

GALE SCAVENGER HUNT: ADVERTISING AND MARKETING

Gale In Context: Opposing Viewpoints

Directions: Use *Gale In Context: Opposing Viewpoints* to find answers to the following questions about **Advertising and Marketing**. Be sure to include your source!

To answer these questions, use the **Advertising Topic Page**. From the homepage, click on **Browse Topics** and open the **Topic Page** titled **Advertising**.

1

Read the **Overview** by selecting the **Read More** button at the top of the page. What is the difference between advertising and marketing? How much was spent worldwide on advertising in 2021?

Answer One:

Answer Two:

Source(s):

2

Select the **Featured Viewpoints** section from the **Topic Page**. Read the article titles. What themes do you see (what do the different titles have in common)?

Answer:

Source:

3

There are many viewpoints on advertising using social media. Navigate to the **Viewpoints** section and use the **Subjects** filter on the right to limit results to "Social Media". Find an article that interests you and describe the opinion briefly. Do you agree?

Article Description:

Answer Two:

Source:

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4

Select the **Infographic** titled “Americans’ Attitudes about Online Advertising Practices, 2021”. Based on the first chart, would you say Americans like online advertising or not? Why do you say that? Look at the graph showing Annual Online Advertising Revenue. Why do you think revenue from online advertising has increased so much since 2003?

Answer One:

Answer Two (Why):

Answer Three:

Source(s):

5

Select the **Primary Source** titled “If Union Families Don’t Look for the Union Label, Who Will?”. What is the point of this advertisement? Do you think having a strong brand (like the union’s brand) helps sell more products? Should companies focus their advertisements around their brand name? Why or why not?

Answer One:

Answer Two:

Answers Three and Four:

Source:

1 **Answer One:** Advertising is a communication used by a business to bring attention to its products or services. Marketing refers to an economic activity that seeks to understand, define, predict, and influence consumer behavior.

Answer Two: Companies spent \$710 billion on advertising in 2021.

Source: Advertising. (2023). In *Gale Opposing Viewpoints Online Collection*. Gale. (Reprinted from 2021, April 24) <https://link.gale.com/apps/doc/PC3010999267/OVIC?>

2 **Answer:** Answers will vary. Many talk about “falling for” advertisements, and targeting within advertisements.

Source: No specific source. Students will be looking at a list of articles.

3 **Article Description:** Answers will vary based on article selection.

Answer Two: Answers will vary.

Source: Sources will vary.

4 **Answer One:** Answers will vary.

Answer Two: Answers will vary. This is where students will provide their reasoning for their answer to question one.

Answer Three: Answers will vary. Some examples include increased internet usage since 2003, businesses focusing their advertising to online platforms and moving away from places like print publications.

Source: Americans’ Attitudes about Online Advertising Practices, 2021. (2022). In *Gale Opposing Viewpoints Online Collection*. Gale. <https://link.gale.com/apps/doc/XU-VPYM569060927/OVIC?>

5 **Answer One:** The advertisement is trying to get Union families to consistently buy their brand.

Answer Two: Answers will vary.

Answers Three and Four: Answers will vary.

Source: If Union Families Don’t Look for the Union Label, Who Will? (2006). In K. L. Lerner, B. W. Lerner, & A. W. Lerner (Eds.), *Family in Society: Essential Primary Sources* (pp. 267-270). Gale. <https://link.gale.com/apps/doc/CX2688300108/OVIC?>