# MODULE 3 ADVERTISING AND ITS AUDIENCE

**Video Activity 4: Up and Down the Hierarchy of Needs**

http://www.youtube.com/watch?v=lucf76E-R2s

**1** *Look at the video then answer the questions.*

a.  What is the name of the Walt Disney film where Maslow's Hierarchy of Needs is described?
b.  Who was Abraham Maslow?
c.  How many levels are there in Maslow's pyramid and what are they?
d.  What does Maslow's theory require?
e.  In what scene from *Up* are physiological needs fulfilled?
f.  What does the second level provide?
g.  What does Ellie give Carl to share a sense of belongingness?
h.  What is self-esteem?
i.  What is the final level of the pyramid and what does it refer to?

**2** *Read the following text and fill in the blanks using the words below.*

> basic – failure – five – fulfilled – growth – lower – motivates – satisfied –
> self-actualization – unconscious – widespread – without

Abraham Maslow wanted to understand what (1)...............…............. people. He believed that individuals possess a set of motivation systems unrelated to rewards or (2).............…............. desires. Maslow stated that people are motivated to achieve certain needs. When one need is (3)...............…............., a person seeks to fulfil the next one, and so on. The earliest and most (4)...............…............. version of Maslow's *hierarchy of needs* includes (5)...............…............. motivational needs, often depicted as hierarchical levels within a pyramid. This five-stage model can be divided into (6)...............…............. (or deficiency) needs (e.g. physiological, safety, love, and esteem) and (7)...............…............. needs (self-actualization). Basic (or deficiency) needs are said to motivate people when they are unmet. Also, the need to fulfil such needs will become stronger the longer the duration they are denied. For example, the longer a person goes (8)...............…............. food, the hungrier they will become. One must satisfy (9)...............…............. level basic needs before progressing on to meet higher level growth needs. Once these needs have been reasonably (10)...............…............. , one may be able to reach the highest level called (11)...............…............. . Every person is capable and has the desire to move up the hierarchy toward a level of self-actualization. Unfortunately, progress is often disrupted by (12)...............…............. to meet lower level needs. Life experiences, including divorce and loss of job, may cause an individual to fluctuate between the levels of the hierarchy. Maslow noted only one in a hundred people become fully self-actualized because our society rewards motivation primarily based on esteem, love and other social needs.



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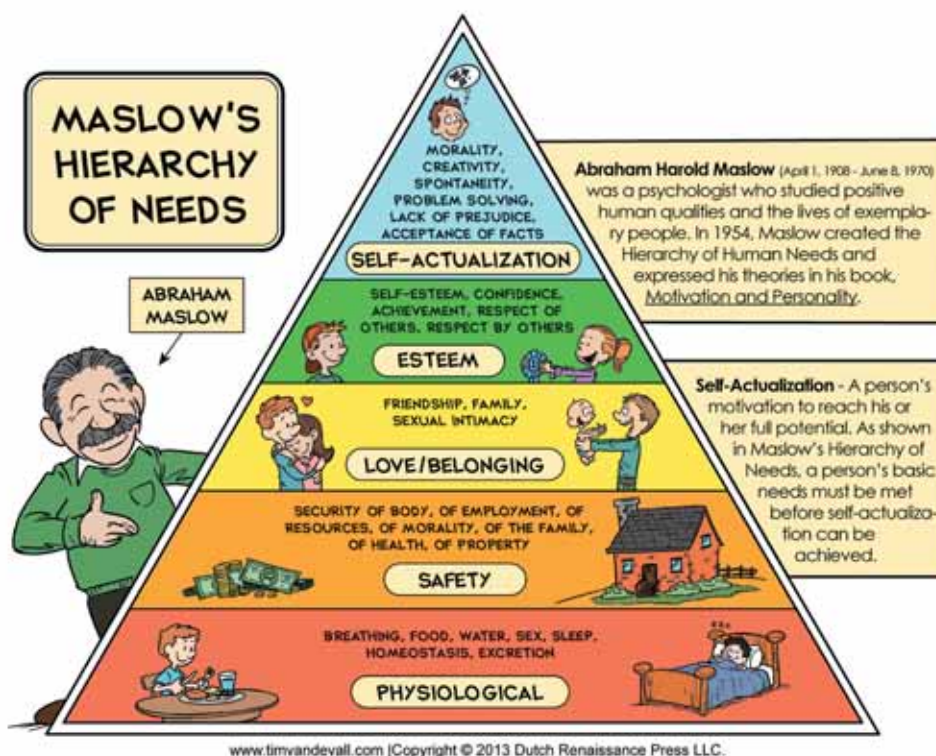
**3** Celebrities vs. ordinary people. *Read the following passage and in pairs discuss about your choice in using celebrities or ordinary people to influence the target.*

