

by Stephanie Knight



# Advertising

The reason that it exists and the  
difficulties associated with it



Created at the Center for Applied Second Language Studies, University of Oregon

# Why does it exist?



[http://www.redhotmarketingblender.com/wp-content/uploads/2011/10/shampa2007\\_advertisin-baby.jpg](http://www.redhotmarketingblender.com/wp-content/uploads/2011/10/shampa2007_advertisin-baby.jpg)

# What is consumerism?

- **Consumption (from Latin: cosumere that means waste or destroy) is the action and effect of consuming and wasting, be they products, goods, and services, like energy, understanding that the fact that consuming these products goods and services is in order to satisfy primary and secondary needs. Massive consumption has yielded consumerism and a society of consumerism.**

Fuente: <http://www.quecomoyporque.com.ar/consumo.html>

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Consumerism is unnecessary consumption inspired by advertising leading to the unnecessary purchase of rapidly changing and quickly interchangeable products.

Fuente: <http://html.rincondelvago.com/consumismo-y-compra-compulsiva.html>



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# The effects of advertising

- Kenneth Clark's doll experiment (1939)
- Albert Bandura's Bobo Doll experiment(1961)
- Oliviero Toscani and her campaign against anorexia(2007)
- Stanley Milgram andelectric shocks/  
persuading researcher (1961)

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# Advertising directed to Latinos in the United States

- There are more than 50 million Latinos in the U.S.
- Latinos have become the second-most important market in the U.S.
- The economic importance of Latinos is emphasized by the fact that Baby Boomers will retire in a few years.

Fuente:

<http://www.marketingdirecto.com/actualidad/tendencias/los-latinos-en-estados-unidos-son-el-futuro-para-las-marcas/>



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# What is a typical Latino like



<http://www.hispanicyouth.net/privacy-policy/>



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<http://www.tusnovelas.net/ver-telenovela/somos-familia>



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# Problems



<http://virtualeducationreview.com/wp-content/uploads/2014/01/vuelaencuero-american-airlines.jpg>

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<http://newbeetle.org/forums/miscellaneous-hoo-ha-archive/6439-turbo-cojones.html>

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# The Best: StateFarm



<http://www.micasaresourcecenter.org/about-us/supporters/corporate-spotlight/>



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## To read more...

- <http://www.marketingdirecto.com/actualidad/tendencias/los-latinos-en-estados-unidos-son-el-futuro-para-las-marcas/>
- [http://economia.elpais.com/economia/2006/03/21/actualidad/1142929981\\_850215.html](http://economia.elpais.com/economia/2006/03/21/actualidad/1142929981_850215.html)