

**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.

- A. 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)**
- B. 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.