The use of celebrities in advertisements to increase brand appeal is very controversial. Some advertisers are in favour of the use of famous people; others are against and are for the use of ordinary people. There is no doubt that the use of celebrities is on the increase, not only for commercial ads, but also, for example, to raise funds for global charities for children.

Here are some statements against the use of celebrities in ads:

- celebrities do not offer any guarantee since they are paid to advertise the product;
- they have such a powerful image that consumers might not remember the product;
- customers think they can't afford to buy the product advertised by a celebrity.

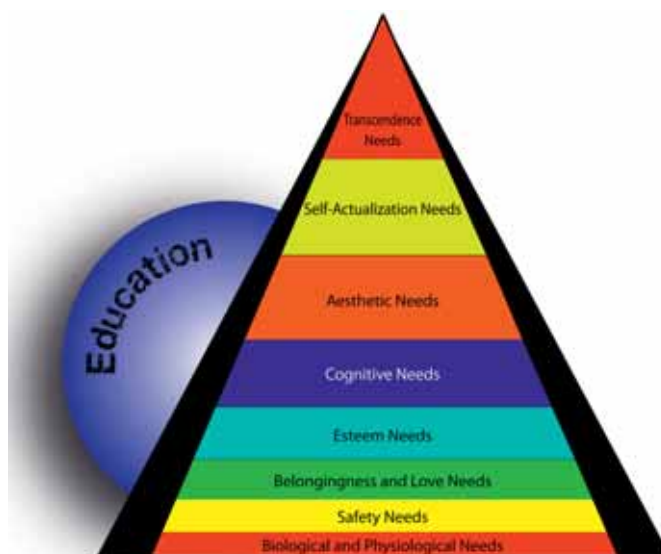Here are some statements in favour of ordinary people in advertising:

- ordinary people make you feel that you are one of them and you can share the same ambitions;
- they are able to give a reassuring image of life because they live as you do;
- the image of ordinary people invites you to buy the product because you feel to belong to the same club.

**4** *Find out the meaning of the following two figures of speech by having a look at the websites below. Here you can learn more about metaphors and similes.*

a. *It's raining cats and dogs.*
b. *I'll give you a piece of my mind.*

- http://www.loc.gov/rr/scitech/mysteries/rainingcats.html
- http://www.phrases.org.uk/meanings/raining%20cats%20and%20dogs.html
- http://esl-bits.net/idioms/index.htm
- http://www.englishclub.com/vocabulary/figures-metaphor.htm

**5** Web 2.0 Tools. *Below you can find some interesting and entertaining programs that allow you to make images which are composed of various words that you enter in the text box.*

■ **Wordle** lets you generate word clouds from texts that you provide. You can tweak your clouds with different fonts, layouts and colour schemes.

– *Visit this website* http://www.wordle.net/ *and build up your own Wordle cloud.*

■ **Tagxedo** – word cloud with styles – turns words, famous speeches, news articles, slogans and themes into a visually stunning word cloud; words are individually sized appropriately to highlight the frequencies of occurrence within the body of text.

– *Visit the website* http://www.tagxedo.com/ *and make word cloud in real time.*

■ **VoiceThread** – conversation in the clouds.

– *Visit the website* http://voicethread.com/, *then in groups prepare a short advertising message with the help of pictures, and record it.*