

Choose two tv commercials and explain how conditioning methods were used in each ...

[Psychology](#)



Old Spice Old Spice commercial uses operant conditioning in the commercial. The male black model in the ad is very handsome and is an emblem of masculinity and virility; something, most women crave for in men. The model addresses the women, saying, " Anything is possible when your man smells like Old Spice and not a lady" (" Old Spice"). The model says that whether or not the ladies' men look like him, they can at least smell like him if they use Old Spice. Operant conditioning encourages the display of a specific behavior by tying it with reward and discourages the display of certain behaviors by tying them with punishment. In the case of this commercial, the desirable behavior of using Old Spice is linked with the reward of smelling like the handsome model in the commercial. Smelling like that model is portrayed as a reward because it is a way to identify with that model. What makes that model so special is not just his charming looks, but also a range of other things that women look for and value in men. Such things include but are not limited to confidence, wealth, and adventure. The model constantly shifts locations and accessories, the surprising the women at each and every point along the length of the commercial. The commercial is made in a way to grab the attention of the female audience strategically knowing that it is mostly women that go and buy things like soaps rather than men. By addressing the women, the commercial ensures that the message is conveyed to the right people.

#### Loreal Paris

Loreal Paris uses both operant and classical conditioning to convince the audience into buying its New Total Repair 5 Conditioner. The model chosen for the commercial is Aishwarya Rai, who has been referred to as the most

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beautiful woman in the world, is the former Miss World, and a very successful movie actress in the Bollywood Film Industry in India. She is, without doubt, a woman any woman would like to look like. By showing through the commercial that Aishwarya Rai uses Loreal Paris's New Total Repair 5 Conditioner, Loreal encourages the audience to start using the same conditioner. This is classical conditioning as the source of inspiration is the model and her looks. The audience is reminded of Aishwarya Rai when they look at the bottle of New Total Repair 5 Conditioner and the stimulus thus produced works for Loreal. Besides, Loreal also uses operant conditioning in the commercial since the rewards of displaying the desirable behavior of buying this conditioner are also narrated to the audience. These rewards include "fighting the five signs of damage" (Mirza) that are hair fall, dry hair, rough hair, dull hair, and split ends. The audience is ensured that these five problems will be resolved if they use this conditioner. By using a combination of the classical and operant conditioning, Loreal Paris has made a very strong commercial to achieve success in the sale of its product.

#### Works Cited:

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