



Emotion In Advertising

Carolyn Yoon



Emotion In Advertising:

Emotion in Advertising Stuart Agres, Julie A. Edell, Tony M. Dubitsky, 1990-12-30 Written by leading industry practitioners and academic researchers this book explores the complex relationship between emotion and advertising The chapters include both theoretical and empirical papers representing a broad spectrum of approaches and techniques Some of the key topics include the measurement of mood emotion and feeling in an advertising context the effects of mood on recall and advertising effectiveness the interaction of the message with the emotional make up of the recipient and the structural aspects of an ad and how they relate to emotional responses Taken together these papers represent the cutting edge of research in the area of advertising and emotion and a major contribution to the literature of consumer psychology The volume is organized into six general sections Part I provides an overview of the ways in which emotions affect the advertising environment The next group of chapters investigates how emotional responses to advertising can and should be measured The third section is comprised of empirical chapters which examine such issues as the potential role of facial expression in the arousal of emotion differential emotional responses to storyboards animatics and finished commercials and the impact on emotional response of the introductory position of the brand name and product category within a commercial In Part IV the contributors look at how the emotional reactions to ads affect other constructs or behavior of interest to advertisers including message recall and attitude toward the ad The following section contains two chapters that explicitly examine how the emotional make up of the viewer interacts with the emotional fabric of the ad The final chapter presents an overview of the role of consumer psychology in the social sciences Ideal as a set of readings for graduate students and researchers in consumer psychology and advertising research this book would also be invaluable as a supplemental text for advanced undergraduate or graduate courses in cognitive psychology social psychology mass media communications journalism or family economics

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The ^AMarketing Power of Emotion John O'Shaughnessy, Nicholas Jackson O'Shaughnessy, 2002-12-26 Emotion is one of the defining forces in our lives It lies at the very heart of many of our most important experiences and memories Not surprisingly the worlds of business and marketing have long drawn on the power of emotion to influence consumer impulses and brand loyalty Yet beyond the obvious emotions evoked by an inspirational Nike ad or an affecting Hallmark commercial lies an emotional universe that is less conspicuous even transparent yet no less influential In this definitive work two marketing experts provide a highly original entertaining and anecdote rich account of the marketing power of emotion The primordial force behind motivation and persuasion emotions enter into all decisions involving tradeoffs and are thus especially relevant to consumer decision making The Marketing Power of Emotion traces the manner in which companies rely on emotion to connect with consumers develop new products improve their strategic position and increase brand recognition Synthesizing key research in a variety of scientific fields the authors cover the role of mood in persuasion affect driven consumer behavior choice processes associationism how consumers develop positive and negative associations with a product the importance of consistency response prediction and emotional response manipulation among a host of other topics Importantly the centrality of emotion in developing brand loyalty is explored in depth Essential reading for executives and middle management alike as well as all students and scholars of consumer behavior The Marketing Power of Emotion is the most authoritative statement yet on this critically important aspect of business strategy

Understanding the Role of Emotion in Advertising Larry Percy, Copenhagen Business School. CBS, Handelshøjskolen i København. Institut for Afsætningsøkonomi, 2003

Tears, Cheers, and Fears Carolyn Yoon, 1991

The SAGE Handbook of Advertising Gerard J Tellis, Tim Ambler, 2007-10-24 In this era of snackable content which satisfies only in the moment it s great to have a comprehensive Advertising Handbook which one can consult repeatedly The references are comprehensive and the Handbook opens up many key areas for practitioners Hamish Pringle Director General IPA Finally a Handbook of Advertising that brings the field up to date I am impressed with its comprehensive coverage of topics and the distinguished specialists who have shared their key findings with us Philip Kotler Kellogg School of Management When trying to make sense of the mystifying world of advertising academics and practitioners

often seem to inhabit separate universes Not in this Handbook For once the best brains from each side genuinely collude with constructive results Wise agencies will read it before their clients do Sir Martin Sorrell CEO WPP This mighty tome brings together a vast range of views of advertising based on deep experience and scholarship For practitioners and academics alike it will be a voyage of discovery and enlightenment Lord Maurice Saatchi Chairman M C Saatchi This magnificent volume captures all we need to know about how advertising works and its context Baroness Peta Buscombe Director General Advertising Association London Advertising is a field that has attracted a great deal of academic attention but to date there has been no summarising of the state of the art of research This far reaching and scholarly Handbook is edited by two highly respected and trusted thinkers in the field and includes contributions from leading academics based in both the UK and the USA Tim Ambler and Gerald J Tellis archive their aim of setting advertising and the theory that underpins it in its historical and societal context show casing the most significant advertising research questions of our time and pointing readers in the direction of future avenues for fruitful investigation The SAGE Handbook of Advertising would be a welcome addition to any marketing academics bookshelf *Emotions, Advertising and Consumer Choice* Flemming Hansen, Sverre Riis Christensen, 2007 Emotions Advertising and Consumer Choice focuses on recent neurological and psychological insights originating from brain scanning or neurological experiments on basic emotional processes in the brain and their role in controlling human behaviour These insights are translated by the authors to cover the behaviour of ordinary individuals in everyday life The book looks at these developments in the light of traditional cognitive theories of consumer choice and it discusses the implications for advertising and other communication testing Jacket [Persuasion in Advertising](#) John O'Shaughnessy, Nicholas J. O'Shaughnessy, 2004 A practical and in depth guide to the art of advertising persuasion this book draws on research concepts and case examples from the US and Europe to explain advertising theories and set out strategies for adoption **Emotion and Reason in Consumer Behavior** Arjun Chaudhuri, 2006 Publisher Description

