

**COMM 287**  
**ADVERTISING AS SOCIAL COMMUNICATION**  
**STUDY GUIDE 3**

Questions for

***“The Discarded Factory” by Naomi Klein***

***“Credit Cards on Campus” by Robert Manning***

***“Born to Buy” by Juliet Schor***

***Katherine Greider “Getting to You”***

***Film: In Debt We Trust***

***Film: Deadly Persuasion***

**Naomi Klein “The Discarded Factory”**

1. While products are made in the factory, according to advertising executive Walter Landor, where are brands made?
2. According to the new business logic, companies should not expend their resources on factories, machines, or employees, but on:
3. Lavish spending by big-brand businesses on marketing has been accompanied by what?
4. What “old-fashioned idea” has disappeared along with American jobs?
5. What is meant by the business term “strategic redirection”?
6. Why does Klein say that layoffs by companies like Levi Strauss are less about where to produce than how?
7. Even as they have claimed simply to be interested in bargain-hunting, brand-name multi-nationals have become less and less interested in what?
8. In free trade zones, how do competing labels position themselves in relation to each other?
9. Which of the following is true of free trade zones?
10. What was the original purpose of creating Export Processing Zones (EPZs)?
11. The vast majority of workers in EPZs are:
12. Why does Klein say it’s no wonder that EPZ factories in Guatemala are called “swallows”?
13. Why are there layers of blockades around EPZs?

14. Klein calls it a “cruel irony” that the economic incentives governments give to multinationals end up reinforcing what?
15. What does the Mayor of Rosario mean when he says there should be a “symbiotic relationship” between the EPZs and the local governments?
16. What is the “official reason” often given for why countries lure factories inside their borders if they don’t bring in tax money or create local infrastructure, and simply export everything that’s made outside of their borders?
17. How have the prominent brands who manufacture in China viewed the 87 cents an hour paid to Chinese workers?
18. Why was the Workers Assistance Center founded in Cavite?
19. What have unionized factories in the Philippines done after closing down?
20. What is a “regular shift” at the All Asia garment factory?
21. How did Carmelita Alonzo die, according to her co-workers?
22. Why are factory owners in no rush to expand the size of their workforce to limit the hours of individual workers?
23. Why does Klein say it’s a myth that developing countries have been inheriting “our jobs,” jobs Americans used to do but won’t any longer?
24. According to a 1996 labor organization study, what has suffered as a result of the relocation of production in the garment and shoe industry, and the shift of production from the formal to the informal sector?
25. Why did workers tell Klein that the choice to work in EPZs was “made for them”?
26. According to Cecille Tuico, of the Workers Assistance Center, what do employers look for when they seek out migrants instead of locals to work in the zone?

27. According to Human Rights Watch, what kind of tests do women applying for jobs in Mexican maquiladoras routinely have to take?
28. At some Mexican maquiladoras, managers have required women workers to prove what?
29. According to Klein, what is the most “brutal expression” of the failure of many consumer-goods corporations to live up to their traditional role as mass employers?
30. Why did Korea to have to give up its title as “sneaker capital of the world” in the late 1980s?
31. According to Klein, what does the “promise” of industrialization feel like inside the Cavite EPZ?
32. According to Klein, what happened in the 1990s to reveal the flawed logic of CEOs and economists who believed that sweatshop labor would ultimately lead to a higher standard of living for Third World countries?

**Robert Manning “Credit Cards on Campus”**

1. At a Congressional hearing, what challenged the happy image of student credit card debt as a rite of passage?
2. How did one bill collector respond to the mother of a boy who committed suicide because of his credit card debt?
3. What was the response of credit card companies when initially challenged by studies pointing to their predatory practices?
4. According to Manning, why have many college administrators been willing to sacrifice the long-term interests of their students and their institutions for the short-term financial inducements of the credit card industry?
5. What are the only “investments” Americans consider worthy of long-term indebtedness?
6. Why was a virtually debt-free undergraduate degree the norm for the baby boom generation?
7. What combination has increased the strain of paying for higher education?
8. With the intensifying financial strain on middle class families, where has the economic burden shifted?
9. In the 1970s, how did credit card companies view what is today a common practice: the mass marketing of unsecured loans in the form of credit cards to young students with no financial experience and who are often unemployed?
10. At the end of the 1980s, how did banks deal with the impending profitability crisis associated with the saturation of the credit card market?
11. What does the “dynamic nature” of student credit card debt refer to?
12. How did Jeff and his peers rationalize the credit card debt they accumulated?

