Chapter 5

What are the four basic informational functions of advertising as defined by the Sheth model? How and when are they most likely to affect the consumer?

Why is the quality and quantity of advertising messages less than optimal for market function?

What sources do consumers use for making purchase decisions?

Which sources are most/least frequently used and why?

What factors influence consumers to seek information before making purchase decisions?

What is meant by the term, perceived risk?

What kinds of perceived risks are there and what do consumers do to reduce them?

What kinds of decision-making rules do consumers use most frequently (when purchasing a high-ticket item) and how do the rules work?

What are five views about how information affects purchase decisions and how do they differ?

Chapter 6

What functions are the media expected to perform for the benefit of society?

In what way(s) can concentration of media ownership affect distribution of information?

How do the media act as gatekeepers and how does this role affect consumers and advertisers?

What are the libertarian and social responsibility viewpoints with respect to the gatekeeper role?

What are the two perspectives on how information diversity can/should be maintained?

What is meant by the term, agenda setting?

In what way(s) is advertising involved with agenda setting?

What is the spiral of silence and how is it created?

What is meant by the term, cultivation?
How does cultivation occur and what are its outcomes?

What trends are predicted for media in the future and how may they affect advertising?

**Self-Regulation**

How is information defined in the article you read?

What negative effects are brought about by unacceptable advertising?

What actions can consumers take when they are confronted with offensive, misleading or otherwise improper ads?

What five qualities is there general agreement that advertising should have?

What functions must any system perform in order to foster and maintain good business practices with respect to advertising?

What are the benefits for advertisers of self-regulation over government intervention?

What are the drawbacks of advertising self-regulation?

What type(s) of sanctions are typically applied by self-regulatory bodies? Which, if any, is used most frequently?

Why do most advertisers, agencies and media accept industry standards and abide by them?

In what capacity(ies) should persons from outside the industry be involved in a self-regulatory system and why?

In what capacity(ies) should persons from outside the industry NOT be involved in a self-regulatory system and why?

What are the dominant criticisms of existing advertising self-regulatory bodies?

In what way(s) do many government and self-regulatory bodies relate to each other?

What problems arise if government mandates, overloads or ignores in industry self-regulatory body?

What types of cases are advertising self-regulatory systems reluctant to handle and why?

What factors do NAD and NARB consider in determining whether an ad containing a head-to-head price comparison is misleading?