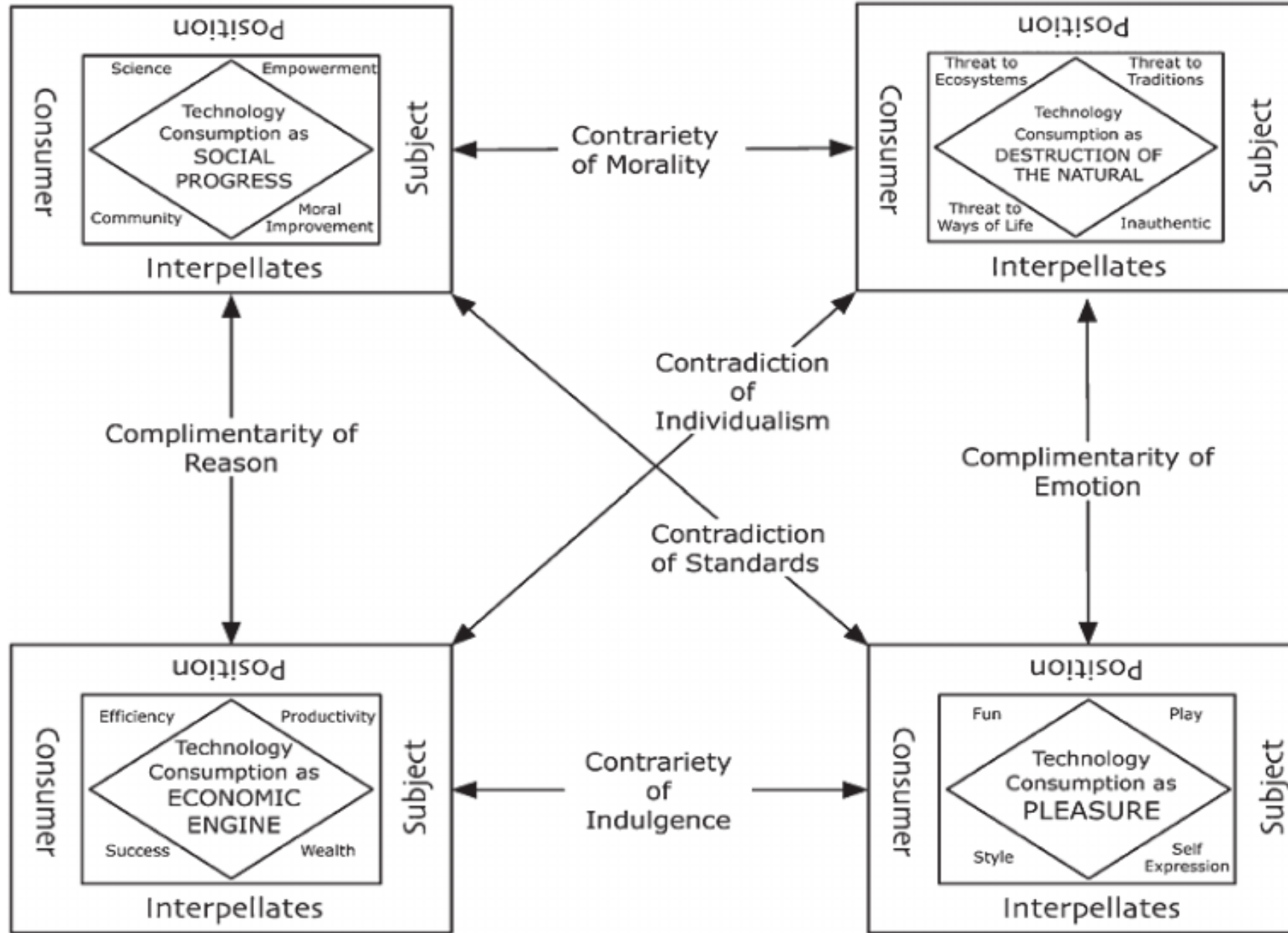


McCracken, 1986

**EXAMPLE**

TECHTOPIAN

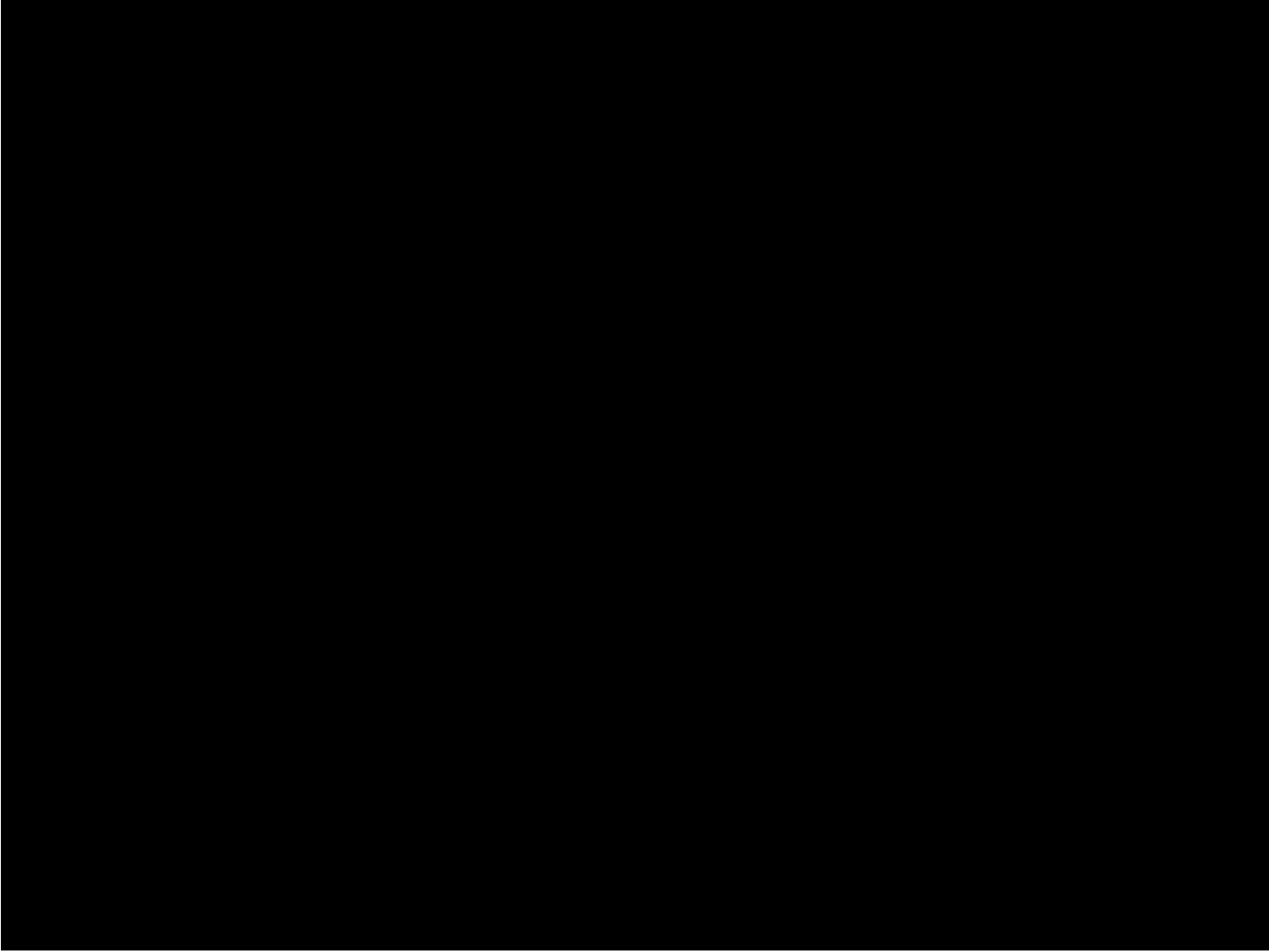
GREEN LUDDITE



WORK MACHINE

TECHSPRESSIVE





# Semiotics

A (super) brief introduction

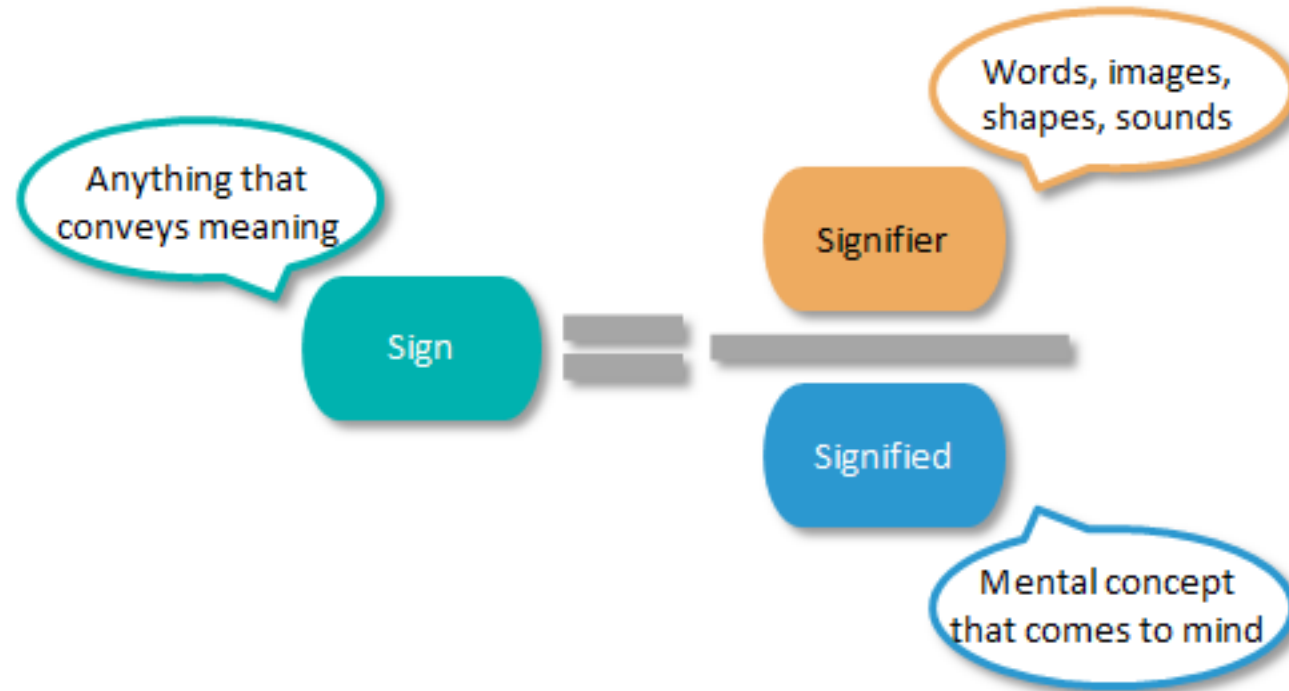
- Semiotics a broad field
- No consensus
- On semiotics as a method of analysis

- ‘semiotics is concerned with everything that can be taken as a sign’ (Eco 1976, 7)
- A sign = anything that stand for something else
- In a semiotic sense, signs take the form of words, images, sounds, gestures and objects (Chandler 1994/2004/2017)
- “semio[tics] confronts the question of how images make meanings head on ... produce detailed accounts of the exact ways the meanings of an image are produced through that image (Rose 2016)

The “sing” is the most fundamental unit of mainstream semiology.

