

## Bibliography

Anderson, S. J., Dewhirst, T., & Ling, P. M. (2006). Every document and picture tells a story: using internal corporate document reviews, semiotics, and content analysis to assess tobacco advertising. *Tobacco control*, 15(3), 254-261.

This article discusses how a person can go about analyzing an advertisement, proposing semiology and content analysis as two methods. For the semiotic method, the paper uses the teachings of Ferdinand De Saussure, and specifically notes the relation between the signifier and the signified. The content analysis approach talks about how you can objectively analyze an article with more methodical conventions; they specifically took influence from an article R W Pollay and T Dewhirst, as well as from the US Surgeon General's report of chapter five of the book "*Preventing tobacco use among young people*". I will use this article to delineate how I will proceed on extracting the representations of the advertisements.

Arrington, R. L. (1982). Advertising and behavior control. *Journal of Business Ethics*, 1(1), 3-12. Puffery is the advertisers' way of stretching the truth, so that their advertisement is still legal, but they are able to manipulate the crowd. Taking a more business perspective, this article talks about how advertising can cause an issue in the ethics department. Despite the slight difference in topic, the information provided about what the ethics talk about is extremely informative when it comes to how advertisers are able to control their consumers. It can also give insight into the consumers perspectives are.

Aurnhammer, M., Hanappe, P., & Steels, L. (2006). Integrating collaborative tagging and emergent semantics for image retrieval.

The authors investigated how the meaning of one image can be understood or emerged when compared to another image or placed in context. An experiment manipulated how the image emerged in order to see if there would be a difference of navigation through the image. This information will pertain to me because it will give insight on the interaction of two elements in an advertisement rather than just looking at components differently.

Braun-LaTour, K. A., LaTour, M. S., Pickrell, J. E., Loftus, E. F., & Distinguished, S. U. I. A. (2004). How and when advertising can influence memory for consumer experience. *Journal of Advertising*, 33(4), 7-25.

Since I am looking specifically at how an advertisement creates a deficit of satisfaction and then links the fulfillment of satisfaction to the product, this article will give me

insight into how that association may happen. Specifically, the article mentions how images in an advertisement could contribute to the association of remembering something from past experiences. I hope I could use this article to support a link between satisfaction and the viewer.

Bronnenberg, B. J. (1998). Advertising frequency decisions in a discrete Markov process under a budget constraint. *Journal of Marketing Research*, 35(3), 399-406.

For this advertisement, the information about the financials were important. In the article it gave insight into why the advertisers might want to evoke unconscious desire in the first place. An interesting point that was made in this article was that the advertiser's budgets were determined by how much money they projected the advertisement would bring in. While this is very logical, it is great motivation want to persuade people to buy their product.

Della Bitta, A. J., Monroe, K. B., & McGinnis, J. M. (1981). Consumer perceptions of comparative price advertisements. *Journal of Marketing Research*, 18(4), 416-427.

When looking at advertisements, there is always the classic sign that say discount, or BOGO, or 25% off; Advertisements like these always seem to deceive people. This article looks specifically at the advertisements that compare prices. The researchers looked into how much the cost was actually reduced, if the people knew they were getting played, and analyzed how the consumer responded to the advertisement.

Edell, J. A., & Staelin, R. (1983). The information processing of pictures in print advertisements. *Journal of consumer research*, 10(1), 45-61.

The article investigated the effects of different central images on how the viewer perceived and remembered the advertisement. Since ads tend to be very short, due to 30 second ad can cost millions of dollars, the advertisement industry needs to put important things in obvious sight. I will use this to see what the effects of a central image have on the viewer, and how I might use that knowledge to try and figure out what the advertisers were thinking if that comes up in one of the ads that I choose.

Eklund, P., & Wille, R. (2007, February). Semantology as basis for conceptual knowledge processing. *In International Conference on Formal Concept Analysis* (pp. 18-38). Springer, Berlin, Heidelberg.

This article investigates the assumption that semantics are the basis of conceptual knowledge. It establishes the basis of how semantology connects to semantic structures and defines what their version of a semantic structure is: used for describing concepts and how they pertain to representations. I would like to use this article to connect the very broad term of representations with ways it can be applicable in cognitive science.

Elliott, R. (1997). Existential consumption and irrational desire. *European Journal of Marketing*, 31(3/4), 285-296.

In this article, they talk about consumer dialects and they break it down into five categories. For the purpose of the paper, the five categories that they analyze can be considered dimensions of the advertisement components, and they are: (1) the material versus the symbolic; (2) the social versus the self; (3) desire versus satisfaction; (4) rationality versus irrationality; and (5) creativity versus constraint. Moreover, they compare each dimension and how each might pertain an advertisement.

Gardner, M. P., Mitchell, A. A., & Russo, J. E. (1985). Low involvement strategies for processing advertisements. *Journal of Advertising*, 14(2), 4-56.

The article looks at the involvement of the people with the advertisements to see how they interact. Specifically, they looked to see if an advertisement had high person involvement or engagement levels and compared it to advertisements with lower person involvement to see which one was more effective in terms of remembering what the ad was about. I plan to use this article to see what components are missing from the low involvement, compared to the high involvement ad, and see if they are necessary to capture satisfaction.

Gustafson, A. (2001). Advertising's impact on morality in society: influencing habits and desires of consumers. *Business and Society Review*, 106(3), 201-223.

This article discusses the effects of advertising and how it shapes the population through habits and motivating with desire. A point in the paper mentions that the control of advertisements happens over time. The longer the consumers are in interaction with the product/advertisement (years-based), the more of a pull of the advertisement; it is not a rapid change.