Diploma in Advertising - City of London College of Economics - 9 months - 100% online / self-paced City of London College of Economics, Overview In this diploma course you will learn a lot about Advertising You will even be able to open your own advertising agency Content Advertising Mastering the Art of Promotion Online Advertising Maximizing the Enormous Reach of the Internet Using Print Ads Small Spaces with Big Audiences Investing in Internet Advertising Getting Your Ads on Television Ten Secrets of Writing Memorable Advertising And much more Duration 9 months Assessment The assessment will take place on the basis of one assignment at the end of the course Tell us when you feel ready to take the exam and we will send you the assignment questions Study material The study material will be provided in separate files by email download link *RECALLING POTENTIAL OF TV COMMERCIALS* Dr. R. VIDWAKALYANI, *Readings in Advertising, Society, and Consumer Culture* Roxanne Hovland, Joyce M. Wolburg, Eric E. Haley, 2014-12-18 This collection of classic and contemporary articles provides context for the study of advertising by exploring the historical economic and ideological

factors that spawned the development of a consumer culture It begins with articles that take an institutional and historical perspective to provide background for approaching the social and ethical concerns that evolve around advertising Subsequent sections then address the legal and economic consequences of life in a material culture the regulation of advertising in a culture that weighs free speech against the needs of society and the ethics of promoting materialism to consumers The concluding section includes links to a variety of resources such as trade association codes of ethics standards and guidelines for particular types of advertising and information about self regulatory organizations

Consumer Behavior and Culture Marieke de Mooij, 2010-09-29 The Second Edition of this popular text brings up to date Marieke de Mooij's important analysis of the impact of culture on consumer behavior worldwide The author shows how it is increasingly vital for marketing students tomorrow's marketing professionals to understand the limits of consistent brand identities and universal advertising campaigns Consumer behavior is not converging across countries and therefore it is of even greater importance to understand and be able to respond to differences in behavior This edition offers a new chapter Chapter 7 on culture communication and media behavior that extends the prior edition's discussion on communication theories and advertising styles to cover differences in media usage worldwide particularly the use of the Internet

The Business of Emotions in Modern History Mandy L. Cooper, Andrew Popp, 2023-01-12 The Business of Emotions in Modern History shows how businesses from individual entrepreneurs to family firms and massive corporations have relied on leveraged generated and been shaped by emotions for centuries With a broad temporal and global coverage ranging from the early modern era to the present day in Africa Asia Europe and North America the essays in this volume highlight the rich potential for studying emotions and business in tandem In exploring how emotions and emotional situations affect business and in turn how businesses affect the emotional lives of individuals and communities this book allows us to recognise the emotional structures behind business decisions and relationships and how to question them From emotional labour in family firms to affective corporate paternalism and the role of specific emotions such as trust fear anxiety love and nostalgia in creating economic connections this book opens a rich new avenue of research for both the history of emotions and business history

Explorations in Humor Studies Marcin Kuczok, Anna Stwora, Mariola Świerkot, 2019-11-12 Working towards a multifaceted debate on humor and related phenomena this book is a comprehensive reflection of the contributors' shared interest in various dimensions of humor and its manifold applications It is composed of a selection of writings that provide important insights into language used for humorous purposes Theoretical discussions are complemented by an assortment of case studies in linguistics culture literature and translation as well as in visual and media studies

