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The Persuasion Industries - Advertisements

Throughout the course, we have learned about the different types and aspects of media, such as their history, the different industries, and their usage. The topic that caught my interest in this course is about advertisements. Advertisements are everywhere in our daily life and companies are willing to spend millions to billions of dollars each year to have the chance to catch our attention and influence us. Within this paper, I would write a reflection using examples from others and also based on my experience, with advertisements and what kind of effect it has had on our life.

To start, I find advertisements quite interesting because I have experienced how it has evolved through two decades and also it is something I see very often whether or not I want to. Advertisements have existed since as early as the Babylonian times where merchants advertised the goods they sold. Moving along the timeline, advertisement slowly became a print and visible item in people's daily life. Eventually it evolved to what I remember since childhood, TV advertisements, magazines, and billboards. As technology advanced, many advertisers have moved to online platforms such as Youtube and websites that use AdSense. Currently, advertisements could even be found in games. For example, Adidas or other sport brand costumes for purchase, random posters and billboards in the background, sponsorship notices, etc.

From my memory, advertisements left such an impression on me were all due to its prevalence. When driving down a random city road I could encounter several posters, small

advertisements hung up on buildings, and a variety of billboards. At home, there would be more advertisements whenever watching the TV. From personal opinion, these advertisements have been both a blessing and a curse. The advertisements have provided a much needed break during programs and in between shows, but at the same time the feeling of being bombarded by advertisements or being left at a cliffhanger to watch several minutes of repeating advertisements became an annoying existence.

Although advertisements are an annoying existence, they are an effective form of communication using the media. It is so effective that it may have left an impact in many people's lives, or a profound memory of the advertisement. Many of these advertisements use a persuasive strategy known as the AIDA approach, where the interest of the consumer is found and is persuaded to take action. For example, from one of the writing response assignments, the reading about advertisements targeted to kids showed that fast food advertisements led to a more unhealthy diet. The advertisers find the children's interest, in this case which are either toys or movie characters associated with a fast food brand, and have the children take action to have their parents purchase the meals and the desired item. These types of advertisements suffer from a lot of criticism, aiming at their intrusive and corrupt nature.

Even so, one cannot neglect the benefits that advertisements have brought to the economy. While watching television, Youtube, or other content, a majority of the time is spent on advertisements. The profits generated from advertisements not only supports the media platform, also helps with consumer's buying choices. The advertisement not only showcases a product, but can also provide information on it. Apart from digital advertisements, other advertising methods, such as those within a magazine, also encourage the purchase of products and services, boosting the economy.

For this assignment, I also asked my stepsister and half sister about their experiences with advertisements. Comparing our ages, my sisters and I have had different experiences while growing up. I grew up a bit before the rise of our current technology, still remembering the times where websites were not bombarded with advertisements and where my primary source of advertisement were with TV, magazines, and billboards. In contrast, my stepsister grew up while the digital age was undergoing developments, and my half sister grew up when current technology has been quite developed. My stepsister, similar to me, was familiar with TV advertisements and the ones on magazines. Meanwhile, my half sister never experienced the ages when Youtube did not have advertisements and rarely watched TV while growing up.

Even though we had varying experiences, all three of us agree on two advertisements stuck to us. Surprisingly, those advertisements were from McDonalds and Popeyes. Similar to what was mentioned previously, advertisements from fast food chains have left an impression on our childhoods and our preferences nowadays. For example, many fast food chains are popular, but my sister has a preference for Popeyes due to the commercial she saw years ago. Also, when we are unable to decide on a meal, the first go-to place is also a fast food place. Lastly, these fast food chains have become somewhat of a comfort food for us.

In conclusion, advertisements are all around us and appear more often than we would like to see them. At the same time, advertisements are a strong communication tool that can be used in different ways and are effective in achieving the goal. Although there are criticisms in the usage of some advertisements, it can also generate a lot of benefits for both consumers and producers.

Reference

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