

Discussion questions – Topic 12

1. What are some rituals (religious, educational, social) that you have experienced? What artifacts or products were part of that ritual? How did marketers influence the choice of these artifacts?
2. Do you agree that binge drinking by college students is a form of ritual behavior?
3. Utilizing the “fact” that binge drinking among college students is a ritual behavior; develop a commercial minimizing the negative aspects of the behavior.
4. Go through a magazine and look at the advertisements. Identify as many cultural symbols shown in the print as you can. In each case state what you think the advertiser is attempting to do by using the symbol.
5. Identify a current cultural trend that is influencing the behavior of students at your university campus. Where did this trend come from? What values are transmitted by this trend? How long do you think its life cycle will be?
6. Have you observed changes in any of the modern Anglo-Saxon core values over the past 10 years? Why did those changes occur? How have they affected marketers?

Achievement and success	Individualism
Fitness and health	Freedom
Efficiency and practicality	External conformity
Progress	Humanitarianism
Material comfort	Youthfulness
Respect for institutions	Environmental consciousness