

NAME
Course Number
Instructor
Day/Time/Section

Information Literacy Assignment

Eight Articles

Bligh, Alan. "Advertising Can Define A Company's Integrity." Corpus Christi Caller-Times [Texas] 4 Jul. 2005. Caller-Time Publishing Company. Lexis Nexis. Philadelphia University, Philadelphia, PA. 23 Nov. 2005.
<www.lexisnexis.com/>

Database Used: For this article I used Lexis Nexis

Key Terms Used: Key words "Ethics" and "Advertising"

Search Method Used: I searched under Quick News Search

Reason Selected: I wanted to see how ethics is applied in the advertising industry

Abstract: In order to determine whether or not a company is "on the up and up" is to examine its means of advertising. The importance in truth in advertising becomes a concern when consumers are mislead, thus the self-regulation of advertising in the United States provides protection to the consumer. This form of protection is enacted by the 1912 trade association for the American advertising industry referred to as the American Advertising Federation (AAF). According to the Federal Trade Commission (FTC), there is less deception in advertising today as compared to the 20th century.

Lookwood, Thornton C. "Measuring the Selling Effectiveness of Different Advertising Appropriations." European Journal of Marketing Mar 1968: Emerald. Philadelphia University, Philadelphia, PA. 23 Nov. 2005
www.emeraldinsight.com/

Database Used: I used Emerald electronic journals for this search

Key Terms Used: "Advertising" and "Society"

Search Method Used: Quick Search

Reason Selected: I wanted to know the societal effectiveness of advertising and what it takes to achieve it.

Abstract: Shows the method given to the Marketing Society Study Group for examining the proper social settings in which to place and ad. It includes three theories and their results that experimental conditions are possible for determining direct sales responses to different ad settings.

Mela, Carl R. Sunil Gupta, and Donald R. Lehmann. "The Long Term Impact of Promotion and Advertising on Consumer Brand Choice." Journal of Marketing

Research [Chicago] May 1997: ABI/INFORM Global. ProQuest. Philadelphia University, Philadelphia, PA. 23 Nov. 2005. <http://www.proquest.com/>

Database Used: I looked under ProQuest for ABI/Inform

Key Terms Used: “Advertising” and “Consumers”

Search Method Used: I searched under Basic Search

Reason Selected: I wanted to know how consumers are affected by advertising and the role they play in market manager’s decision making when it comes to advertising.

Abstract: Examination of the long term effects of promotion and advertising decision making on consumers. The study is used to address two questions. Firstly, do consumers’ responses to marketing mix elements, such as pricing, and change over a long period of time? The second question addressed is whether these changes are associated with changes in manufacturers’ advertising and retailers’ promotional policies? The results of the study are used to answer the two questions addressed.

“FDA Probes Marketing, Advertising, Free Speech Issues.” Medical Marketing and Media [Boca Raton] Jun 2002: ABI/INFORM Global. ProQuest. Philadelphia University, Philadelphia, PA. 23 Nov. 2005 <http://www.proquest.com/>

Database Used: Again for this article I used ABI/Inform under ProQuest

Key Terms Used: Key words “Advertising” and “Regulations”

Search Method Used: Basic Search

Reason Selected: I wanted to get an idea of the kinds of restrictions placed on advertising in different aspects of the business world.

Abstract: The FDA is questioned about whether regulations overseeing prescription drugs, specific restrictions on advertising and marketing practices work hand in hand with the First Amendment assurance of free commercial speech. In respond, the FDA noted that the Supreme Court does indeed recognize the value of commercial free speech.

West, Richard. “Special Report – Outdoor Media: When the Walls Talk Back.” Marketing Week, 27 Oct. 2005: Centaur Communication Ltd. Lexis Nexis. Philadelphia University, Philadelphia, PA. 23 Nov. 2005 www.lexisnexis.com/

Database Used: For the second time, I used Lexis Nexis for this article

Key Terms Used: Key words “Advertising” and “Impact”

Search Method Used: Quick News Search

Reason Selected: I wanted to know the overall impact of advertising

Abstract: The format of advertising has adversely changed throughout the years. Modern advertising has gone as far as displaying advertisements on such small electronics gadgets as cellular phones. Digital technology has given a 40 percent rise to advertising in the past five years. Outdoor advertising has changed from

being displayed on billboards and bus shelters to mobile phones. This modern form of advertising is a more advanced and effective method of getting into the consumers head and developing clientele relationships.

