

Business, Society & Ethics

31 January, 2019 | Lecture #8

Autonomy & Advertising



Unit #1 Knowledge Festival

The unit #1 exam is this Sunday, 3 February.

You will have the full 50 minutes to complete the 50 multiple-choice questions on the exam. One minute per question is standard for college-level exams. Most students finish within about 35 minutes and spend the rest of the time checking their work.

The exam is open book and open notes, but closed technology.

THANK YOU
GOOGLE, WIKIPEDIA,
CUT-AND-PASTE,
THE BABY JESUS, AND MOM

ACADEMIC INTEGRITY

SECURE LEGITIMATE COOPERATION

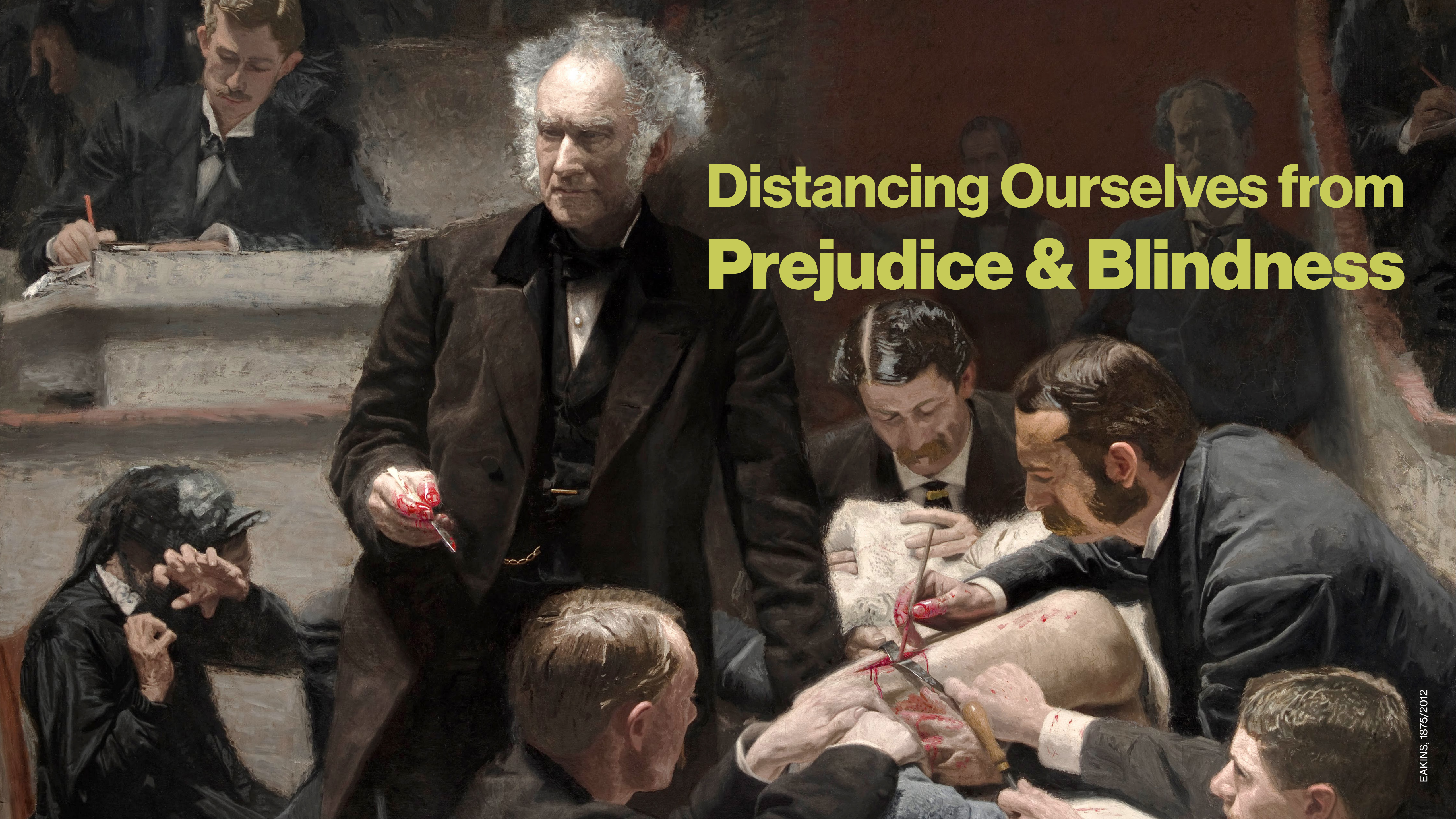


ADVERTISING





smart water
GLACÉAU



Distancing Ourselves from Prejudice & Blindness

First-Order Desire



Second-Order Desire



AUTONOMY

SECURE LEGITIMATE COOPERATION



FREE TIE
NATIONAL
BOW TIE DAY

BOW TIES

NECKTIES

BEST SELLERS

BEYOND TIES

SALE

OUR SERVICES



Home / Best Sellers / Summer Sojourn Bow Ties

Summer Sojourn Bow Ties

Sort by

Results per page

Choose --

Narrow the List:

Style

Color



GIZA - BOW TIE
\$49.00



DRAKE BAY - BOW TIE
\$45.00



OCEANIA - BOW TIE
\$40.00



BORA BORA - BOW TIE
\$45.00



BILL'S PRIVATE STOCK
MAIKO - BOW TIE
\$65.00



SAO PAULO - BOW TIE
\$45.00



BUENOS AIRES - BOW TIE
\$45.00



QUITO - BOW TIE
\$49.00



NEW CALEDONIA - BOW TIE
\$45.00



TEAHUPOO - BOW TIE
