**Course Outcomes, Advertisement Project Overview**

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**Part One: Advertisement Analysis**

1. **Determine how individuals and groups are represented in the advertisements:**

**What audiences are the advertisements trying to reach?**

In the advertisements module unit 3 of this project, I chose four advertisements which includes (Company Toyota Highlander Car ad, Company Clothes ad, Company Foods ad and Company phones ad) (Varghese & Kumar, 2022). Based on the audience, my four ads are trying to reach both young male and female audiences that are still in learning institutions (colleges, universities and high schools) and have high demand in buying cheap and affordable clothes, foods, phones and affordable Toyota highlander car that will take them to their various institution learning, parties, holidays and among other places. In addition to that, these audiences are in the age between 17 to 35 years which means most of them are still learning in various learning institutions.

**What unspoken or underlying messages do you think the ads might be sending?**

According to the four advertisement I have been working on, it is observable that they are both sending the messages that the four products produced by each of them are only meant for the learning students to spend their little pocket money on affordable products (Varghese & Kumar, 2022). These products will on the other hand solve their needs while in their respective learning institutions. The message seems to be only focusing on the students yet there are also couples and parents who also need food to feed on, clothes to wear and phone for faster communication. Based on the ads analysis, I think the ads are sending messages with some biasness and only focusing on learning institutions only.

1. **Identify stereotyped group behavior in the advertisements**.

**What are the advertisements saying about the behavior of the groups represented in them?**

The four ads suggest that the students in their various learning institutions are poor and cannot afford very expensive products like high class cars (Passat and V8), expensive clothing designs, expensive foods and expensive phones like IPhone (Varghese & Kumar, 2022). There is no balance between the poor and the rich and therefore the four advertisements are seeking for employed parents to help the students acquire the products being advertised.

**What underlying messages do the advertisements send about the group behaviors in them and the audiences they assume will be consuming the products?**For instance in the company clothes ad, there is catchy message used ***“The best look anywhere, anytime”*** this message will automatically persuade and attracts the students to buy the clothes since they will look great while in them as they do their various class presentations or on a class trip (Varghese & Kumar, 2022). The food ads are sending message of students ***not to waste food*** since the food is prepared in such a way that they can eat it even after their classes since they do not go bad easily. This shows that the students are always wasteful and need not to behave this way with the company’s food products.

1. **Determine how different cultures are represented in the advertisements.**

**How do the ads represent culture? Are any stereotypes being used?**

The four ads I chose represents both young female and male students in different learning institution. The students are identified as being poor and cannot afford expensive products produced in the four ads (Varghese & Kumar, 2022). According to the clothing ad and food ad there is an attempt of showing culture since the company produced pork food as one of the food which is greatly condemned by the Muslims students and parts of Christianity students. The clothes that are produced by the company were equally targeting certain cultures for instance the dressing codes.

**What unspoken or underlying messages do you think the ads might be sending about culture**

The ads are using the balance between the poor and the rich, employed members of society and unemployed members of the society to sell its products but are not genuinely in support of this. This is due to the fact that the products are majorly focusing on students only (Who cannot afford expensive products) rather than the entire society (Varghese & Kumar, 2022). The company ads seem to be inclusive but by analyzing them keenly you will realize that this is not the case. There is a lot being shown by the ads that can bring a great cultural divide for instance as stated in the clothes and foods ads that’s divide Christianity and Islamic religious and cultural beliefs.

1. **Discuss how ethical issues in the social sciences impact advertising. Look beyond the economic effects of advertisements and consider the following questions to help address this prompt:**

**Do the ads confirm biases? Do they rely on stereotypes? Do they support social change? Do they stay neutral on social or political movements?**

The four ads have confirmed some biasness in the society by just focusing on students and leaving the other poor society groups like the parents who are also poor and needs the products to survive for instance food and clothing products. There are no serious stereotypes shown in the four ads since the ads involved both male and female as the targeted audience. The only stereotype that can be figured in the ads are based on age difference (Varghese & Kumar, 2022). Where the products are majorly focusing on people of age 19 to 35 while neglecting those older people in society who also need the same products for consumptions. I am pretty sure that if in any case there is political or social movement around these ads then they can bring mixed reaction to the customers. This is because they will try to favor the political movements in order to sell more of the products but these will undermine others with different opinions.

**Why might it be important for advertisers and companies in a diverse world to be as inclusive and unbiased as possible?**Advertisers and companies must just be inclusive and avoid being unbiased so that to attract more customers and increase on their sales and profits. By not being inclusive the company can face boycott by other group with different opinion and this is unhealthy and can lead to company losses (Varghese & Kumar, 2022).

**Part Two: Social Science Questions**

1. **Propose a finalized social science research question based on your analysis of the advertisements you chose.**

Do the four advertisements products satisfy the audience demands?

**Think beyond the minor details from your analysis and consider what the ads say about individuals, groups, institutions, or society.**The four ads in this case are suggesting that students from various learning institutions are attracted to the products due to their affordability. The ads are following both the political movement and social movements within those learning institution in order to sell their products (Morris et.al, 2021). It is easy to persuade a good number of potential customers based on the political and social movement but this is equally insignificant in winning the heart of everyone within those institutions. Not every individual will entertain such movements within the institution in order to buy those products.