“Survey shows over-50s feel alienated by ads.” Market Week [London] 21 Oct. 2004: ABI/INFORM Global. ProQuest, Philadelphia University, Philadelphia, PA. 23 Nov. 2005 <<http://www.proquest.com/>>

Database Used: Once again I looked used ABI/Inform under ProQuest

Key Terms Used: Key words “Advertising” and “Target market”

Search Method Used: Basic Search

Reason Selected: I wanted to see the age range at which ads are directed.

Abstract: According to a survey conducted by GreyPower, about 88 percent of people over the age of 50 feel that advertisements must be changed and reflected to meet their desires. Also, the survey of over thirty thousand people over the age of 50 showed that radio is the most favored medium of over 50 percent of older consumers while television is the least favored.

Tamaki, Julie. “Ads Enter the Fantasy World of Video Games; As the Popularity of Digital Entertainment Grows, Advertisers Are Putting Real Messages On Virtual Billboards. Los Angeles Times [Los Angeles] 16 Oct. 2005. Lexis Nexis. Philadelphia University, Philadelphia, PA. 23 Nov. 2005 www.lexisnexis.com/

Database Used: Again I searched under Lexis Nexis

Key Terms Used: Key words “Advertising” and “Aspects”

Search Method Used: Quick News Search

Reason Selected: I wanted to know what products or innovations ads are driven by

Abstract: Advertisers have gone as far as to display their ads on digital entertainment games. They are becoming focused on build in ads in digital games in order to target the young male audience who spend most of their time playing such video games. Video game makers are taking advantage of this new investment in advertising because it makes for additional revenue.

Rofield, Herbert J. “Misplaced Marketing the Social Harm of Public Service Advertising.” Journal of Consumer Marketing Nov. 2002. Emerald. Philadelphia University, Philadelphia, PA. 23 Nov. 2005 www.emeraldinsight.com/

Database Used: For this last article I used Emerald electronic journals for the second time

Key Terms Used: “Advertising” and “Obstacles”

Search Method Used: Quick Search

Reason Selected: I wanted to know if any, what kind of obstacles are faced by advertising and the solutions to them

Abstract: A highlight of the problems faced by advertising campaigns which are aimed at serving a social goal. Realistically, not every advertising effort generates positive consumer interest. In an effort to solve these kinds of obstacles, the U.S. Advertising Council is an organization which provides support for public service groups in making good advertising decisions.

Two Books:

Nicholl, David S. "Advertising; Its Purpose, Principles and Practice". (1973).
Publication: London: Macdonald & Evans. WorldCat. Philadelphia University,
Philadelphia, PA. <http://www.firstsearch.com/>

Abstract: A complete detailed book on the purpose, principles and practices in advertising. It consists of rules and regulation which protect advertising and consumers as well as advertising restrictions.

Database Used: I used the First Search database

Search Method Used: I followed up by choosing WorldCat. I used the Key Term "Advertising" and "Purpose" and I was provided with a list of books. The search not only informed me that the book is in Philadelphia University's library, but that I could borrow it from other local libraries through the Philadelphia University library database.

Key Terms: I used the key terms "Advertising" and "Purpose"

Reason Selected: I wanted some information about the goal of advertising

Taylor, Charles R. "New Directions in International Advertising Research". (2001).
Publication: Amsterdam: Boston. WorldCat. Philadelphia University,
Philadelphia, PA. <http://www.firstsearch.com/>

Abstract: Recent insight into advertising has left little room for improvement and new ideas when compared with thoroughly researched areas such as foreign market entry modes, price strategies, product origin and global branding. The book touches on the move to international advertising by using prior advertising research method to reach a conclusion for future research.

Database Used: Again I used the database First Search

Search Method Used: I then followed by choosing WorldCat, along with the Key Terms "Advertising" and "Advances"

Key Terms: I used the key terms "Advertising" and "Advances"

Reason Selected: I wanted to see what new advances have been made with advertising, such as advancements in technology.