\$45.00



SURFER'S POLKA - BOW TIE
\$45.00



JIANFENG MOUNTAIN - BOW TIE
\$40.00



MANGO CAY - BOW TIE
\$45.00



HAVANA - BOW TIE
\$45.00



HAMPDEN - BOW TIE
\$45.00



BEDEQUE - BOW TIE
\$45.00



CHENAB RIVER - BOW TIE
\$49.00



BRINDAVAN GARDEN - BOW TIE
\$65.00



CORDOBA - BOW TIE
\$45.00



ALLAHABAD - BOW TIE
\$45.00



ULVIK - BOW TIE
\$40.00



ATTU - BOW TIE
\$40.00



COPENHAGEN - BOW TIE
\$45.00



LAHTI - BOW TIE
\$45.00



NORDBERG - BOW TIE
\$45.00



BERGEN - BOW TIE
\$45.00



KISUMU - BOW TIE
\$40.00



LIBERTY - BOW TIE
\$45.00



HUNGRY?

EAT ICE CREAM



HUNGRY?

EAT POPCORN



HUNGRY
EAT POP CORN

FALSE

Subliminal Sales Tricks

AUTONOMY

LEVEL OF AUTONOMY FOR PURCHASING THE PRODUCT

A horizontal arrow pointing to the right, spanning most of the width of the image. The arrow has a color gradient that starts with a dark red on the left and transitions through orange and yellow to a bright green on the right. It is set against a solid dark blue background.

LEVEL OF AUTONOMY FOR PURCHASING THE PRODUCT



MORALLY
ACCEPTABLE

LEVEL OF AUTONOMY FOR PURCHASING THE PRODUCT

A horizontal arrow pointing to the right, with a color gradient from red on the left to green on the right. The text "LEVEL OF AUTONOMY FOR PURCHASING THE PRODUCT" is written in white, bold, uppercase letters across the middle of the arrow.

