

Psychoanalysis and attitudes in modern advertisement



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(Rebecca Bechtelar)

PSYCHOANALYSIS AND ATTITUDES IN MODERN ADVERTISEMENT



GRIN Verlag Feb 2010, 2010. Taschenbuch. Book Condition: Neu. 211x149x7 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2009 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 2.0, TU Dortmund (Institut für Anglistik), course: Popular Culture: Theories and Practices, language: English, abstract: In September 2000, during the presidential election campaigns in the United States, a citizen of Seattle watched a political commercial on television. In the beginning, the commercial appeared like a usual ad in which the spokesperson commented on George W. Bush's concept concerning prescription drugs and its advantages and at the same time criticised Al Gore's concept about prescribed medication. The viewer had the impression of something being fishy about the spot. The next time he saw it on tv, he recorded it to a tape and replayed it at a very slow rate. Indeed, something was unusual about the ad: When the spokesperson said: Gore's plan about medical prescriptions: Bureaucrats decide, the term RATS appeared for a fraction of a second on the screen - normally below the threshold of perception. The attentive viewer informed Al Gore's team about this, who proceeded to inform the press. Bush's team denied the possibility that anyone had purposefully inserted the term RATS into the election spot and proclaimed that this had happened accidentally. Commercials are part of our lives. Every day, the average American is confronted with 300 - 400 adverts. Advertisement creates employment and transfers impressions about the promoted product to its recipients. Thus, advertisement has to be subliminal and obvious at the same time. Advertisers exploit people's attitudes and try to change the viewer's self-perception. My thesis is that commercials create wishes that did not exist...



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Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

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**The Mystery of God s Evidence They Don t Want You to Know of**

Createspace, United States, 2012. Paperback. Book Condition: New. 276 x 214 mm. Language: English . Brand New Book ***** Print on Demand *****.Save children s lives learn the discovery of God Can we discover God?

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**Readers Clubhouse Set B Time to Open**

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. 222 x 148 mm. Language: English . Brand New Book. This is volume nine, Reading Level 2, in a comprehensive program (Reading Levels 1

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**Houdini's Gift**

Independent Publishers Group (IPG) - Chicago Review Press, 2009. Hardcover. Book Condition: New. Revisiting well-loved characters from a past adventure, this picture book presents animal-loving Ben with the challenge of having another pet after losing

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**A Kindergarten Manual for Jewish Religious Schools; Teacher s Text Book for Use in School and Home**

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download

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**It's a Little Baby (Main Market Ed.)**

Pan Macmillan. Board book. Book Condition: new. BRAND NEW, It's a Little Baby (Main Market Ed.), Julia Donaldson, Rebecca Cobb, It's a Little Baby is a beautiful and engaging book for little ones from Julia

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