From linguistics

- Sign = two parts only distinguishable at the analytical level
  - the first part → **signified** ... concept or and object,
  - second part **signifier** ... a sound or an image that is attached to a signified





**Signified**

**Signifier**

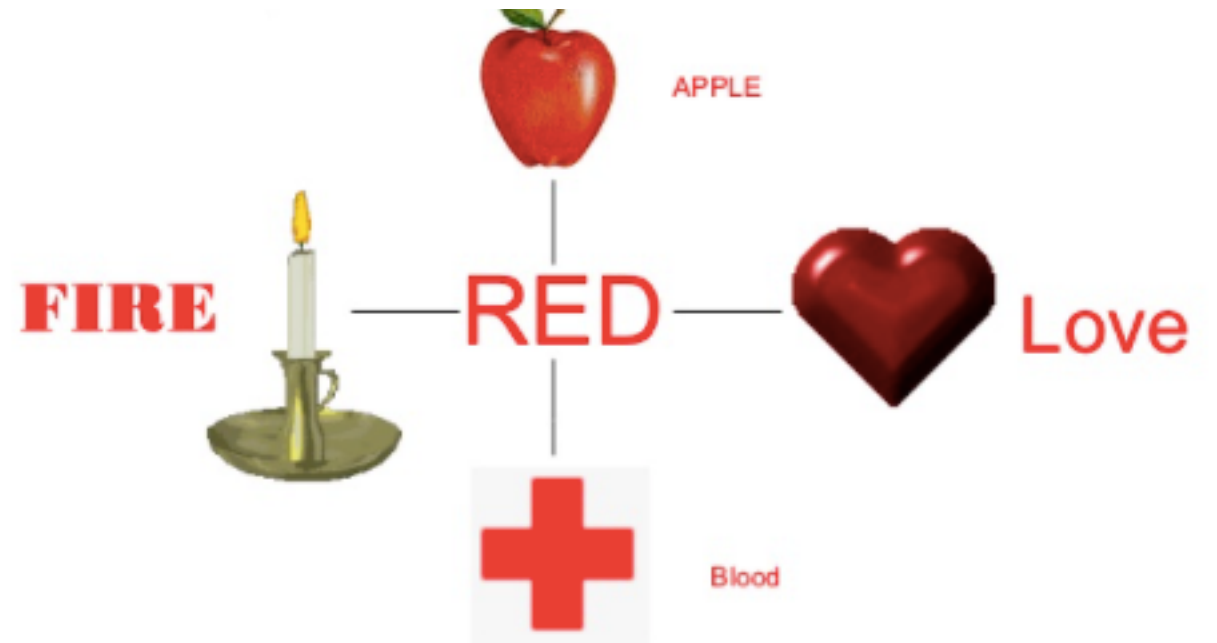


**Sign**

Signifiers can have multiple signifieds (*concepts\**):

Think of signifier red

A number of signifieds are possible:





# Brands as signs





**BALENCIAGA**  
Arena Extra Large  
Shopper Tote

**\$2,145**



Get the original  
for just  
**\$0.90**





# Ferdinand de Saussure (1857-1913)

- Swiss linguist
- Lecture series or seminars in "general linguistics" (1907-11)
- The founding father of semiotics