MORALLY
UNACCEPTABLE

MORALLY
ACCEPTABLE

LEVEL OF AUTONOMY FOR PURCHASING THE PRODUCT

MORALLY
UNACCEPTABLE

Roger
Crisp



MORALLY
ACCEPTABLE

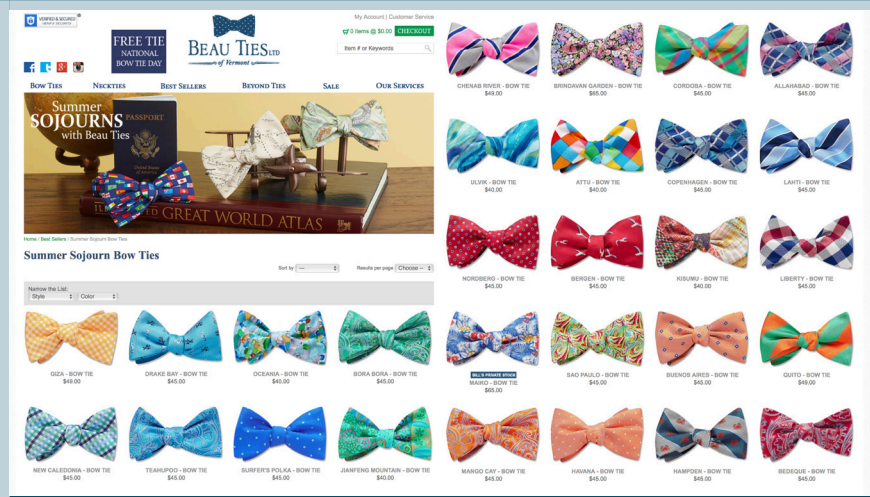
LEVEL OF AUTONOMY FOR PURCHASING THE PRODUCT

MORALLY
UNACCEPTABLE

Informative
Advertising

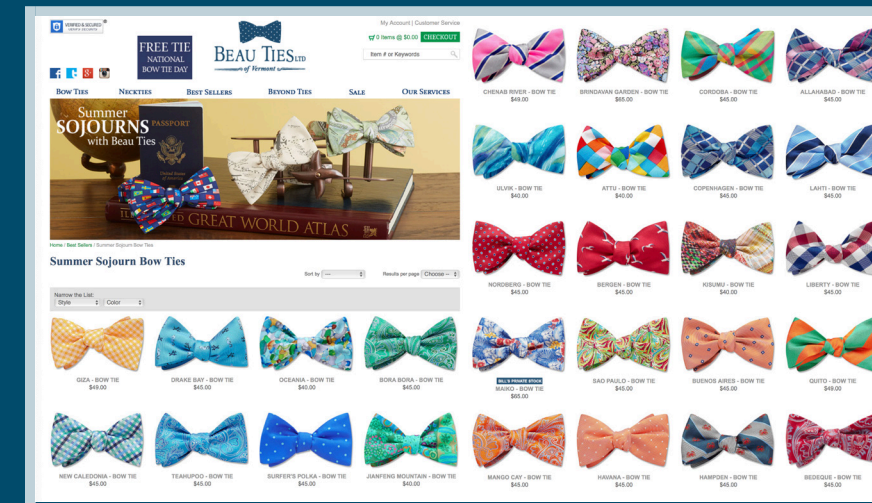
Roger
Crisp

MORALLY
ACCEPTABLE





Subliminal
Sales Tricks



Informative
Advertising

LEVEL OF AUTONOMY FOR PURCHASING THE PRODUCT

MORALLY
UNACCEPTABLE

Roger
Crisp



MORALLY
ACCEPTABLE



smart water
GLACÉAU

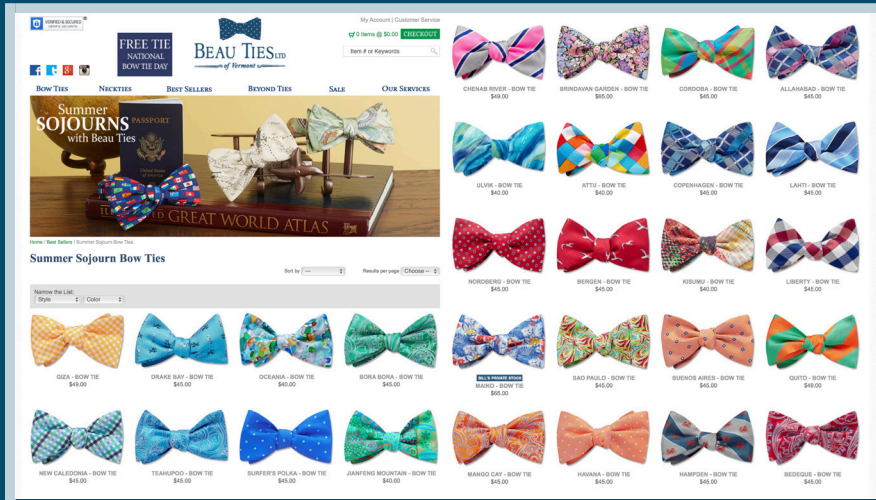
What if the Buyer Ends Up *Actually* Liking the Product?



