## Marketing...More than Selling (2020-09-07 03:19)

When people hear the word *marketing*, they often think of advertisements and the goal of selling products. While this isn't inherently wrong, the goal is not necessary always about selling a physical product (Fleck, 3). Marketing is also used in *public policy* and *politics* to persuade an *audience* to do something.

In order to better understand how marketing is used in terms of *persuasion* to take action rather than simply moving a product, I'll be analyzing the following advertisement from L'Oréal.
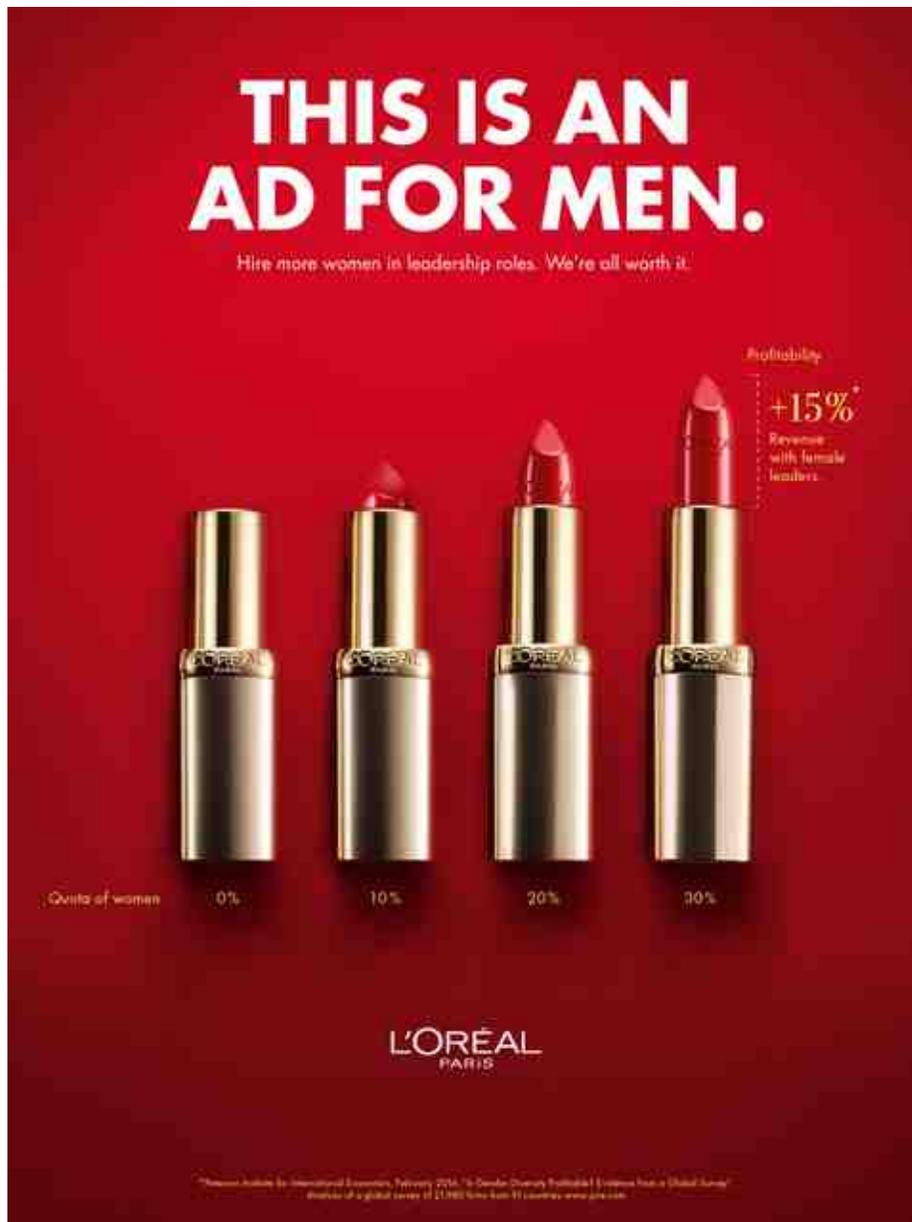
One of the key components of marketing is identifying your *target market*. A target market is "*a specific group of customers on whom an organization focuses its marketing efforts*" (Fleck, 6). Now, this ad makes it pretty clear who their target market is since the image states, "This is an Ad for Men" (L'Oréal).

When selecting a target audience, you need to use *segmentation variables*. These are the tools used in marketing segmentation to "identify and *profile* different consumer groups with differing wants and needs" (Porsche, 1). These variables are broken down into 4 main categories*: demographic, geographic, psychographic, and behavioral* (Fleck, 11). Ultimately "market segmentation strategies are management strategies…used in designing programs that appeal to those segments" (Patino et al, 1).

This ad uses mainly demographic and psychographic variables. Demographic segmentation divides a market on the basis of *descriptive elements* (Porsche, 2). In this case, the demographic variables are gender, age, and occupation. They are targeting men who are old enough to hire employees and are involved in business. "Psychographic segmentation uses psychology to increase understanding of *consumers*' wants and needs" (Porsche, 2). For the L'Oréal ad the psychographic variable is*motive*, specifically that of money. The way they use these segmentation variables can be seen in the "Ad for Men" line as well as the emphasis on increasing business profitability.

Another essential element in marketing is the *message*. What is the marketing material trying to tell the audience? Here, the message is to hire more women into leadership roles. This message is fairly clear since it is stated on the ad. Furthermore, the benefits of hiring women are illustrated via the positive correlation between a higher quota of women in leadership roles and an increase in profit revenue. The lipstick tubes, which people often associate with women is used to picture this concept.