**What is the meaning or significance of the ads? For example, you might be interested in ethical issues related to advertising. You might want to explore how current events influence the content of ads. Or maybe you would like to ask how common themes in ads could impact an audience’s self-concept.**

The four ads are of great significant to their potential customers since the customers are learning from their messages for instance the customers are reminded not to waste food in the food ads. This message is equally important in keeping the environment clean and safety (Morris et.al, 2021). I believe the message used in the four ads will link different customers into buying the company’s products and hence their demand will be satisfied in this case. In most of the occasion, most will always mislead the customers into buying the products that does not meet their standards but in the four ads, the customers demand and quality have been met by the company by producing the best quality products and at affordable prices.

1. **Discuss how you used a social science perspective to develop your research question.**

**Explain how you used social science concepts, perspectives, or approaches to write your research question.**

In this advertisement project, I basically used an investigative sociological science approach to develop my research question. I have been investigating how the ads could satisfy the audience demands and how the use of media will actually give the audience the right information about the four ads products (Morris et.al, 2021).

1. **Explain one major development in the social sciences that may have influenced your research question.**

**The major development could include an important event, a discovery, the rejection of an old theory, acceptance of a new theory, or a change in culture that affected the field.**In my research and findings, I have been persuaded by the behavioral theory that was developed by John Watson in the previous years and his part of education life (Morris et.al, 2021). This theory was developed and related to child development and suggest how the environment in which a child lives in will greatly have an impact in their adult life. So based on the four ads whatever the company produced will also influence the students on what they will wear in future, the food they will eat in future even the type of car they will used to travel with from one place to another.

**How might these changes in thinking and research have affected the conclusions drawn about your advertisements and the questions asked about them?**Based on the behavioral theory of John Watson, the behavior of students thinking towards the four ads are greatly influenced by their various psychological reasoning which will persuade them that indeed the four products have satisfy their demands (Morris et.al, 2021). The viewers of these ads will have self-confidence on the message that are used in the four ads and these will even influence their change of thinking and behaviors towards buying those products.

**Part Three: Reflection**

1. **Describe how your assumptions, beliefs, and/or values influenced the way you analyzed your advertisements.**

**Consider how your perceptions of the social world may have influenced the way you viewed your advertisements. Did it/they cause you to make assumptions about the people in the ads? Did you focus on certain advertisements, or parts of advertisements as a result? How might someone with a different set of beliefs view your advertisements?**Being that I am equally a student in one of the best learning institution, I am in support of equality in terms distributing and advertising various products to the society. The focus should be based on all the members of the society and not only on certain institution, group and culture like the four ads have demonstrated (Carpinella & Bauer, 2021). Therefore, the four ads have greatly affected me on how I viewed them and making me believe that the four ads have brought some biasness in our society. Somebody will different beliefs and opinion may shy away from purchasing some of the products for instance members of Islamic communities that does not feed on pork which is one of the food produced in the foods ads.

1. **Discuss how social science perspectives or approaches could be used to process information.**

**Focus on the social science perspectives or approaches you feel would be the most beneficial for analyzing the information you are presented with every day.**

The social sciences approaches in this case are sociological and psychological perspectives when used will be beneficial to analyzing of the four ads information delivered in the day to day business activities (Carpinella & Bauer, 2021).

**For example, would analyzing ads on social media from the political science perspective help you better understand a company’s political stance on issues? What perspective would help you determine if there was a possible link between the length of a commercial and its intended audience? Would examining an ad targeted at caregivers from a sociological perspective help you understand the meaning of family in various cultures?**

Firstly, psychological perspective can be used to process some of the four ads information with an aim of changing the customers thinking and positive behaviors towards buying the company four products. Through the rise of the social media use together with technology advancements, the four ads information will reach the customers and definitely they will be greatly impacted by the messages (Carpinella & Bauer, 2021). The social media websites, Facebook accounts, Twitter and amongst others will link various clients towards understanding the company mission and intended audience to use its products. Based on political perspective, the company uses some information in order to be part of the political movement for instance if the government want to ensure that the environment is kept clean and free from hazards, then the company has used the catchy message of ***“Do not Waste food”*** in order to be part of that political movement. This will influence various customers towards purchasing the company foods products. If incase, I was to examine the four ads based on the caregivers as part of the sociological perspective then I could first analyze the tactics being used to persuade the intended audience (the students). This will ensure that various families of other different cultures are equally represented irrespective of their cultures, status and backgrounds.

1. **Explain how looking at the world from social science perspectives may impact your personal life.**

**How might using social science skills help you process and understand the information you use in your life?**

By understanding the sociological perspective, I have gained knowledge on what to look at in every advertisement in order to make the right decision on whether to purchase the products or not. Through my understanding of this social science skills, I will be able to know whether the products being advertised will satisfies my needs and demand (Carpinella & Bauer, (2021).

1. **Explain how examining issues from social science perspectives may affect your community relationships.**

**Think about challenges or opportunities in your community. How might applying social science perspectives to those issues benefit your community?**My community are greatly affected by the homophobic issues. Most of my family members and majority of the community fall under the LGBTQ+ community beliefs. They are more homophobic towards certain products. Through learning and understanding the social science perspective, I can view the community being homophobic of its own kind and needs to liberated from this issue. Therefore, I will ensure that all the ads being done follows equity with no biasness.

1. **Discuss how being more informed about the social sciences may help you understand global contemporary issues.**

**Consider how understanding the ways social scientists examine human behaviors could influence the way you approach global challenges and questions.**Most of the learning institutions with their system are currently affected with corruption and bureaucracy. The corruption of the institution systems is what has led to certain community being homophobic towards them (Carpinella & Bauer, 2021). This day if in any case a company want to sell its products in any learning institution then the company must pay certain amount in order to be allowed to advertise its products or sell the products. By being informed by the social sciences discussed in these project will help the community and the entire world to solve this issue of corruption in various institutions.

**Reference Lists**

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