

SECOND EDITION

ADVERTISING *and* SOCIETIES *Global Issues*



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Preface

Consumers around the globe—in both developed and emerging markets—are increasingly influenced by commercial communications. The goal of *Advertising and Societies: Global Issues* is to provide an international perspective on the practice of advertising while examining some of the ethical and social ramifications of advertising in diverse societies. The text introduces the cultural, economic, political, and regulatory issues surrounding advertising practice in today's global context, using current data and examples from around the world. This book is designed to show readers how issues—such as the commercialization of cultures, distorted representations of women and ethnic groups in advertisements, marketing efforts targeting the youngest of consumers, and the advertising of controversial products, such as cigarettes, alcohol, and prescription drugs—all have relevance to a wider global community.

Our objective in writing this second edition is to reflect the dramatic changes impacting the field of advertising that have taken place since the introduction of the first edition. Without question, the keystone of our global economy continues to be the multinational corporation. The United States was once considered the hub of world trade. Today, American corporations have come to realize that the U.S. is no longer an isolated, self-sufficient national economy but instead simply another player in the global marketplace. *Fortune* magazine's 2008 list of the Global Fortune 500 shows the fewest U.S. businesses in more than a decade and confirms the rising prominence of the emerging markets. Less than 10 years ago, India, Mexico, and Russia posted only one company on the Global Fortune 500. The 2008 list includes seven from the subcontinent and five firms each from Mexico and Russia. But it appears that China is stealing the show. With an unprecedented total of 29 companies on the list, China posted as many companies as Italy, Spain, and Australia combined (Mero, 2008). While the United States continues to both produce

and consume the bulk of the world's advertising, advertising's global presence is evidenced by the location of major advertising markets. In rank order, the top global advertising markets are the United States, Japan, the United Kingdom, Germany, China, France, Italy, Spain, Brazil, and South Korea. Both China and South Korea are new to this list. And today, 8 of the top 10 world advertising organizations are headquartered outside the United States. Global marketers must respond to shifting consumer demographics. Most Western countries are aging and shrinking. Further, the current economic slowdown has caused many consumers in developed nations to tighten their belts. Such trends have caused an ever-growing number of advertisers to look to developing countries for both larger and more youthful markets. Indeed, three-quarters of the world's population live in developing areas. The consumer class (individuals whose purchasing power parity is more than US\$7,000) now includes more than 1.7 billion people—with nearly half of them in developing nations. Another four billion people, i.e., two-thirds of the world's population, are still at the bottom of the global economic pyramid—yet even these poorest of the poor represent market potential. Global marketers are looking beyond the traditional media to find new and more effective ways to communicate with their customers in every corner of the world. A flood of emerging technologies is responsible for the evolution of new media forms—forms that were unimaginable as little as 5 or 10 years ago. As a result, consumers are exposed to commercial messages just about everywhere—on the Internet, in an elevator, at the gas station, in classrooms, in the restroom, and even embedded into their favorite movies and TV shows. The global consumer, whether in New York or New Delhi, will find it increasingly difficult to escape the efforts of marketers. These dramatic changes are reflected in the pages of this second edition. Overall, this book provides students, practitioners, and scholars with a comprehensive review of the literature on advertising and society, using up-to-date examples from international media to document how advertising impacts the emerging global consumer and influences global consumer culture.

We are indebted to a number of individuals for the successful completion of this text. We deeply appreciate the skill and dedication of our publishing team at Peter Lang. First and foremost, we would like to acknowledge Chris Myers, managing director, who has been so supportive of our work over the years—and a good friend, as well. Special thanks go to Mary Savigar, senior acquisitions editor, for encouraging this edition and for being so great to work with. Thanks also go to Toni Mortimer, who so diligently edited the manuscript, as well as to Bernadette Shade for once again doing such a bang-up job of managing the production process. And we express gratitude to our research assistants, especially Jing Yi, for her dedication and help. Finally, for their continued understanding and encouragement, we would like to thank our families. Writing is indeed a time-consuming endeavor and we feel compelled to thank our husbands, Michael and Juergen, for taking up the slack on the home front. And, Sophie deserves applause for brilliantly maneuvering her way through her first year of high school—despite a mom who was less than fully attentive over the past nine months.

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REFERENCE

Mero, Jenny. (2008, July 21). Power shift. *Fortune*, p. 161.