

Classical conditioning presentation and analysis essay sample

[Business](#), [Marketing](#)



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Introduction

Classical conditioning is the process by which the brain is being trained to give attention to the presentations that are shown through public media. In the current years, it could be understood that classical conditioning is utilized by several public and private institutions to provide a suggestive form of thinking for the public to recognize accordingly. What makes this form of convincing effective is the fact that it caters to the ideal process by which the brain is directed to respond to the different messages that the said institutions want to impose on the public.

In the presentation that follows, a determination of such meaning could be given attention especially as four particular images are to be analyzed according to the category of impact that they have on the thinking of the people they are aiming to affect. These images shall be gauged according to the value that they serve for the sake increasing public knowledge and

effective public response according to the goals of the organizations or institutions that released them.

Images and Analysis Section

Image 1: Public Service Ad

This particular ad has been released by CCDC as it imposes on the new campaign against smoking. Hoping to get the attention of the public and gain a distinct response from the people who are affected by the said vice, the images are supposed to suggest to the public what is meant by smoking addiction. Aiming to adapt a conditioned stimulus that would move the public to respond to the campaign accordingly, the ad aims to provide a clear indication of what is smoking and how the uncontrolled act of smoking affects the overall being of individuals engaging in it.

Featuring several smokers who have gone through a hard time in breaking the habit, CCDC leads the public towards checking the website of the organization and having them involved in the course of self-check that the institution hopes to impose on most individuals who are hooked to smoking. Notably, it is with this approach that the reality behind smoking is opened to the public and the people in the community are asked to respond accordingly through the determination of how the campaign personally affects them and their perception of cigarette smoking.

The desire to get the attention of the public was rather successful as many individuals have already viewed the campaign and have checked out the interviews and the testimonials of the individuals who have been featured in the online ad. With the determinable invitation that the image [presented

herein] suggests, it could be identified how cigarette smoking issues have been taken into a more personal aspect that CDC wants to call out for self-check instead of suggestive policies and rules that would only limit the idea of control on how the government wants to protect the people's health welfare and not on how they want to make such an attitude a course of reflective culture that the people should be well aware of. But then again, the brain conditioning suggested through this ad would depend on how each person sees the value of the campaign based on a personal course of understanding.

Image 2: Public Service Ad

This image has been released by the government along with the onset of the raising campaign against bullying in schools. Suggesting that the individuals who receive such a message respond accordingly, this ad follows the concept of conditioned response, the ad hopes to give attention to what the students are thinking and affecting how they respond to the different challenges that impact their being accordingly.

The implicative questions used as part of the ad intend to help the students make a definitive decision on how they would respond to the issue of bullying at a much personal level. Such condition of thinking is expected to give a practical sense of understanding on how bullying would be controlled through affecting the personal thinking of the individuals involved in the situation.

The students facing such situations are called on to for them to make a definite response that allows them to become more capable of handling

personal issues based on a more determinable knowledge of knowing that bullying is not okay and not speaking about it is a much more condemnable act as it only increase the possibility of bullies gaining the strength and confidence that whatever they do need not be disciplined accordingly.

Image 3: Business Commercial Ad

This commercial ad aims to provide the public with an idea of what the company wants to provide it with. It also hopes to impose a sense of 'tasty' satisfaction hoping to suggest that the food chain restaurant hopes to provide the best source of good food for the public. The term 'boneless' hopes to suggest that the food chain is willing to give more than what other chains are willing to give. Removing the bone from the chicken menu suggests that the public would get more from what the organization offers. Taking an unconditional stimulus, this image aims to train the brain and perception of the audience towards the product and services offered by the business. This ad hopes to make a definite impact on how the people view the products and services offered by the organization in the market and how to differentiate it from others; this approach sets them apart from the competition that they are engaged with, practically giving them the proper edge they need to win the attention of the public.

Image 4:

This ad aims to provide McDonalds with the competitive edge if being noted as one of the most effective food chain stores that are dedicated towards serving the desires and demands of the children from all over the globe. Showing a friendly Ronald McDonald who is able to get along well with the

children does impact the overall concept of what McDonald's stands for in the market.

Imposing an effective sense of unconditional response from the audience, this image hopes to give attention to how the McDonald's marketing approach aims to create a sense of realization on the thinking of the market therefore convincing them that children are among their most important consumers and they do so much to give attention to the demands of such individuals who are likely to respond to the products they share in the market. The children, being the main target of the campaigns ought to be part of every marketing agenda that the community is supposedly in need of responding to.

McDonald's indeed tries to establish a new sense of what good and targeted marketing is about especially as it opens up the doors towards creating a definite stand that is relatively connected to enhancing market knowledge of the products and services that the business offers the public with.

Unconditional response does increase such concept of understanding thus suggesting that the targeted market segment would be much able to recognize what the organization hopes to offer them with. Practically, this largely calls for what the industry needs especially in relation to responsive culture that attests to the need of the organization to be more concerned about how they create a connective bridge between what they could offer to what the market demands for.

Conclusion

Based from the images and the explanations presented herein, it could be noted how conditional theory affects the being and the thinking of the market. Public ads and commercial ads all gain distinct benefit from such effect as they are able to create a suggestive form of thinking for the market to give attention to. Once such suggestions are accepted fully by their target market, the creation of possibilities for improving influence and increasing sales among businesses becomes rather effective and factual for realization. Both the ideal process of utilizing conditional and unconditional response and stimulus create a massive connection between the manners by which the public accepts the message that they want to send out to the market. These forms of classical conditioning do create a new aspect of effect on how the public reacts to the campaigns released by the institutions surrounding them. Practical forms of utilizing such stimulants in the brain allow organizations to gain effective control on how humans think about them and the messages that they hope to present to them through time.

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