

Review Project

Student's Name

Institutional Affiliation

1-3 Assignment: Review Project

Part One: Advertisement Analysis

The Promote Iceland ad targets global audiences seeking escapism, portraying diverse, empowered individuals that transcend typical tourist stereotypes, promoting sustainability and wellness. It subtly conveys inclusivity and the therapeutic benefits of Icelandic nature. In contrast, Toyota's commercial with Cobie Smulders targets families, emphasizing safety and reliability but also subtly reinforcing the superhero parent stereotype, potentially perpetuating unrealistic parenting expectations.

Both advertisements reflect cultural values: Promote Iceland connects its landscape with cultural identity, while Toyota aligns with family-oriented values. Ethically, Promote Iceland supports environmental consciousness, aligning with societal shifts towards sustainability. Toyota, though focusing on safety, may reinforce traditional family roles. The ethical portrayal in these ads highlights the importance of inclusivity, crucial for brands to genuinely connect with diverse global audiences without perpetuating stereotypes, fostering a culture of acceptance, and understanding.

Part Two: Social Science Questions

Analyzing the Promote Iceland and Toyota advertisements revealed complex representations of culture and identity, prompting the question: How do contemporary advertisements influence societal values and individual self-concept across different cultures? To explore this, a multidisciplinary approach involving cultural studies, psychology, and media analysis would be employed, drawing on theories of cultural hegemony and social identity. This research would analyze visual and textual cues within ads to determine their impact on viewers' perceptions and behaviors. The rise of global digital campaigns and their role in shaping cultural

norms, a significant development in social sciences, suggests a shift towards a more interconnected world where media not only reflects but also molds societal values. This framework would facilitate understanding the reciprocal influence between global advertising strategies and local cultural identities, highlighting the role of media in the evolving landscape of global culture.

Part Three: Reflection

Reflecting on my analysis of the Promote Iceland and Toyota ads, I realize that my environmental and inclusivity values shaped my interpretations. I appreciated Promote Iceland's emphasis on sustainability and critiqued the traditional family roles in Toyota's ad. Someone with different priorities might view these ads differently, focusing perhaps more on product features than underlying social messages.

Social science perspectives like sociology and cultural studies have been crucial for understanding how advertisements communicate complex cultural signals. These approaches allow for a nuanced analysis of ads, revealing how companies might influence consumer behavior and public perception, particularly regarding social issues.

Applying social science theories enhances personal interactions and community engagement by fostering a more analytical approach to daily information. This knowledge helps address community social challenges, improving cultural sensitivity and promoting inclusivity.

Moreover, using social science to understand global issues enables a structured analysis of international dynamics, enhancing our ability to respond to global crises effectively. This comprehensive view is vital for engaging with contemporary global challenges, promoting informed and proactive global citizenship.