

Name: _____ * Complete Part II on the other side of this page.

Quiz #2 (50 points)
November 13, 2008 | JOUR 30253

Part I: Answer any 3 (and ONLY 3) of these 5 questions. (10 points each)

1. How do you reconcile these two seemingly contradictory statements:
“I know I’m wasting half of my ad dollars. I just don’t know which half.”
“Good marketing research works.”

2. Based on what you saw of the consultant Frank Luntz, would you say that his work has primarily “clarified” or “obfuscated” the issues he has been hired to advocate? Support your answer using a GS principle(s) or example(s).

3. From what you’ve learned this semester about GS and what you’ve observed in “The Persuaders,” which ONE of the following groups do you think would most benefit from applying GS in their own domains? Give at least one example from the documentary that supports your answer.

Advertisers Consultants Consumers Politicians Filmmakers

4. John Sparks demonstrated a principle of GS. Describe or explain his demonstration.

5. Korzybski warned that “who rules the symbols, rules us.” From what you just saw in the documentary, would you say this warning was appropriate? Why or why not?

***** Complete Part I on the other side of this page.**

Part II: Answer any 4 (and ONLY 4) of the following questions. (5 points each)

6. John Sparks admitted to feeling defensive about something; what was it?

7. What did Olive Talley say about objectivity as it relates to journalists?

8. Olive Talley named two attributes in response to my question about what kind of person she would be looking for if she had budget to hire someone right out of college. Name one of the two attributes.

9. Dr. Clotaire Rapaille, the French market research guru, said, “The reptilian always wins.” What was he talking about and how does it relate to what we’ve talked about in class?

10. What is one of the reasons why people join cults, according to consultant Douglas Adkin?

11. Advertising CEO Kevin Roberts said his objective was “loyalty beyond reason.” What does this mean to you as a consumer?

12. Who or what initiated the story line for the “Absolut Hunk” episode of “Sex and the City”?

13. What problem does the Acxiom company in Little Rock, AR, promise to solve?

14. According to one of the people in the documentary, what threat does the micro-segmenting of demographic groups pose to our democracy?