What is a worldview?

How does a personal worldview affect its owner?

What three duties are imposed by the Personal Worldview Imperative?

Why is it better to develop your own personal worldview than to simply adopt the views of others?

What do critics argue are some of the individual effects of advertising?

What is meant by the phrase, “assigning social meaning to goods”?

What do critics argue are some of the societal effects of advertising?

Around 1920 advertising began to assume a social guidance role in our culture. What factors led to this situation?

It is contended that advertising can affect our attitudes and values even when it does not affect our buying habits. In what way does it do so?

What two factors make it difficult for scholars and the industry to identify the actual effects of advertising?

The ultimate outcome intended by advertising is a purchase decision. What other factors may influence that same outcome?

What is a “frame of reference”?

What practices of the advertising industry contribute to the difficulty of determining the true effects of advertising?

What are the reasons why a single ad may be interpreted differently by different people?

What three societal worldviews characterize the socioeconomic structure of most cultures and what are the characteristics of each?

What characteristics of the socioeconomic structure in England were causing economic problems by the late 16th century?

What goal did Adam Smith seek to achieve for England that prompted him to write the book, An Inquiry into the Nature and Causes of Wealth of Nations?
In what ways did Smith's economic model differ from the system in place under the monarchy?

Why would the founding fathers of the U.S. find Smith's economic model appealing enough to adopt?

Chapter 1

What are the four concepts embodied in classical liberal economic theory and what assumptions are made about each?

Why is a classical liberal market system a good environment for advertising to develop as an institution?

What will be the goal of advertising in a classical liberal society and how will the industry operate?

What is the meaning of the term, laissez faire?

What flaw in the classical liberal market system is illustrated by the "Tragedy of the Commons?"

What is the goal of advertising in our contemporary market system?

What new tools are being used and what are they trying to achieve through their use?

How did Bill Bernbach define the "due occasion" of the advertising industry?

What three changes in the advertising business are advocated by jelly Helm and why?

Chapter 2

What are the two definitions of a market identified in your text?

How do each of the four concepts embodied in classical liberal economic theory change according to neo-liberal economic theory?

How would an individual's view of the role/effect of advertising change depending on whether they ascribed to neo-liberal vs. classical liberal economic theory?

According to the American Advertising Federation, what role(s) does advertising play in economic growth?

How is one's perspective of economic theory likely to affect his/her attitude toward advertising regulation?