Advances in Advertising Research IX Verolien Cauberghe, Liselot Hudders, Martin Eisend, 2018-07-04 This book addresses challenges and opportunities in research and management related to new advertising and consumer practices in a converging media society It specifically relates to the increasing power of consumers in the digital marketing process and discusses the challenges this

may bring to advertisers Advances in Advertising Research are published by the European Advertising Academy EAA This volume is a selective collection of research presented at the 16th International Conference in Advertising ICORIA which was held in Ghent Belgium in June 2017 The conference gathered more than 160 participants from over 30 countries all over the world Emotion in Advertising Builds Enduring Bond with Consumers Anurekha Thiyaagu, 2008 In today's changing socioeconomic scenario an emotional association has to be produced between the product and the customer and many companies are resolved to strike all crucial emotional notes with the customers **Effective Advertising** Gerard J. Tellis, 2003-11-20 Recently nominated one of five finalists selected for the 2005 Berry AMA Book Prize for best book in marketing Tellis has done a remarkable job He has brought together an amazingly diverse literature Unlike some other sources that claim to be able to measure the effects of advertising Tellis's thoroughness and ability to understand and convey results of various experiments and statistical analyses helps the reader to separate the wheat from the chaff Any student of advertising whether new to the field or a seasoned veteran executive or researcher should read this book Alan G Sawyer University of Florida Effective Advertising How When and Why Advertising Works reviews and summarizes an extensive body of research on advertising effectiveness In particular it summarizes what we know today on when how and why advertising works The primary focus of the book is on the instantaneous and carryover effects of advertising on consumer choice sales and market share In addition the book reviews research on the rich variety of ad appeals and suggests which appeals work and when how and why they work The first comprehensive book on advertising effectiveness Understanding Effective Advertising reviews over 50 years of research in the fields of advertising marketing consumer behavior and psychology It covers all aspects of advertising and its effect on sales including sales elasticity carryover effects content effects and effects of frequency Author Gerard J Tellis distills three decades of academic and professional experience into one volume that successfully dismisses many popular myths about advertising such as Advertising has a powerful influence on consumers and often generates consumer need The effects of advertising persist for decades If an ad fails initially repetition will ensure its ultimate success Ads need only one to three exposures to succeed Advertising by argument is the most effective method The best ads are unique and original Advertising is very profitable Tellis then provides alternatives and establishes the following truths about advertising Advertising is vitally important for free markets but its action is subtle and its discovery is fragile The effects of advertising are short lived If ads are not initially effective repetition will not make them more effective Scientific principles can show which ads work though firms often ignore advertising research and persist with ineffective ads Advertising by emotion may have the most effective appeal Templates can yield very effective ads Advertising is often unprofitable Effective Advertising will be an important addition to courses at the graduate or undergraduate level in advertising marketing communication and journalism It will also be an invaluable reference for professionals and researchers working in these fields Language and Emotion. Volume 3 Gesine Lenore Schiewer, Jeanette Altarriba, Bee Chin

Ng,2023-05-08 The Handbook consists of four major sections Each section is introduced by a main article Theories of Emotion General Aspects Perspectives in Communication Theory Semiotics and Linguistics Perspectives on Language and Emotion in Cultural Studies Interdisciplinary and Applied Perspectives The first section presents interdisciplinary emotion theories relevant for the field of language and communication research including the history of emotion research The second section focuses on the full range of emotion related aspects in linguistics semiotics and communication theories The next section focuses on cultural studies and language and emotion emotions in arts and literature as well as research on emotion in literary studies and media and emotion The final section covers different domains social practices and applications such as society policy diplomacy economics and business communication religion and emotional language the domain of affective computing in human machine interaction and language and emotion research for language education Overall this Handbook represents a comprehensive overview in a rich diverse compendium never before published in this particular domain The Advertising Business John Philip Jones,1999-02-10 A significant one volume reference on the business of advertising this work is recommended for undergraduate through professional collections R R Attison CUNY College of Staten Island John Philip Jones belongs to an elite group of intellectual adventurers searching for true meaning in an increasingly complex communication industry Anyone involved in understanding how brands are born and nurtured should follow his work with keen interest Andy Fenning J Walter Thompson New York John Philip Jones best selling author of What s in a Name Advertising and the Concept of Brands and When Ads Work New Proof That Advertising Triggers Sales has edited an authoritative handbook of successful advertising procedures All aspects of the business creativity media planning operations and specialty advertising are fully represented in this comprehensive volume Chapter authors reflect on a global mix of academic and professional backgrounds and include David Ogilvy Don E Schultz John Deighton Randall Rothnberg Herbert Krugman and John Philip Jones himself Most chapters have been specifically written for this volume and are complemented by a few adaptations of classic articles The result is a single knowledge bank of theory and practice for advertising students and professionals This handbook is part of a series of edited by John Philip Jones when complete will comprise a complete library of essential advertising theory and practice How Advertising Works has already been published future volumes will address the key topics of brand building and multinational advertising

Unveiling the Magic of Words: A Report on "**Emotion In Advertising**"

In some sort of defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their power to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**Emotion In Advertising**," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book's central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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