**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

**EXTRA CREDIT:**

**The Czech artist David Cerny created sculptures of crawling babies which are attached to the TV/Radio Tower in Prague. Additional versions of these sculptures are also on the ground in Malá Straná, where it is easier to see their “faces.” Please see the attached “Extra Credit Photos” in this folder. Offer a brief argument about the meaning of these “babies” that references at least one theory/theorist – or a specific concept -- about media effects discussed in this class.**