

# Words

- **accept** =to say yes to
- **ad** = short word for advertisement
- **announcement** = an important or official statement
- **appear** = can be seen
- **athlete** = a person who competes in a sporting event
- **average** =normally, usually
- **basic** = main
- **bold** =here: words that are in thicker print than others
- **broadcast** = to send out radio or TV programmes
- **business** =here: job, work
- **cartoon** = a short film that is made up of many drawings or pictures
- **catchy** = easy to remember
- **certain** =special
- **choose** = to decide which one you want
- **commercial** = an ad on TV or on the radio
- **compare** =to put side by side
- **elevator** = a machine that takes you from one floor of a building to another
- **feature** = show
- **get the message across** =to make sure people understand what you want to say
- **headline** = the title of a newspaper report that is printed in large letters on the first page
- **identify** =connect
- **message** = written information that you leave for a person
- **point out** = to show
- **printed ad** =an ad in a newspaper or magazine
- **promise** = to tell someone that you will do something
- **related** = connected
- **repetition** = to do or say something many times
- **service** = the work you do for someone
- **slogan** = a short phrase that is easy to remember
- **techniques** = way to do something
- **voter** =a person who elects someone for a job

## The world of advertising

Advertising is a **message** that tries to sell something. Companies advertise everything from cars to candy. Advertising is also used to change people's ideas. For example, an **ad** could try to make **voters choose** a **certain** candidate for [president](#). **Ads appear** almost everywhere you look. You find them on the radio and on TV, in magazines, shop windows and on T shirts. They show up inside **elevators**, on school buses and even in schools. About 600 billion dollars are spent on advertising around the world every year.

Advertising does two main jobs. It tells people about something, like a product or a **service** and it also works to make people want to buy the product or **service**.

Ads do their jobs in many different ways. Many **printed ads** have headlines or **boldly** printed words that make people stop and read them. The headline may **promise** something that the reader wants, like a good price. Other **headlines** may carry the **announcement** of a new product.

Some ads use **slogans** that are used over and over again. They are easy to remember and often use a **catchy** phrase. Sometimes **slogans** are not **related** to the product.

In many ads a famous person talks about a product and tells why they use it. This person may be an actor, a model or a well-known **athlete**. Or they may just be an **average** user of a product. Ads also **compare** a product with another one of the same type. The ad **points out** why a product is better.

Some ads feature **cartoon** or product characters. They may **appear** in an ad over a long time. The characters become well known and people **identify** them with a product.

**Repetition** is one of the most **basic techniques** used in the advertising **business**. Advertisers' **broadcast** their **commercials** several times a day for days or weeks to **get the message across**. When people see an ad more often they may be more likely to **accept the message** and want the product.

## **Advertising & the End of the World Featuring Sut Jhally**

*Advertising & the End of the World* features an illustrated presentation by Sut Jhally of the University of Massachusetts Amherst, the producer and writer of the award-winning *Dreamworlds* series.

Focusing directly on the world of commercial images, he asks some basic questions about the cultural messages emanating from this market-based view of the world: Do our present arrangements deliver what they claim -- happiness and satisfaction? Can we think about our collective as well as our private interests? And, can we think long-term as well as short-term?

Drawing from the broad arena of commercial imagery, and utilizing sophisticated graphics, *Advertising & the End of the World* addresses the issues these questions raise, encouraging viewers to reflect on their own participation in the culture of consumption.

Making the connection between society's high-consumption

lifestyle and the coming environmental crisis, Jhally forces us to evaluate the physical and material costs of the consumer society and how long we can maintain our present level of production.

Sections: Advertising as Culture | How Do We Become Happy? | What Is Society? | How Far into the Future Can We Think? | Imagining a Different Future

### **Filmmaker Info**

Producer, Editor & Writer: Sut Jhally

Assistant Editor: Sanjay Talreja

Line Producer: Kim Neumann

### **Filmmaker's Bio**

Sut Jhally is Professor of Communication at the University of Massachusetts at Amherst and Founder and Executive Director of the Media Education Foundation (MEF). He is one of the world's leading scholars looking at the role played by advertising and popular culture in the processes of social control and identity construction. The author of numerous books and articles on media (including *The Codes of Advertising* and *Enlightened Racism*) he is also an award-winning teacher (a recipient of the Distinguished Teaching Award at the University of Massachusetts, where the student newspaper has also voted him "Best professor"). In addition, he has been awarded the Distinguished Outreach Award, and was selected to deliver a Distinguished Faculty Lecture in 2007.

He is best known as the producer and director of a number of films and videos (including *Dreamworlds: Desire/Sex/Power in*

*Music Video; Tough Guise: Media, Violence and the Crisis of Masculinity; and Hijacking Catastrophe: 9/11, Fear & the Selling of American Empire*) that deal with issues ranging from gender, sexuality and race to commercialism, violence and politics. Born in Kenya, raised in England, educated in graduate studies in Canada, he currently lives in Northampton, Massachusetts.

### **Film Festivals**

Official Selection, 1998 Intercom International Film Festival

### **Related Links**

"Advertising at the Edge of the Apocalypse" by Sut Jhally

### **Praise for the Film**

"Sut Jhally's eye-opening *Advertising and the End of the World* is the one single indispensable videotape anyone interested in advertising should see."

- Robert W. McChesney | University of Illinois at Urbana-Champaign

"A brilliant deconstruction of consumerism. Like a martial artist who deftly redirects his assailant's energies, Sut Jhally turns Madison Avenue against itself. This film reveals not only the enormous power of advertising, but also its essential weakness: transparently false promises of love, friendship, and happiness packaged in commodity form."

- Nancy Folbre | University of Massachusetts

"Powerful, compelling, and disturbing--a devastating and seamless critique of advertising. Sut Jhally is one of the most important and intelligent critics of commercialism in the world today... A 'must see' video for anyone interested in media, advertising, or economics."

- Juliet Schor | Harvard University

"Offers excellent social psychological and critical perspectives on the role of advertising in contemporary society... Here, focus is on concepts of hegemony, identities, commodities, the power of the image, and the social production of consciousness. Jhally argues that advertising's promise of "the good life" through the purchase of products is a false one. Students relate well to this."

- Donna Lee King, *Teaching Sociology*