

## Lesson 29

### MIND SHARE---AN IMPORTANT OBJECTIVE OF ADVERTISING

#### **Mind share**

One of the main objectives of advertising and promotion is to establish what is called mind share (or share of mind).

When people think of examples of a type or category of product, they think of a limited list (referred to as an evoked set). Any product included in an evoked set has mind share. For example, if you are considering purchasing a college education, you have several thousand colleges to choose from. However your evoked set, those that you will consider, will probably be limited to about ten. Of these ten, the colleges that you are most familiar with will have the greatest proportion of your mind share. Marketers try to maximize their product's share.

Mind share can be established to a greater or lesser degree depending on market segment. A similar concept is top of mind. The more easily you remember a brand, the closer it is to your top of mind. This implies that you have not forgotten or buried the information.

#### **Dominant Mind Share**

A brand may achieve dominant mind share when it is associated with a whole category of products, but has not necessarily become a generic term for these products. For example, Kleenex may sometimes be used to describe any facial tissue product, but retains its status as a proprietary trademark.

Other examples include Hoover, which has long been synonymous with vacuum cleaners; Dyson, which subsequently achieved similar status with a more sophisticated model of vacuum cleaner; and the internet search engine provided by Google, from which the term "googling" was derived to describe the act of "on line searching".

A trademark with dominant mind share may also be known as a genericized trademark. However, where the mark becomes the generic term for a product, it no longer has mind share because consumers do not associate it with a specific business. Classic examples include aspirin, escalator and mimeograph.

**Mass media** is a term used to denote, as a class, that section of the media specifically conceived and designed to reach a very large audience (typically at least as large as the whole population of a nation state). It was coined in the 1920s with the advent of nationwide radio networks and of mass-circulation newspapers and magazines. The mass-media audience has been viewed by some commentators as forming a mass society with special characteristics, notably atomization or lack of social connections, which render it especially susceptible to the influence of modern mass-media techniques such as advertising and propaganda. It is also gaining popularity in the blogosphere when referring to the mainstream media.

#### **Etymology and usage**

Media (the plural of medium) is a truncation of the term media of communication, referring to those organized means of dissemination of fact, opinion, entertainment, and other information,

such as newspapers, magazines, cinema films, radio, television, the World Wide Web, billboards, books, CDs, DVDs, videocassettes, computer games and other forms of publishing. Although writers currently differ in their preference for using media in the singular ("the media is...") or the plural ("the media are..."), the former will still incur criticism in some situations. Academic programs for the study of mass media are usually referred to as mass communication programs. An individual corporation within the mass media is referred to as a Media Institution.

The term "mass media" is mainly used by academics and media-professionals. When members of the general public refer to "the media" they are usually referring to the mass media, or to the news media, which is a section of the mass media.

Sometimes mass media (and the news media in particular) are referred to as the "corporate media". Other references include the "mainstream media" (MSM). Technically, "mainstream media" includes outlets that are in harmony with the prevailing direction of influence in the culture at large. In the United States, usage of these terms often depends on the connotations the speaker wants to invoke. The term "corporate media" is often used by leftist media critics to imply that the mainstream media are themselves composed of large multinational corporations, and promote those interests ( e.g., Fairness and Accuracy in Reporting; Noam Chomsky's "propaganda model"). This is countered by right-wingers with the term "MSM", the acronym implying that the majority of mass media sources are dominated by leftist powers which are furthering their own agenda.

## HISTORY

During the 20th century, the growth of mass media was driven by technology that allowed the massive duplication of material. Physical duplication technologies such as printing, record pressing and film duplication allowed the duplication of books, newspapers and movies at low prices to huge audiences. Radio and television allowed the electronic duplication of information for the first time.

Mass media had the economics of linear replication: a single work could make money proportional to the number of copies sold, and as volumes went up, units costs went down, increasing profit margins further. Vast fortunes were to be made in mass media. In a democratic society, independent media serve to educate the public/electorate about issues regarding government and corporate entities ( Mass media and public opinion). Some consider the concentration of media ownership to be a grave threat to democracy. (For examples of some American newspapers' history of jingoism and drumbeating for war, yellow journalism.)