Hennion, A., Meadel, C., & Bowker, G. (1989). The artisans of desire: the mediation of advertising between product and consumer. *Sociological theory*, 7(2), 191-209.

This article goes into the different factors that are used to go into an advertisement as well as how the advertisers are manipulated. Specifically, the article looks at the different strategies, their effectiveness and who they interact with the consumers. The semiotic approaches that were discussed is illusory logic or repetition. This paper explores the links of the different advertisements to the consumer by describing the components of the advertisement, the effects, and how they manipulated people.

Innis, R. E. (Ed.). (1985). *Semiotics: An introductory anthology*. Indiana University Press.

This book consists of compositions of different articles by classic semioticians such as Peirce, De Saussure, and Vološinov. I will use this book to gain knowledge of semiotics and the different perspectives that go into analyzing symbols in general. Then I plan to apply it, along with the knowledge that I receive from other sources, to the various advertisements that I intend to collect.

Mitchell, A. A. (1986). The effect of verbal and visual components of advertisements on brand attitudes and attitude toward the advertisement. *Journal of consumer research*, 13(1), 12-24.

This study manipulated the valence of different aspects of the advertisements and then proceeded to have people rate them. Furthermore, the article specifically looked at the different types of valences on mock advertisements to see how that would affect the way the viewer perceives the image. I will use this article to see how the advertisements take advantage of this concept of visual saliency of certain aspects of the advertisement.

Mortimer, K. (2008). Identifying the components of effective service advertisements. *Journal of Services Marketing*, 22(2), 104-113.

This paper aims to see what makes service advertisements effective by listing the main components of the advertisement and breaking down how they contributed to the success of the advertisement. Specifically, the advertisements used content analysis (a quantitative way of analyzing the advertisement in a more objective way) to establish if the advertisement used rational or emotional components.

Pollay, R. W., & Dewhirst, T. (2002). The dark side of marketing seemingly “Light” cigarettes: successful images and failed fact. *Tobacco control*, 11(suppl 1), 18-31

This article looks at how a tobacco advertisement shifted its advertising for years in order to try and bring up sales. The paper tracks the relationship between the people and the advertising companies by giving context to the worries of people (dissatisfaction) and how the tobacco company responded and shaped their ad. I will compare and contrast the different changes that the tobacco company made to help identify the key aspects of what goes to satisfying the customers.

Putrevu, S., Tan, J., & Lord, K. R. (2004). Consumer responses to complex advertisements: The moderating role of need for cognition, knowledge, and gender. *Journal of Current Issues & Research in Advertising*, 26(1), 9-24.

In order to understand the different components of advertisements this article looks to manipulate four components of an advertisement, visual, textual, lexical, and information complexity, to see how it affects the audience on different levels such as the need for cognition, knowledge, and gender. I will look at this to how each of the different components of the advertisement effects the reader, and use that to see if these components could also pertain to the representation of desire.

Rozendaal, E., Buijzen, M., & Valkenburg, P. (2009). Do children's cognitive advertising defenses reduce their desire for advertised products?.

This article takes an interesting approach into looking at how an advertisement affects a child. They did an experiment to see how defensible a child is when it comes to being introduced to various advertisements. Since adults are aware that the advertisers are trying to sell things it was interesting to see the interaction of how the advertisers accounted for the consumers knowing about the manipulation.

Scott, D. K., & Ferner, R. E. (1994). 'The strategy of desire' and rational prescribing. *British journal of clinical pharmacology*, 37(3), 217.

Strategy for representing desire are referenced here; they contrast a desire evoking advertisement with a logical one in terms of pharmaceuticals. The authors are in favor for the one that evokes desire, because they believe that it persuades more people to buy things. This article also reveals the importance of having the right type of advertising approach for the product in order to entice the customers to get the drug. This article while brief, still very informational about all of the interactions that could take place in between the reader and the advertisement.

Stavarakakis, Y. (2006). Objects of consumption, causes of desire: Consumerism and advertising in societies of commanded enjoyment. *Gramma: Journal of Theory and Criticism*, 14, 83-105.

This article talks about how one can use psychoanalysis to see the part that the consumers play in viewing the advertisement. It also reviewed how the consumers play a role in being misled; the advertisement alone cannot be the only factor that makes the manipulation happen. Specifically, they talk about how there are intrinsic factors within a human that help formulate the association of desire; they took influence from Freud.

Stolterman, E., & Wiberg, M. (2010). Concept-driven interaction design research. *Human-Computer Interaction*, 25(2), 95-118.

While I aim to investigate the components of desire, it is equally important to see how the layout of an advertisement can create an interaction between two other seemingly meaningless elements. This paper looks to see what goes into creating a concept interaction. Specifically, I plan to use this article to gain a better understanding of how the interactions between concepts will arise so I can better break down the components of advertisements.

Wilmschurst, J., & Mackay, A. (2010). *Fundamentals of advertising*. Routledge.

This book talks about how one can go about doing research using advertisements. This book goes specifically into how you could actually perform an experiment using advertisements; it goes into sampling, surveys, and how to interpret your data. Personally I will use this for gaining information about advertisements, by letting the book guide me to think about the critical aspects of advertisements.

Yakin, H. S. M., & Totu, A. (2014). The semiotic perspectives of Peirce and Saussure: A brief comparative study. *Procedia-Social and Behavioral Sciences*, 155, 4-8.

Through the comparison of Peirce and De Saussure, this article highlights the similarities and differences of each semiotician, but it also shows the different strengths and weaknesses of each semiotician. For both De Saussure and Peirce, their sign theories are mainly addressed. The article highlighted how De Saussure used dicotimies while Peirce used tricotimies.

