

Advertising Survey

For each question below, write your response in full sentences. You should write at least 3 sentences for each question. Be prepared to share your responses with the class.

Green = James

Blue = my mum

Orange = my paragraph

What is media? That is such a simple question, but also a very complex one. At the surface layer, media is advertising and who that advertising is pushed toward. However, if you dive deeper you begin to realize that media is more than that, and it has many factors. One of the key factors is what is being advertised and how. What techniques are companies using to make consumers want to buy their product? And then, who is that product for? Is there a target audience or is it mass media, aimed at a large group of people or even everyone? Target audience is a group of people that a company wants to advertise to, because they think that group of people is likely to buy the product. Eg. a company might want to sell toys to children, so they put an ad on YouTube kids. Mass media is an ad or statement targeted towards a large group of people, or even everyone. Eg. Signs telling you who to vote for. Media comes in many different forms too. Advertising can be found outside or online on roads, in stores, and basically everywhere. Media plays a big role in our society, as it is everywhere and can be many different things, but as long as you know where and what it is, you can be safe from advertising, and even use it to your advantage.

1. Do you collect any ads or advertising products? (e.g. Coca-Cola, Starbucks mugs)

I would not say I collected any advertising products. I do collect comic books and used to collect Pokémon cards, but I don't think those count as advertising.

No, I don't think so

2. Do you have any clothing with a visible designer name? (e.g. Old Navy) Give examples.

The majority of my clothing doesn't. I have this pair of shorts with the designer name on them. I am sure I have some other piece of clothing that says adidas on them though.

Yes, I have sports clothes with MEC on them.

3. Do you have any clothing with a visible designer logo? (e.g. Nike) Give examples.

Yes, I have a logo on my swim top and my everyday shoes. My shoes have the sketchers logo on them. Other than those things, nothing else that I can think of.

Yes, my downhill coat has the Helly Hansen logo on it

4. Have you ever bought any products based solely on advertising? Which and why?

Very rarely, I have wanted something I saw in an ad, but almost never bought it. However, I did once buy a comic book because I saw an ad for it in another comic book.

I don't think so, I usually hear of things by word of mouth or research.

5. Have you ever *not* bought products specifically based on advertising? Which and why?

Yes, I have done this. For most products that I buy, I like the idea of something, and then I do some research on it. Then, after that I order or buy that product.

Yes, advertising often makes me not buy a product.

(Note: me and my mum interpreted this differently. I'm not sure which way is correct)

6. List the places where you think you see advertising on a daily basis:

I often see ads in many places. Youtube is where I see the most ads. I also see ads in some other forms of tv, bus, on my Xbox and almost anywhere online.

Bus stop shelters, facebook, newspaper, side of the bus, names on vehicles, telephone, youtube, and google.