

Promotional Culture 22CXB366

Semester 1 2022/23

Online Long-window Exam paper

This is an online long-window examination, meaning you have **23 hours** in which to complete and submit this paper. How you manage your time within the 23-hour window is up to you, but we expect you should only need to spend approximately **2 hours** working on it. If you have extra time or rest breaks as part of a Reasonable Adjustment, you will need to add this to the amount of time you are expected to spend on the paper.

It is your responsibility to submit your work by the deadline for this examination. You must make sure you leave yourself enough time to do so.

It is also your responsibility to check that you have submitted the correct file.

Exam Help

If you are experiencing difficulties in accessing or uploading files during the exam period, you should contact the Exam Helpline. For urgent queries please call **01509 222900**.

For other queries email examhelp@lboro.ac.uk

You may handwrite and/or word process your answers, as you see fit. Word processed is preferred.

Answer **THREE** questions from the choice below, with **ONE** from **EACH SECTION**. Each question should be no more than 700 words in length. All questions carry equal marks.

Your work will be marked using the criteria for an examination essay. Students must cite literature as appropriate but are not expected to provide a reference list.

SECTION A

1. What is promotional culture and why does it matter?
2. Identify and discuss the different ways in which the work of the promotional culture industries has impacted on society over the course of the last century?

SECTION B

3. How has what we consume become increasingly important to our identities and how have marketers encouraged this trend?

4. Identify and analyze the major continuities and changes in the ways that market researchers understand consumers and their behaviour.
5. Outline and discuss some of the major challenges that have confronted the advertising industry since it became such a significant and influential sector during the 20th Century.
6. 'The public relations business has always had something of an image problem itself'. Why do you think this is the case? Answer with reference to some relevant cases.

SECTION C

7. Why has propaganda become such a controversial term? Answer using examples from some relevant wars and conflicts.
8. What are the most important ways in which marketing experts have helped politicians to win elections? Illustrate your points with reference to relevant campaigns.
9. Although tobacco and alcohol brands are freely available to buy in many countries their promotion has routinely been more heavily regulated than other products. Do you think these additional restrictions are justified?
10. Why do many influential health campaigners believe that the advertising of fast foods to children should be restricted and even banned?
11. Digital media have provided marketers with further opportunities to appeal to audiences, but critics believe this has also led to the greater manipulation of consumers. Why is this so?

Professor Dominic Wring