

Additional questions to consider

Chapter 2 – Perspectives on Advertising

1. Which of the alternative views of advertising discussed in this chapter are most compatible with the discussion of how advertising 'works'? In what way?
2. If some of these alternative views of advertising are incompatible with our general understanding of how advertising works, can they be of any value?
3. Why is it important to consider the relationship between advertising and its effect upon society?
4. Visit a web site with some current adverts (such as adslogans.co.uk/hof or www.hatads.org.uk) and look for examples of adverts that you feel are specifically oriented to today's world, advertising that would not have been relevant in the world as it was ten or twenty years ago.