### Time Line

- 1830: Telegraphy is independently developed in England and the United States.
- 1876: First telephone call made by Alexander Graham Bell
- 1878: Thomas Alva Edison patents the phonograph
- 1890: First juke box in San Francisco's Palais Royal Saloon.
- 1890: Telephone wires are installed in Manhattan.
- 1895: Cinematograph invented by Auguste and Louis Lumiere

- 1896: Hollerith founds the Tabulating Machine Co. It will become IBM in 1924.
- 1898: Loudspeaker is invented.
- 1906: The Story of the Kelly Gang from Australia is world's first feature length film.
- 1912: Air mail begins.
- 1913: Edison transfers from cylinder recordings to more easily reproducible discs.
- 1913: The portable phonograph is manufactured.
- 1915: Radiotelephone carries voice from Virginia to the Eiffel Tower.
- 1916: Tunable radios invented.
- 1919: Short-wave radio is invented.
- 1920: KDKA-AM in Pittsburgh, United States, becoming the world's first commercial radio station.
- 1922: BBC is formed and broadcasting to London.
- 1924: KDKA created a short-wave radio transmitter.
- 1925: BBC broadcasting to the majority of the UK.
- 1926: NBC is formed
- 1927: The Jazz Singer: The first motion picture with sounds debuts
- 1927: Philo Taylor Farnsworth debuts the first electronic television system
- 1928: The Teletype was introduced.
- 1933: Edwin Armstrong invents FM Radio
- 1934: Half of the homes in the U.S. have radios.
- 1935: First telephone call made around the world.
- 1936: BBC opened world's first regular (then defined as at least 200 lines) high definition television service.
- 1938: The War of the Worlds is broadcast on October 30th, causing mass hysteria.
- 1939: Western Union introduces coast-to-coast fax service.
- 1939: Regular electronic television broadcasts begin in the U.S.
- 1939: The wire recorder is invented in the U.S.
- 1940: The first commercial television station, WNBT (now WNBC-TV)/New York signs on the air .
- 1951: The first color televisions go on sale.
- 1957: Sputnik is launched and sends back signals from near earth orbit.
- 1959: Xerox makes the first copier.
- 1960: Echo I, a U.S. balloon in orbit, reflects radio signals to Earth.
- 1962: Telstar satellite transmits an image across the Atlantic.
- 1963: Audio cassette is invented in the Netherlands.
- 1963: Martin Luther King gives "I have a dream" speech.
- 1965: Vietnam War becomes first war to be televised.
- 1967: Newspapers, magazines start to digitize production.
- 1969: Man's first landing on the moon is broadcast to 600 million people around the globe.
- 1970s: ARPANET, progenitor to the internet developed
- 1972: Pong becomes the first video game to win widespread popularity.
- 1976: JVC introduces VHS videotape - becomes the standard consumer format in the 1980s & 1990s.
- 1971: Intel debuts the microprocessor
- 1980: CNN launches
- 1980: New York Times, Wall Street Journal, Dow Jones put news database online.
- 1981: The laptop computer is introduced by Tandy.

- 1983: Cellular phones begin to appear
- 1984: Apple Macintosh is introduced.
- 1985: Pay-per-view channels open for business.
- 1995: The internet grows exponentially
- 1996: First DVD players and discs are available in Japan. Twister is the first film on DVD.

### **Purposes**

- Advocacy, both for business and social concerns. This can include advertising, marketing, propaganda, public relations, and political communication.
- Enrichment and education, such as literature.
- Entertainment, traditionally through performances of acting, music, and sports, along with light reading; since the late 20th century also through video and computer games.
- Journalism.
- Public service announcement

### **Forms**

Electronic media and print media include:

- Broadcasting, in the narrow sense, for radio and television.
- Various types of discs or tape. In the 20th century, these were mainly used for music. Video and computer uses followed.
- Film, most often used for entertainment, but also for documentaries.
- Internet, which has many uses and presents both opportunities and challenges. Blogs and podcasts, such as news, music, pre-recorded speech and video)
- Publishing, in the narrow sense, meaning on paper, mainly via books, magazines, and newspapers.
- Computer games, which have developed into a mass form of media since devices such as the PlayStation 2 , Xbox, and the Gamecube broadened their use.

Toward the end of the 20th century, the advent of the World Wide Web marked the first era in which any individual could have a means of exposure on a scale comparable to that of mass media. For the first time, anyone with a web site can address a global audience, although serving to high levels of web traffic is still relatively expensive. It is possible that the rise of peer-to-peer technologies may have begun the process of making the cost of bandwidth manageable. Although a vast amount of information, imagery, and commentary (i.e. "content") has been made available, it is often difficult to determine the authenticity and reliability of information contained in (in many cases, self-published) web pages. The invention of the Internet has also allowed breaking news stories to reach around the globe within minutes. This rapid growth of instantaneous, decentralized communication is often deemed likely to change mass media and its relationship to society. "Cross-media" means the idea of distributing the same message through different media channels. A similar idea is expressed in the news industry as "convergence". Many authors understand cross-media publishing to be the ability to publish in both print and on the web without manual conversion effort. An increasing number of wireless devices with mutually incompatible data and screen formats make it even more difficult to achieve the objective —create once, publish manyl.