**ZUR 393k: Effects of Mass Media**

**Final Exam Review / 2015**

**Advertising** (100 points)

Choose **ONE** of the (3 or 4) print advertisements that will be attached to the final exam to answer BOTH questions below.

**You must use only ONE ad to answer both A and B.**

1. **Briefly define and discuss one of the following concepts in relation to the ad you selected: idolatry / iconology / narcissism / totem. Choose the concept/ad type you think best matches the ad you selected, define that concept, and briefly explain how the ad matches/illustrates it.** (20 points)
2. **Briefly define** (in 1 or 2 sentences) **and relate** (clearly but concisely) **FOUR** of the following concepts (at least one from each author) to the ad you selected. **Cite specific details, visual and/or verbal, in the ad to illustrate each concept you select.** (20 points/term)

**Williams**

psychological warfare

“the official art of modern capitalist society”

materialism

magic

“mimed celebration of other people’s decisions”

**Jhally**

magic and technology

“feeling good” theory

hidden origin of commodity goods

commodity fetishism

theft and re-appropriation of meaning

**Bordo**

stylin’

"rocks” vs. "leaners"

face-off masculinity

muscle dysmorphia **or**  "bigorexia"

food as metaphor (love **or** sexuality **or** desire **or** transgression **or** \_\_etc.\_\_)

men act and women appear / men eat and women prepare

**AN ADDITIONAL EXTRA CREDIT QUESTION WILL APPEAR HERE.**