13. What does Manning describe as “a normal extension of Jeff’s college experience”?
14. What does the “credit card shuffle” refer to?
15. What comparison does Jeff make when describing the practice of giving credit cards to students?
16. What did Jeff learn at a Wall Street job interview?
17. What evidence do we have that kids use credit cards because of the strong influence of escalating peer consumption pressure and sophisticated youth marketing campaigns?
18. What example is given of Durkheim’s “social anomie”?
19. According to Manning, what would be the only way to satisfy the Pandora’s Box of expectations opened by credit cards?
20. According to Manning, what did the credit card become to Generation X?
21. When did Cris need to write down all of her PIN numbers for use at the same ATM machine?
22. According to Manning, what is the most neglected trend in credit card use among college students?
23. What was the difference between the approach of Kristin and her mother to the financial strain brought on by their family’s health crisis?
24. According to Manning, what, the end, did the example of Kristin and her mother illustrate?
25. Why does Sheila say that credit cards give you a “false consciousness”?

**Juliet Schor “Born to Buy”**

**CHAPTER ONE: INTRODUCTION**

1. Why have people, for the most part, been okay with working longer hours?
2. What are “downshifTERS”?
3. Why do so few “downshifTERS” have kids?
4. What does the term “tweens” refer to?
5. As they have tried to explain evidence of rising stress and distress among kids, researchers have unfortunately limited their focus to what?
6. What does Schor mean by “moral panics”?
7. What has replaced “unstructured socializing” for kids?
8. How does today’s youth differ from the youth of the baby boomers in terms of exposure to adults?
9. What original 1920s formula for selling children’s products has been overturned by marketing and advertising?
10. What does Schor’s research say about the relationship between dysfunction and consumption?

**CHAPTER TWO: THE CHANGING WORLD OF CHILDREN’S CONSUMPTION**

11. What kinds of imagery and metaphor dominate the literature of the youth marketing industry?
12. How have youth marketers “gone anthropological”?
13. What are the top three spending categories for kids 4 to 12 years old?

14. Where does the industry term “the influence market” derive from?
15. What has driven the growth in children’s influence?
16. What do the “sign wars” refer to?
17. Beyond kids having more money and say, what does Schor say is the other side to the commercialization of childhood?
18. What has been the result of the children’s market being dominated by just a few powerful companies?
19. What have studies of trends in children’s time use revealed?
20. According to experts, what is the new “postmodern childhood” driven by?
21. According to the Kaiser Family Foundation study cited by Schor, how much time does the average American child spend with media?
22. What is the “conservative take” on the youth commercialization trends Schor describes?
23. How has children’s nutrition been faring over the past few years?
24. What has happened to the obesity rate of teens since 1980?
25. According to psychologists, how do materialist values affect kids?

**Katherine Greider “Getting to You”**

1. According to Greider, what are drug makers’ efforts to influence doctors ultimately aimed at influencing?
2. What was an important catalyst for the growing popularity of direct-to-consumer drug advertising?
3. What is the status of consumer ads for prescription drugs in other developed countries?
4. What was the traditional view of prescription drug makers toward advertising?
5. Why does the drug industry seem to imply that Americans are lucky to have drug ads?
6. What example do critics of drug advertising give to counter the industry claim that they are motivated by educational purposes in advertising?
7. What has created “brand awareness” of just a few drugs?
8. According to Greider, what is the “main event” in drug ads?
9. What did a 2002 New York *Times* investigative report reveal about drug advertising?
10. What do “reminder ads” do?
11. Why do drug companies run “reminder ads”?
12. What does the professor of pharmacy cited by Greider say about drug companies and how they make it “chic to take certain drugs”?
13. What did an FDA notice of discontinuation NOT address about a mailer advertising a drug to prevent breast cancer?

14. According to Greider, the name of the drug “Baycol” was likely chosen to remind people of what?
15. What drug company mascot hung from the stethoscopes of pediatricians in “sponsored” episodes of Sesame Street?
16. Why do experts argue that in some cases we should opt for older drugs over newer ones?
17. Why did calcium channel-blockers overtake older classes of drugs as the first line of defense against high blood pressure?
18. What did University of Toronto researchers find when they analyzed the medical literature during a critical 18-month period in the controversy surrounding the claim that calcium channel-blockers (CCBs) were the best way to treat high blood pressure?
19. Why did the FDA send Merck & Co. a warning letter in 2001 about its drug Vioxx?
20. What claim by Merck about Vioxx did the FDA describe as “incomprehensible”?
21. What was the Prescription Drug User Free Act (PDUFA) designed to do?
22. How did the passage of PDUFA create a new relationship between the drug industry and the FDA, the agency that regulates it?
23. Why does Greider caution against being too enthusiastic about the accelerated approval process PDUFA has achieved?

