

Commercials

6-2-13

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A number of days ago I had stood up to watch "Last Call" with Carson daily. I do like music so I'll sacrifice some sleep to listen to about 2-3 songs. Mind you it doesn't start till 1:00 a.m. It's a good sacrifice though.

Well I don't really listen or watch commercials but at times I do. And the thought crept into my mind that these companies creating the commercials are very creative. One that catches many men's attention is these Carls Jr commercials. Now first off that axiom that sex sells hits the head on the nail. There is always a woman portrayed in a sexual manner and provocative way. Does that really boost sales? Other ones that I find very 'good' are the e-trade commercials with the little baby. Ingenious aint it? The whole purpose of the advertisement is to get people to buy their products, that's it. Through crack and block they'll do it. Women's products are even more blunt with phrases like "cause your worth it" and "beautiful" actresses/models promoting a certain shampoo, make-up or hygiene product. On the flip side the mens department aint no different. Look at the old spice commercials. Men will fill more "handsome" I guess by using these products. How that is so is a quagmire to me. Seems now-a-days confidence is from without and not within. The following below sums all this up best.

"Commercials do not announce [a product's price] nor accurately represent its size, weight and dimensions. On the contrary, such features are intentionally distorted by tricks of staging, such as special camera angles and lighting, and by tricks of wording, such as "family size" or "economic size".

Product descriptions are vague and ambiguous. Ingredients, for example, are rarely mentioned, certainly not by generic name. On the contrary, they are often deliberately disguised by invented terms: "painreliever", "anti-wetness spray product", "cough suppressant",

"Sleep remedy", "germ chaser", and so on. Food and Candy are described as "chocolatey" or "peanuty", glossing over how much real chocolate or real peanuts are used, if any. Breakfast foods are described as "yummy", never as "sugary".

Who is it that produces products advertised on television often remains a mystery. Brand names are stressed, but not corporate ownership or affiliation, it is a rare television watcher who knows that the company producing Twinkies and Wonderbread is owned by General Mills, that creative plaything is owned by CBS, Tugs, that white cloud and charmin-toilet paper rivals on the air - are both made by companies which Prater and Gamble owns.

For what reason does General Mills, a food and agricultural conglomerate, sell toys, while ITT an international conglomerate that once specialized in communications, sells food? Commercial do not tell." ①

NOTES.

① Rose Goldsen, "The American Conscious Machine", Journal of Social Reconstruction, 1, April - June 1980, pp 98-99