Subliminal
Sales Tricks



Persuasive
Advertising



Informative
Advertising

LEVEL OF AUTONOMY FOR PURCHASING THE PRODUCT

MORALLY
UNACCEPTABLE

MORALLY
ACCEPTABLE



Curl-defining
hair gel
\$18

Titanium
butterfly frames
\$499

Petal shell
mosaic
\$125

Energy-saving
windows
\$42,000

Zip-front leather
racer jacket
\$1,500

Italian
cashmere
cardigan
\$280

Hammered nickel
clip-on fob
\$125

Stealth Marketing

Rugby
v-neck
\$160

Broken-in
hipster cords
\$80

Ruffled
silk blouse
\$370

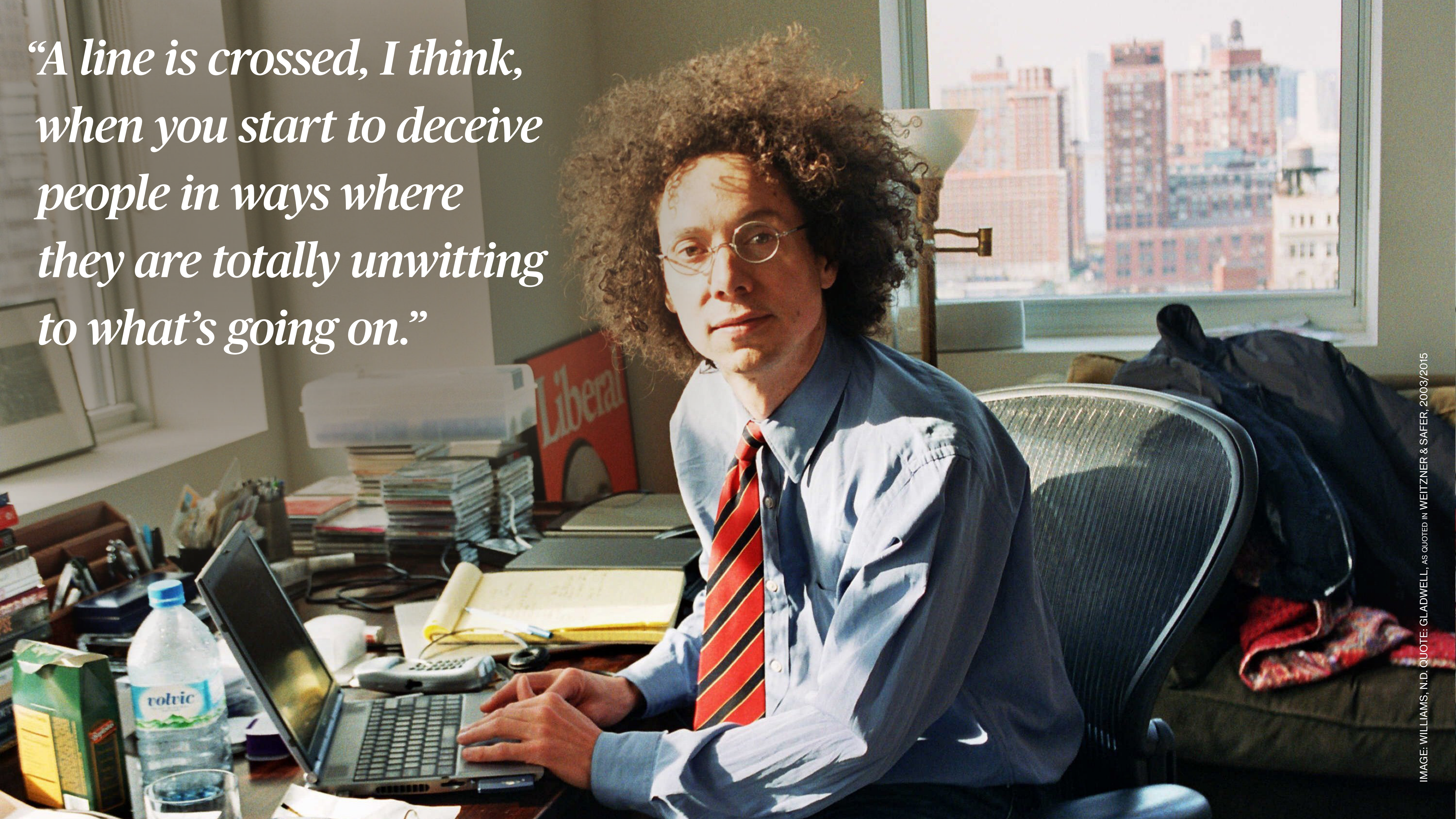
Burnished
brass buckle
\$325

Distressed
indigo bootcuts
\$279

Vintage
boyfriend jeans
\$189



*“A line is crossed, I think,
when you start to deceive
people in ways where
they are totally unwitting
to what’s going on.”*