This ad also uses the *logos appeal*. Logos is when you use "logic as proof" (Jones, 167). By including the statistical results that when a company has a quota of women in leadership roles at 30 %, they have a 15 % increase of revenue (L'Oréal). This will appeal to the logical side of the target audience that is motivated by money. If they want to make money and women in leadership roles will help them to make more money, than it is logical to hire more women for leadership roles.

Overall, this ad demonstrates how marketing can be used in ways that aren't just to sell a product. This ad is used instead to convince businesses to hire more women for leadership roles. Rather than selling they are *convincing*

people to complete a specific action.

Dynamic Response and Your Uterus (2020-09-13 20:15)

When it comes to politics and creating policy, *dynamics* play a large role. While this sounds simple, what exactly are dynamics and what does that mean regarding *public policy*? To put it simply, "*public sentiment shifts, and political actors sense the shift, leading to an alteration in their policy behavior*" (Stimson, 543).

Now, while *dynamic representation* generally functions in the manner of *public opinion* shaping public policy, public opinion is not "all powerful" (Stimson, 558). One area where the nuances of dynamic representation can be seen is that of reproductive rights and abortion.

Abortion rights supporters gather during a news conference at the Utah State Capitol Wednesday, April 10, 2019, in Salt Lake City. (Rick Bowmer/AP)

This photograph shows a group of abortion rights supporters in 2019. The *message* of this photo and those pictured holding the sign is clear: women should have the right to an abortion if they choose.

To better understand the *purpose* of this message and who its *target audience* is, you need to know some of the *context* behind it. In 2019, there was a series a restrictive abortion laws passed in various states, including Utah- where this photo was taken. The goal of those pictured in the photo is to strike these laws and grant easier access to safe abortions.

Now, if people are clearly against these anti-abortion laws, why were they put in place? This is where *dynamics* comes in. These people believe that the policy makers in their state should listen to their protests and represent what they are asking for. However, it is important to remember that there are also people on the other side of this argument. Furthermore, those making the policies also have their own beliefs and values. They *"need to balance personal preference against electoral expediency"* (Stimson, 544).

One way that we see *dynamic representation* is through *elections*. The *public opinion* elects their *political representative*. This representative now must serve in a way that pleases their*constituents* enough to be reelected. An *expediency point* is "the position most likely to *optimize future reelection chances"* (Simson, 544). Policy makers need to place their own values on a spectrum with the *expediency point* in order to make informed decisions that move with the changing moods of the public. Sometimes the policy maker decides that following their own value is more important than going with popular opinion. This is when the *will of the people* is not necessarily met.

Another point to consider is the *political stance* of the representative. In terms of reproductive rights, if the policy maker ran as a *conservative* and was elected by a population that is pro-life, they may face backlash from their *voters* if they backed down from these new anti-abortion laws. While there may be a large group that is against the laws, if the group is not the representative's *voter base*, the representative is less likely to make choices against their own personal values and those of their *voter base*.

Ultimately, "the public expresses preferences for "more" or "less" governmental action across different spheres," including women's rights and abortion (Stimson, 543). From there, representatives are supposed to respond in a way the reflects the *desired change*. Here it was a desire for less government control on a women's right to an abortion. If the representative does not act the way the public desires, they can vote them out during the next election. This is how *dynamic representation* is designed to fulfill the *will of the public*.

Braver Angels... Better Conversations (2020-09-21 02:33)

Colin Vaughan

This week my class participated in a workshop known as braver angels. During this program, we learned about the stereotypes and misconceptions of those on the left and right. When I saw this cartoon by Colin Vaughan, I knew that it was the perfect tie-in for the workshop.

While the divide and polarization between the 2 ends of the political spectrum that is shown in the cartoon does exist, it is not as concrete as we necessarily believe it to be. Many of our differences and dislikes of the other side are preconceived based on stereotypes.

The red side talked about how many of them are fiscally conservative. Essentially, they felt that the stereotypes such as homophobia, racism, and religion aren't true. While some of them are religious, not all of them were. This then connected to the abortion debate. While they may be against abortion, they weren't necessarily against having the choice to get one. Socially, they were closer to the blue side than previously thought. The blue side refuted the stereotype that they are anti-American and extreme/violent. They also talked about how they aren't snowflakes who are easily offended.

This cartoon characterizes both sides as being vehemently against one another. The spit

flying from the mouth of the republican and the anger depicted by both sides is a good use of pathos, even if our discussion in the braver angels workshop refutes this image. Furthermore, the signs that directly conflict one another were not necessarily true in our workshop either. While members of either side may have agreed with these policy positions, not all of them did.

Yes, there is some truth to this cartoon. Many people are vehemently against those on the other side of the aisle. This does not mean, however that we cannot overcome this. The rat in the corner expresses this by stating "something seems a little screwy here." The author of the cartoon is recognizing that this anger doesn't have to be the status quo, we can discuss our differences in a calm manner.

Overall, I'm glad I participated in the workshops. I was excited to try them because I feel that our society is over polarized. By participating, I was able to learn more about the way that people from both right and left leaning groups perceive themselves. Ultimately I feel very strongly that it is important to try to understand the other side without instantly trying to convince them to join yours. Nobody is right all of the time, so it is important to listen to other sides. Plus, while convincing them to join your side shouldn't be your first goal, it can help to understand the other side before trying to persuade them to agree with you.

Getting to listen to both the right and left leaning groups was enlightening. Both groups were more middle of the road than I had predicted they would be. This workshop gave me hope that as a society, we can start to use collaborative rather than combative rhetoric with one another when discussing politics.