

COMM 480: Seminar: International Advertising

Quiz 4 Study Guide

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Quiz 4 (8/12) - Instructions

- You may take the quiz at any time between 12:01AM to 11:59PM on Monday (8/12) of Week 11. This quiz must be completed and submitted by Monday (8/12) at 11:59PM ET of Week 11.
- 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 August 12, 2019 12:01 AM.
- For the quiz, you may refer to the articles to answer the questions on the quiz. You will have 30 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 4 (8/12) – 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 4”, 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 4.” 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 4 (8/12) – Instructions (cont'd)

- For this quiz, there are 10 questions, worth 15 points in total. So, each question accounts for 1.5 points.
- All of them are multiple questions at this time. Thus, 30 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.
- Please be prepared for your answers based on the guidelines in the next slides. Specific areas that are covered for each article will be provided as shown in the guidelines.

Quiz 4 (8/12) – 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 4

August 12 (M)

15 points with 10 questions

- 10 multiple choice questions: Worth 1.5 pts per each question
- Ex) Which of the following is incorrect or correct?; definitions and descriptions

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

- W9 – Culture and the mind: Implications for art, design and advertisement - Masuda, Wang, Ito and Senzaki
- W9 – Visual rhetoric and international advertising - Phillips and McQuarrie
- W10 – The importance and relevance of integrated marketing communications: A global perspective - Kitchen and Tourky
- W10 – Now starring brand X: Product placement as a local, global, and glocal branding communication tool - Nelson and Vilela
- W11 - New media and international advertising - Ran Wei

W9 – Culture and the mind: Implications for art, design and advertisement

- Research on cultural variations in people's social cognition and emotional experiences
- Investigations about cultural products, such as art, design and advertising, specifically in terms of the size of portrait models and the orientation of the self

W9 – Visual rhetoric and international advertising

- Definitions and descriptions for rhetorical figure; strong implicature; weak implicature
- A rationale for this research question: *Do cultures high in uncertainty avoidance respond less favorably to ads that contain visual rhetorical figures because they prefer less ambiguous communications?*

W10 – The importance and relevance of integrated marketing communications: A global perspective

- Major marketplace trends, which in turn have necessitated new ways of communicating
- Definitions and descriptions for the IMC-related concepts: one voice marketing communications, integrated marketing communications, coordinated marketing communications, and global integrated marketing communications

W10 – Now starring brand X: Product placement as a local, global, and glocal branding communication tool

- Studies investigating general attitudes toward product placement
- The potential future research for product placements in terms of country-of-origin and culture values

W11 – New media and international advertising

- The definition of global interactive advertising, and major roles of global interactive advertising in facilitating global business and promoting global megabrands
- Regarding creative and language issues in international advertising, review a three-level framework of adaptation proposed by French linguist Guidère (2001), given a specific example.