



Psychoanalysis and attitudes in modern advertisement

By Deborah de Muijnck

GRIN Verlag Feb 2010, 2010. Taschenbuch. Book Condition: Neu. 211x149x7 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2009 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 2.0, TU Dortmund (Institut für Anglistik), course: Popular Culture: Theories and Practices, language: English, abstract: In September 2000, during the presidential election campaigns in the United States, a citizen of Seattle watched a political commercial on television. In the beginning, the commercial appeared like a usual ad in which the spokesperson commented on George W. Bush's concept concerning prescription drugs and its advantages and at the same time criticised Al Gore's concept about prescribed medication. The viewer had the impression of something being fishy about the spot. The next time he saw it on tv, he recorded it to a tape and replayed it at a very slow rate. Indeed, something was unusual about the ad: When the spokesperson said: Gore's plan about medical prescriptions: Bureaucrats decide, the term RATS appeared for a fraction of a second on the screen - normally below the threshold of perception. The attentive viewer informed Al Gore's team...



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