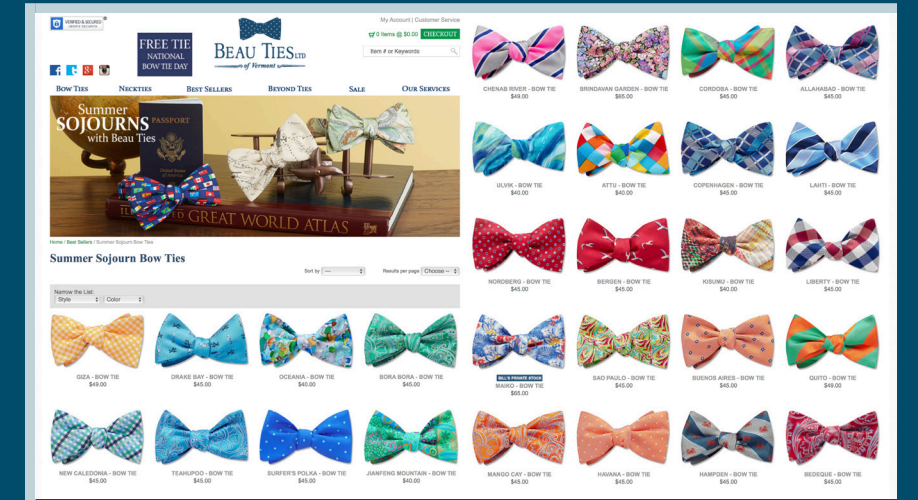
Stealth
Marketing



Subliminal
Sales Tricks



Persuasive
Advertising



Informative
Advertising

LEVEL OF AUTONOMY FOR PURCHASING THE PRODUCT

MORALLY
UNACCEPTABLE

Malcolm
Gladwell



Roger
Crisp



MORALLY
ACCEPTABLE

What if the Buyer Ends Up *Actually* Liking the Product?



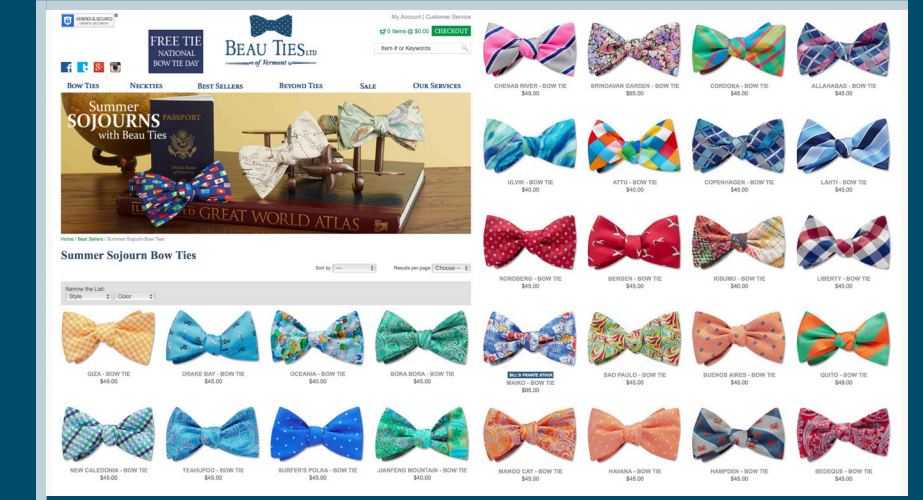
Stealth Marketing



Subliminal Sales Tricks



Persuasive Advertising



Informative Advertising

LEVEL OF AUTONOMY FOR PURCHASING THE PRODUCT

MORALLY
UNACCEPTABLE

Malcolm Gladwell



Roger
Crisp



MORALLY
ACCEPTABLE

AUTONOMY

Next Class

Unit #1 Knowledge Festival

Our very first #BSE19 Knowledge Festival!

Be sure to get a good night's sleep and come ready to rock!

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Acknowledgements

Introductory slide image is “Man speaking into a megaphone” (n.d.). Extra credit to anyone who can find the original source so I can have a proper citation. A special thanks to A. M. Salaz for helping me format the APA citations and references for previous versions of these slides. The slide on academic integrity is based on various memes associated with “My Graduation Speech” (n.d.). The idea of securing legitimate cooperation is influenced by London (2001). See Mikkelson (2011) for an account debunking the claim that subliminal ads in a movie increased sales of popcorn and soda.