

Good cultural theory term paper example

[Business](#), [Branding](#)



Question 1

This argument is rather pedestrian, especially considering that the modern society is based on co-existence. Taking the United States as an example, multi-cultural societies are inevitable in the contemporary world, where globalization is the force behind the destiny of the human race. Race should not be the determining factor as far as what one will do is concerned. On the contrary, all races should be treated equally with such doctrines as the equal employment opportunity being the guiding principles. The origins of this person's logic could be the basic reasoning of a person in a society with class conflict, with its people divided along the lines of race. Worth mentioning is the actuality that there is faulty logic. Faulty logic is a common phenomenon, especially where the person forwarding an argument does so subjectively, without making considerations regarding what the objective truth ought to be. For instance, putting more money into police enforcement is less likely to be the solution to broad social problems rooted in culture.

Question 2

The dialogue between the processes of production and the activities of consumption is clearly visible in a number of social explanations. Economists as well as social scientists explain the connection through different theories and concepts. Economists explain the way demand influences supply. Apparently, the demand side of the equation is defined by the consumption process. Since such demand shapes supply, it implies that the consumption activities affect the production process so as to match the quality and features desired by the consumption activities. Speaking of such processes,

Disney is one of the companies that can be used in illustrating the theory. Being in the media industry, an industry prominently cited by Marx, Disney's production is shaped by the consumption culture that has been created in and by the viewers. While the consumers do not have the power to directly alter the processes, they indirectly have significant influence. A consumer can disarticulate this by understanding that the producers such as the media are the stakeholders that set the pace by eliminating some features and content, hence limiting the choices available to the consumer. For instance, through media ethics, the industry determines that which is suitable for viewing.

Question 3

In her article titled Nurturing Brand Loyalty, Meyer conveys very important lessons on the consumption production cycle. Opening with the Ford Motors Co. marketing efforts, Meyer notes that the production consumption cycle is based on customer loyalty, a concept that companies have sought to nurture in children at the tender pre-school age. In my view, the article tends to suggest that the production-consumption cycle is based on purely psychological phenomenon. The psychology in this article is seen in the presumption that children will grow up knowing that the brand they are exposed to as kids is the best brand. The article is substantially strong, especially considering that it draws from the studies carried out by the author, and the direct quotes employed to add realism to the discussion. The psychological aspect of the production consumption cycle is explained by the quote, " they have more market potential than the older kids -- they have all their purchases and influence on parental purchases ahead of them."

My initial reaction to the information in the article is considerably comparable to that of Psychologist Susan Linn, who thinks that the advertisements directed at pre-school children are not ethically justifiable because such kids' free will is curtailed by the fact that, at such a vulnerable age, they believe in what they see. As such, they may end up consuming things that they could not, otherwise, have consumed in the absence of such interference. If I were to teach young people on how to identify such practices, I would adopt different approaches; first I would ask them to question the sustainable intention of the information. For instance, it is clear that the long term goal of the Ford efforts is to have the children grow up knowing that Ford is the brand of choice in the automobile industry.

Question 4

Perhaps the most notable simulacra I have encountered are the creatures in the horror movies. Apparently, the creatures, usually zombies and vampires are not real; perhaps no such things exist in the real world, even. What actually happens is the distortion of the faces and bodies of human beings to bring out a scary picture that will attain the essence of the movie – horror. While these creatures are certainly not real, they engage my senses so deeply that I actually get terrified by what I see. While it may not make sense that such agency can affect a reasonable human being, the representation acts as the real thing, and forces us to associate what we see with reality. Another simulacrum I have encountered in life is the use of statues. I have come across statues of prominent personalities from history. While I have certainly never met the real people in person, getting close

enough to such statues gives me a feeling that I have actually met the people.

Question 5

While vertical thinking creates the ideal employee, lateral thinkers are the most effective innovators as they come up with new ways of doing things, by trying to be as open minded as possible. The differences between the vertical and horizontal thinking are rooted in the fact that the vertical thinkers always tend to follow rules and structures, hence, will always get the task done to expectations. Vertical thinkers are likeable students. Lateral thinking refers to a tactic of solving problems that gets the thinker looking outside the box, and seeking to come up with new ways. Lateral thinkers make many mistakes, and ask many questions in class. Such thinkers are not likeable students. For agency purposes, vertical thinkers are the most preferable as they tend to execute the instruction of the principal to the letter.

Question 6

According to Hall, there is a close connection between doing cultural work and studying theories related to such work. This, according to Hall means that the dynamic nature of culture extends to the intellectual endeavors of the institutions that have been put in place to address all changes and developments in social science. For this reasons, Hall thinks that we cannot shy away from cultural theory. This way, we must get directly implicated.

Question 7

The public service announcements were based on the negative aspects of tobacco and were designed to discourage the smoking of cigarettes. Apparently, the PSA was not adequately effective because it was vague. Saying that tobacco has different implications or effects on the body of the consumer are rather vague as the implication is that there could be some positive aspects. Perhaps the main reason why the PSA did not work as per the expectations is because the PSA was alongside the advertisement message that brought out the brand as a positive product. The researchers expected it to work because they linked the PSA with the horrible effects revealed by studies.

Question 8

PSA are problematic because, despite their effectiveness, they have serious negative implications. Foremost, they derail the economy by discouraging the consumption of products that are no doubt the most notable contributors to the country's tax base. Secondly, such PSA's are problematic because they bear exaggerated information, and are not particular. Perhaps the most important thing to mention is the actuality that not all people get cancer from smoking, it therefore follows that the PSA have psychological adversities on the people using them. Additionally, PSA may not work if not accompanied by significant policy and such measures as higher taxation.

Question 9

Typically, the capital will control the districts because, in actual fact, the capital and the districts are interdependent. As a matter of fact, the capital is

associated with higher degree efficiency. For such efficiency to be attained, the districts must have an input to contribute to the capital. This way, the needs of the capital modify the activities of the districts hence controlling it. Signs are deployed as a symbol of control because they influence the mindset of the people in such a way that everybody with access to the sign will consider the sign to be some form of social control structures which are almost rules. The people from the districts are normalized by getting subjected to specific structures which are in line with vertical thinking. As such, their conducts are limited. The capital people are different from the people from the districts because the capital people are more of vertical thinkers because they are made to live by the structures put in place to boost efficiency and coexistence. On the contrary, the district people are not controlled by the signs. Katniss subvert the order of the games through coming up with structural changes that limit lateral thinking. Such strict changes are related to the tactics and strategies as explained by Certeau's tactics and strategies.

Question 10

Born in 1960, I was brought up in the United States of America where I have schooled and developed in many aspects. In this short biography, I must mention that I am an African American who has seen the society go through changes over time. I have gained a deep understanding of various concepts in the socio-cultural spectrum. Notably, I must mention that I had a big picture that makes a lot of sense in today's society and culture. I did foresee that drugs will become a primary menace in the society. Unfortunately for our country, this has become a reality. I experienced the Brain on Drugs

campaign in 1987. The effectiveness it attained was good, but not enough to eliminate drugs. Today, my foresight makes a lot of sense.

Question 11

While I may have o anecdote to share on Wahab’s crisis, it is critical to mention that it is no doubt one of the most notable concepts in cultural theory. Wahab’s crisis revolves around the fact that some identities are not distinctly distinguishable doe to certain overlaps that may occur. Wahab’s crisis can best be portrayed by the race issues in today’s multicultural society, where the definition of race takes different dimensions. Wahab’s crisis also happens when it comes to determining the native language of a child that is born in a society that is natively English but is biologically Asian, for instance.