

Review of related literature and studies essay



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BUSTER**

In exploration, we find new techniques, new knowledge, even develop new substances, gadgets, equipment, processes or procedures, imagination and skill is employed by the researcher. The commodities, new devices, services, in technology are needs of man for a better fuller life which is the concern of the research. These useful arts are the products of the technological environment and the end-user is society in general.

The fast growing trend and innovation in technologies today prompts researchers to conduct studies about the fast food chain advertisement to patronize their products and modern technologies in every aspect of our daily living. This Chapter presents a brief review of literature and studies, both local and foreign that is related to these studies. Foreign Literature Joe N. of gather. com, they attract the buyers by selling what they want, non-stop on a channel that's dedicated for buyers.

This is a good technique if you are trying selling something, and gaining a good audience of buyers, because you are putting the product up for advertisement, on a channel those buyers watch. You don't have to completely analyze a commercial to come to this conclusion, or to categorize a commercial under a specific technique, but just pay some attention to the main details. In *Channels of Desire* (1982), the Ewens trace the emergence of the consumer society through the rise of mass images and new advertising, fashion, and entertainment industries.

They explore some of the ways in which desire was channeled into consumption and into desire for ever new and ever more consumer goods. In *The Culture of Consumption* (1983), Editors Richard Wightman Fox and T. J.

Jackson Lears document how capitalism develops a culture appropriate for a society organized around the principle of profit maximization via the production and consumption of commodities.

Drawing on the work of historians they describe how facets of the cultural sphere — science, advertising, reading magazines, politics, identity, and world-view — go through the historical process of co modification and become structured to form the “ consumer culture” which “ is an ethic, a standard of living and a power structure” that provides a “ set of sanctions for the elite control of that society” Judith Williamson inaugurated a study of advertising which combined semi logical and ideological critique in close reading of individual ads.

She argued for the importance of incorporating mode of address and the ways that ads engage audiences in ideological forms. This emphasis on how advertising works and affects its audience contains important contributions to microanalysis of advertising and her stress on the importance of class and gender models in advertising. Toward A Critical Theory of Advertising by John Harms, Southwest Missouri State University and Douglas Kellner, the University of Texas at Austin, a critical theory of advertising operates from a standpoint of human emancipation from unnecessary and unjust forms of domination.

As the works examined here suggest, advertising’s current role in society is exploitative, wasteful, and manipulative and represents a form of domination that perpetuates capitalist hegemony and that thwarts participatory democracy and the development of individual autonomy. Viewed from a

historical, developmental perspective, advertising must be viewed against the erosion of traditional social structures of meaning which it replaces with ideals and images of privatized commodity consumption.

Advertising undermines the psycho-cultural base for a public sphere and democratic participation in social life. The Theater of Consumption, the study reveals, not surprisingly, that advertisers utilize different codes and strategies to appeal to different audiences and genders. For example, “ beauty,” “ family relations,” and “ romance” are codes used to address female audiences while “ ruggedness” and “ fraternity” are primarily male advertising codes.

The significance and power of advertising, according to the analysis presented in SCA, is therefore not so much economic, but cultural. “ Advertising is not just a business expenditure undertaken in the hope of moving some merchandise off the store shelves, but is rather an integral part of modern culture”. Advertising is significant because, in consumer capitalism, individuals depend on it for meanings – a source of social information embedded in commodities that mediate interpersonal relations and personal identity.

Advertising should therefore be conceived as an important institution in the consumer society because it produces “ patterned systems of meaning” which play a key role in individual socialization and social reproduction. Communication, Cognition and Involvement written by Arjun Chaudhuri and Ross Buck that explains that there are two different types of involvement outcomes in advertising. The first arises from spontaneous communication

and results in syncretism cognition (knowledge by acquaintance) and the second arises from symbolic communication and results in analytic cognition (knowledge by description).

Involvement, in the advertising domain, is defined as the motivational potential of an advertisement, expressed through spontaneous and symbolic communication, that activates both an emotional read out (syncretic cognition) and an appraisal of this read out (analytic cognition) in terms of future goal-directed behaviour. The paper also develops hypotheses about how these involvement outcomes may be related to the advertising stimuli that are the antecedents to these outcomes-media, product category and advertising strategy. Suggestions for testing these hypotheses are provided.