## Roland Gérard Barthes (1915 – 1980)

- French literary theorist, philosopher, linguist, critic and semiotician

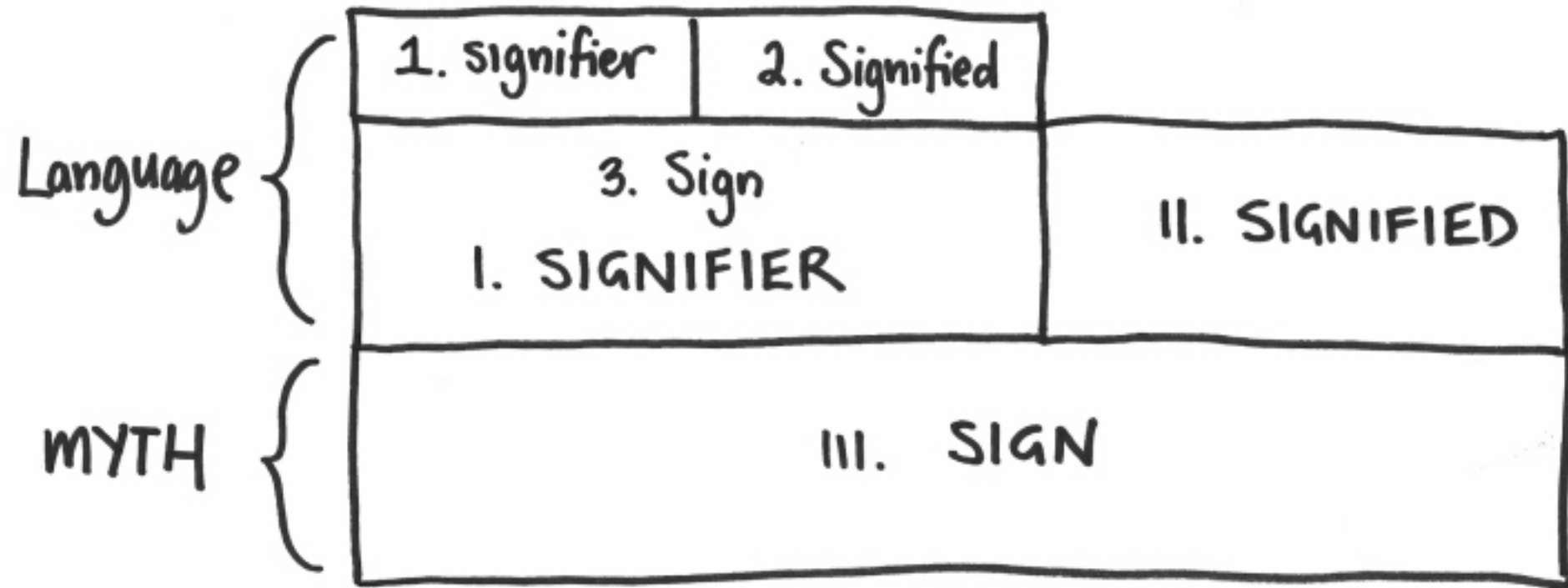


Roland Barthes

# Mythologies





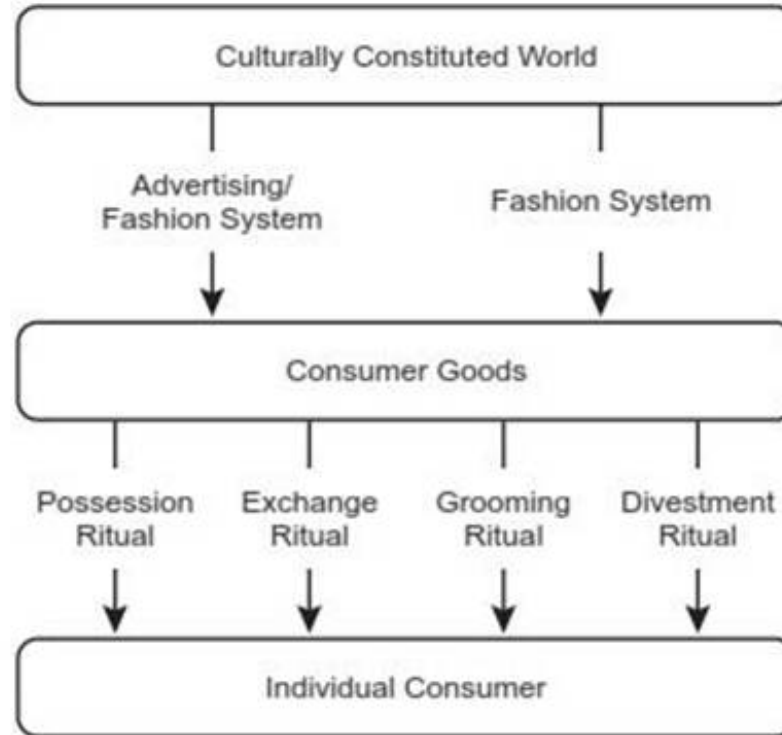


Red Rose	Romance
Red Rose of Romance <b>Signifier</b>	Love/Devotion <b>Signified</b>
Giving the rose proves my love <b>MYTH</b>	



