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Cross-Cultural Content Analysis of Advertising from the United States and India Shoe and Leather Journal Printers' Ink; the ... Magazine of Advertising, Management and Sales Profitable Advertising Prescription Drug Advertising Agricultural Advertising Advertising & Selling *Journal of the American Society for Information Science* Advertising, Marketing, and Promotional Practices of the Pharmaceutical Industry Southern Pharmaceutical Journal The Southern Pharmaceutical Journal ... Congressional Record Dry Goods Merchants Trade Journal *Printers' Ink* *The Typographical Journal* British Journal of Children's Diseases *Persuasive Advertising* Modern Culture Advertising to Children Fourth Estate Grain and Feed Journals Consolidated (some Issues Omit Consolidated) Ad Sense Geo. P. Rowell and Co.'s American Newspaper Directory Class *Global and Multinational Advertising* Advertising and Selling The SAGE Handbook of Marketing Ethics Information Through the Printed Word: Journals Digital Advertising Advertising Fortnightly Technical Abstract Bulletin American Industries Competitive problems in the drug industry 30-Second Politics Marketing/communications Agricultural Advertising The Inland Printer *American Printer and Bookmaker* The Elocutionist's Journal How Advertising Works

This cross-cultural content analysis (which merged traditional content analysis method with semiotic concepts) compared advertising in the United States (a highly individualistic and low-context culture) and India (a highly collectivist and high-context culture). The study examined the characteristics, differences and similarities in advertising strategies and expressions. A stratified random sample of advertisements for consumer products was selected from nationally circulated news magazines and business magazines of each country between January 1993 and December 1994 (Time and Business Week from the United States; India Today and Business India from India). This study found that there were significant differences in the way the two cultures produced advertising messages and that differential cultural values were reflected in their advertising expressions. The findings revealed that the U.S. advertisements utilized direct rhetorical styles, individualistic visual stances, sexual portrayals of women and comparative approaches more often than their Indian counterparts. The Indian ads utilized indirect rhetorical styles, collective visual stances and stereotypical portrayals of women more frequently than did the U.S. ads. The evidence of specific cross-cultural differences suggests that perhaps the proponents of "standardization of international advertising" have promoted an oversimplification. This cross-cultural study suggests that caution should be exercised when considering standardization in

advertising and other forms of promotional communication between divergent cultures. [Click here to preview the first 25 pages in Acrobat PDF format.](#) Children's advertising is a subject that raises many pertinent issues of morality. Marketers want to know if their huge investment in the children's market is well spent; parents and educators are anxious to learn how effective this type of advertising is, and what sort of impact it has on the children themselves. This volume presents cutting-edge research designed to stimulate and inform this debate. Topical issues such as smoking and alcohol consumption highlight this issue from all perspectives. Written by a leading authority, this book is a comprehensive and definitive guide to advertising that incorporates a vast amount of research and expert opinion. It draws upon the evidence to establish principles that can be applied to achieve successful and effective advertising and evaluates all of the relevant attributes and aspects of this. Few applied disciplines are more sensitive to cross-cultural issues than marketing and consumer psychology. The chapters prepared for this volume reflect awareness of both similarities and differences within and across cultures. They include analyses of methodological issues, theoretical investigations of cultural and social values and their implications for marketing specialists, studies of gender- and sub-culture specific advertising, and investigations of advertising efforts in several different international markets. The scholars and advertising professionals who contributed these

chapters will have much to say to consumer psychologists and marketing specialists alike. **Digital Advertising** offers a detailed and current overview of the field that draws on current research and practice by introducing key concepts, models, theories, evaluation practices, conflicts, and issues. With a balance of theory and practice, this book helps provide the tools to evaluate and understand the effects of digital advertising and promotions campaigns. New to this edition is discussion of big data analysis, privacy issues, and social media, as well as thought pieces by leading industry practitioners. This book is ideal for graduate and upper-level undergraduate students, as well as academics and practitioners. **The SAGE Handbook of Marketing Ethics** draws together an exhaustive overview of research into marketing's many ethical conundrums, while also promoting more optimistic perspectives on the ways in which ethics underpins organizational practices. Marketing ethics has emerged in recent years as the key and collective concern within the ever-divergent fields of marketing and consumer research. This handbook brings together a rich and diverse body of scholarly research, with chapters on all major topics relevant to the field of marketing ethics, whilst also outlining future research directions. **PART 1: Foundations of Marketing Ethics PART 2: Theoretical and Research Approaches to Marketing Ethics PART 3: Marketing Ethics and Social Issues PART 4: Issues in Consumer Ethics PART 5: Ethical Issues in Specific Sectors PART 6: Ethical**

Issues in the Marketing Mix PART 7: Concluding Comments and Reflections John Philip Jones, bestselling author of *What's in a Name?* and *When Ads Work*, has edited an authoritative handbook of research procedures that determine effective advertising. All participants in the advertising process - clients, media and agencies - are fully represented in this volume. Chapter authors reflect a global mix of academic and professional backgrounds and include: Leo Bogart, Andrew Ehrenberg, Simon Broadbent, Herbert Krugman, and the Editor John Philip Jones. Most chapters have been specifically written for this volume and are complemented by a few adaptations of classic articles. Advertising overwhelms news coverage. That is the essence of the point Montague Kern drives home repeatedly throughout her insightful examination of political advertising in the eighties. . . . Any professional interested in political advertising would profit from reading this book. It also would be useful to an undergraduate class on political communication or advertising. *Journal of Communication* Kern's work joins a spate of books published in the 1980s on the nature, production, effect, and importance of televised political advertising in US elections. Not, however, old wine in a new bottle, it makes a distinct contribution in three respects. First, other works typically focus on spot advertising in only one type of electoral contest, primarily presidential, senatorial, or gubernatorial; Kern examines political ads at all electoral levels, in

representative regions, and in a variety of mass media markets. Second, Kern employs multiple data gathering techniques beyond conventional content analysis of ads or surveys of voters' responses--interviews, a Delphic panel, and selected semiotic approaches. Finally, the book addresses changes in the character and impact of televised political spots since the 1970s, arguing that documentary news styles in ads have been replaced by those of commercial strategy of 'touching someone.'

Choice In this age of the media campaign where television is Americans' preferred source of candidate information, Montague Kern offers insightful scrutiny of political advertisements from 1972 to the present. This book closely examines a sample of ads and news coverage in the last stage of the 1984 presidential election, and in senatorial, gubernatorial, and house elections in four geographically diverse markets. Kern interviews campaign consultants as well as campaign managers and outlines the significant changes in political advertising over the past two decades. She finds, on the basis of an ad sample, that most competitive senatorial and gubernatorial races in 1986 used negative advertising. The book goes on to explain the rise of negative advertising in the presidential race of 1988. In an era in which media consultants are increasingly assuming primary responsibility for press relations, the study demonstrates that ads can overwhelm news coverage and serve many purposes in addition to providing voters with campaign

information. The informed general reader seeking a better understanding of the political advertisement phenomenon, journalists who cover political campaigns, as well as scholars in communications and political science, will find 30-Second Politics invaluable reading.

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