

COMM 480: Seminar: International Advertising

Quiz 3 Study Guide

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Quiz 3 (7/22) - Instructions

- You may take the quiz at any time between 12:01AM to 11:59PM on Monday (7/22) of Week 8. This quiz must be completed and submitted by Monday (7/22) at 11:59PM ET of Week 8.
- The quiz will be posted in Blackboard. When clicking on “Quiz,” it says that there is no content to display. The quiz item is hidden, and will be available after July 22, 2019 12:01 AM.
- For the quiz, you may refer to the articles and lecture slides to answer the questions on the quiz. You will have 50 minutes to complete the quiz and once the quiz is opened, you must complete the quiz.
- **IMPORTANT:** You will not be allowed to continue to take the quiz past the availability deadline.

Quiz 3 (7/22) – Instructions (cont'd)

- Note: You cannot pause or stop the timer for the quiz once you start—even if you visit another page in the course or log out and close your browser. Once you click on “Quiz” and then, “Quiz 3”, the quiz’s timer is activated for the time specified above. Students must complete and submit the exam in a single sitting and within the allotted time once they click on “Quiz 3.” If your browser quits unexpectedly while taking an quiz, you can resume the quiz. The quiz’s timer will continue counting down even when your browser quits unexpectedly.

Quiz 3 (7/22) – Instructions (cont'd)

- For this quiz, there are 9 questions, worth 15 points in total. So, multiple choice question accounts for 1 point, and short answer question accounts for 2.5 points.
- There are 5 multiple choice questions and 4 short answer questions at this time. Thus, 50 minutes are considered to be reasonable for this quiz.
- All of the questions are based on the articles that you read for your worksheet assignments as well as lecture slides.
- Please be prepared for your answers based on the guidelines in the next slides. Specific areas that are covered for each lecture/article will be provided as shown in the guidelines.

Quiz 3 (7/22) – Instructions (cont'd)

- IMPORTANT REMINDER: This is an open book quiz. But, each student is expected to work on this individually and within the confines of the University Academic Honesty Policy.

Quiz 3

July 22 (M)

15 points with 9 questions

- 5 multiple choice questions: Worth 1 pt per each question
- 4 short answer questions: Worth 2.5 pts per each question

Review the following articles (2 or 3 questions per each article):

- W7 – Understanding the role of culture in advertising – Lee and Yoo
- W7 – A comparison of print advertisements from the United States and France - Biswas, Olsen and Carlet
- W8 – Social media and international advertising: Theoretical challenges and future directions - Okazaki and Taylor
- W8 – Viral advertising: A conceptualization - Eckler and Rodgers

W7 – Understanding the role of culture in advertising

Multiple Choice (1 pt):

- Message (verbal & non-verbal message) effects related to cross-cultural theories (e.g., Hall's high- vs. low- context culture; Hofstede's individualistic- vs. collectivistic culture)

Multiple Choice (1 pt):

- The most frequently studied issues among source, message, channel, and receiver in the field of cross-cultural research

Short Answer (2.5 pts):

- The S-M-C-R communication model provides a scheme to help us gain a systematic understanding of the persuasive communication process that is advertising. Based on the four-component communication view (S-M-C-R), indicate what your research proposal will focus on among source, message, channel, and receiver factors.

W7 – A comparison of print advertisements from the United States and France

Multiple Choice (1 pt):

- The items analyzed in this study, such as the frequency of emotional appeals, information cues, sexual appeals, and humor appeals in the ads

Short Answer (2.5 pts):

- What the rationale behind this hypothesis 1 (H1) was, how the emotional appeal was measured, and what the result was (e.g., H1 was supported or not)

W8 – Social media and international advertising: Theoretical challenges and future directions

Multiple Choice (1 pt):

- The conceptual framework containing three principal theoretical foundations (i.e., networking capability, image transferability, personal extensibility) in the geographical and psychological context

Short Answer (2.5 pts):

- Discuss one of the areas in need of future research on social media in the context of international advertising.

W8 – Viral advertising: A conceptualization

Multiple Choice (1 pt):

- The findings of Chiu et al.'s (2007) and Chiu et al.'s (2006) viral advertising studies conducted from an information-processing perspective

Short Answer (2.5 pts):

- Viral advertising is a widely used form of unpaid communication through persuasive messages created by identifiable sponsors and distributed among peers on interactive, digital platforms. Give all six elements of the viral advertising definition, indicate how your research topic can be studied through the viral advertising.