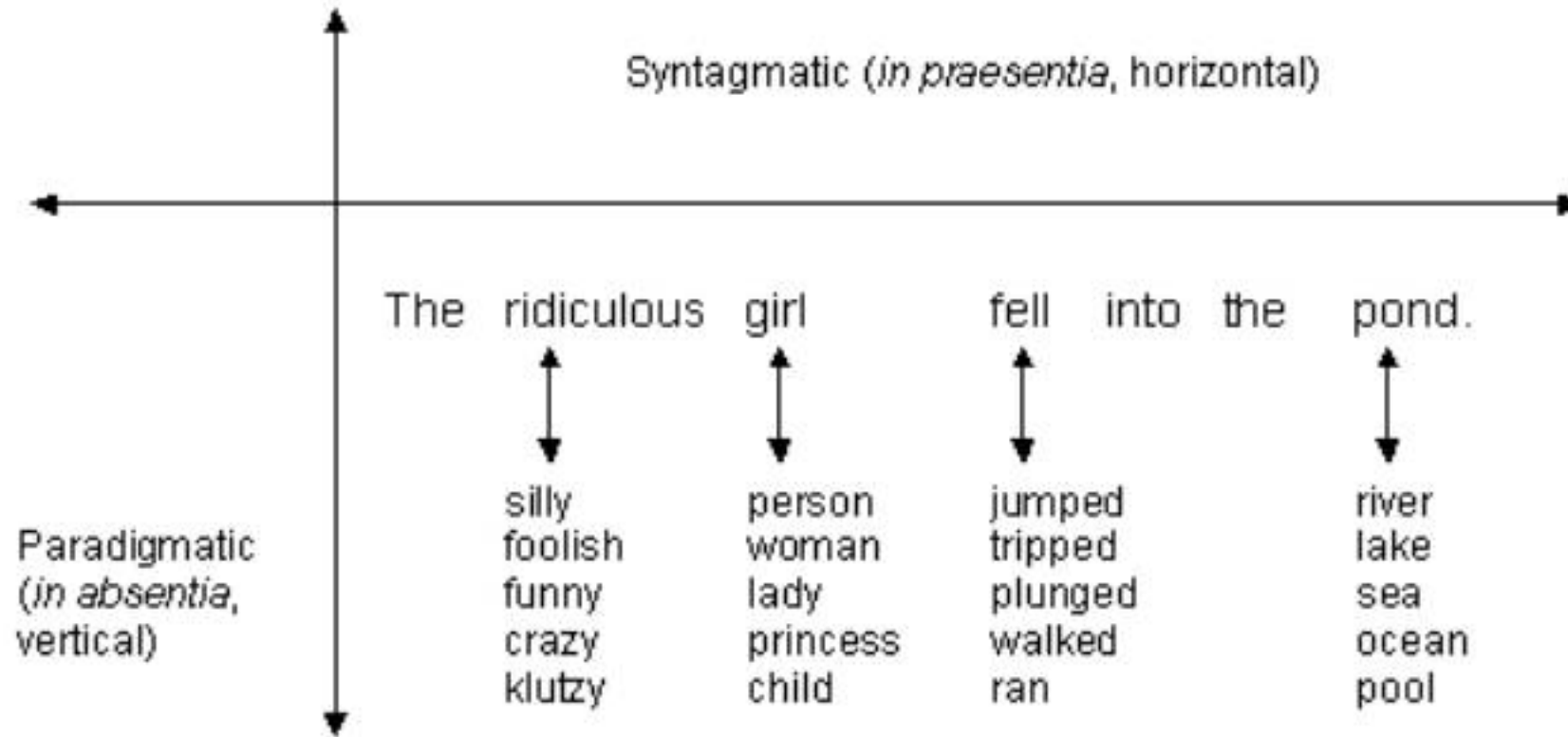
\*" ...France is a great Empire, that all her sons, without any colour discrimination, faithfully serve under her flag, and that there is no better answer to the detractors of an alleged colonialism than the zeal shown by this Negro in serving his so-called oppressors." -Barthes p54

**Movement of meaning**



McCracken, 1986

# Paradigmatic and syntagmatic relations





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