**FILM: In Debt We Trust**

1. What does Shechter call “the democratization of credit”?
2. What is “O.P.M.”?
3. What is the National Savings Rate?
4. Why was the American Revolution, in part, about breaking enslavement to financial debt?
5. What is Robert Manning’s response to a question about whether or not students should have credit cards?
6. What does Manning critique about Barbie dolls?
7. With credit card pitchmen outside his lecture, Manning knows he’s fighting an uphill battle against:
8. 158 million cardholders worldwide hold an average of how many credit cards per person?
9. What gives credit card corporations their power over us?
10. When the film says that credit card companies determine your credit score by using a “proprietary formula,” what is meant by “proprietary”?
11. According to Hofstra University Law Professor Robert Silverman, the complicated, multiple-page agreements that come in the mail with credit cards are an example of what?
12. Former credit card executive Steve Barnett calls the MasterCard “priceless” campaign brilliant, because it says credit cards do what?
13. What percentage of our economy is based on consumption?
14. Our high rates of consumption lead to what “petrifying paradox”?

15. What is each American's share of the national debt?
16. How much does our debt increase every day?
17. Tamara Draut, of Demos Think Tank, says that debt is a symptom of what larger economic & structural issues?
18. According to financial historian Michael Hudson, the new economic conflict in our society is not between classes, or employers and employees, but between whom?
19. Credit and debt are transforming our industrial economy into an economy based on what?
20. Why is it dangerous that property has come to be seen as the only way to build wealth?
21. What phenomenon explains why far fewer Americans now pay off their mortgages than in the past?
22. Why does bankruptcy attorney Charles Juntikka call banks "evil"?
23. What did the bankruptcy reform law signed by Bush do?
24. How did the bankruptcy reform law signed by Bush just weeks before Hurricane Katrina affect victims of the disaster?
25. Who are the two largest contributors to political campaigns in America?
26. What is the leading profit engine of the banking industry?
27. What sort of financial "institution are you more likely to find in poor neighborhoods than traditional banks?"
28. What does the "rent-to-own" phenomenon involve?

29. Over the past 20 years, what have banks discovered about poor people when it comes to debt?

30. What have the banks that issued homeowners their original mortgages been doing with these mortgages over the past few years?

31. What did the New York Daily News report about the finances of troops coming back from Iraq?

32. Why does the film say, in the end, that we are now in “terra incognita”?

**FILM: Deadly Persuasion**

1. What are the most widely used and damaging drugs?
2. Why do people often become defensive when alcohol and tobacco-related problems are discussed?
3. How many people does nicotine kill a year?
4. For every pack of cigarettes sold, what is the estimated cost to the US health care system?
5. What is ironic about Marlboro cigarette ads' attempt to link smoking to masculinity?
6. Why did Marlboro shift from marketing itself as a woman's cigarette to a men's cigarette?
7. What does the tobacco industry say the point of its advertising is?
8. How many new smokers does the tobacco industry need every day to replace those who quit or die?
9. What percentage of smokers start before they're 18?
10. What theme is often used to sell cigarettes to young people?
11. What are "pre-quitters"?
12. How does tobacco advertising play into the fact that smokers feel increasingly marginalized these days and on average feel powerless in society?
13. What has happened to the lung cancer rates of women over the past two decades?
14. What has been a longstanding theme of tobacco ads targeted at women?

15. What is a key reason people have been denied important information about the health effects of cigarettes and alcohol?
16. What is our main form of alcohol education?
17. Contrary to its glamorized image, in reality how is alcohol related to sex in negative ways?
18. What do alcohol ads emphasize about women?
19. How do alcohol ads usually portray men?
20. What percentage of violent crime is linked to alcohol?
21. Why does the alcohol industry need to open up new markets?
22. Why is alcohol consumption particularly dangerous for young women?
23. What is the most widely used drug in America?
24. The alcohol industry targets college students with what goal in mind?
25. What statistic does Kilborne use to show how only a few people do most of the drinking on college campuses?
26. What would “responsible drinking” do to the alcohol industry if it came to be embraced en masse?
27. What must the alcohol industry do to keep high-risk drinkers drinking?
28. Who is the primary provider of educational messages about alcohol abuse on TV?
29. What is the usual focus of the alcohol industry’s prevention messages?
30. Beyond products, what do the billions spent on advertising sell?