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The effects of university advertisements on students of Pécs

Translated by Dóra Babilai

The number of stimuli affecting the young generation is continuously ascending, surpassing far beyond the stimulus threshold defined by biological and social evolution. Due to this, tolerance towards the stimuli is also becoming stronger. Numerous social figures aim to deliver important information to the youth, as the stereotypical university-aged group is susceptible to everything new, they are easy to influence and their habits of consumption are in general easily defined. Methods affecting the unconscious are questionable, and yet have been present in the advertising industry for decades. We might be capable of holding our ground against its effects precisely with the interpretation of stimuli affecting the unconscious by raising it on the level of consciousness. The purpose of this research is to explore and analyze the manipulative tools behind different marketing strategies and examine the possible effects of advertisements on students from individual aspects.

In addition to the assessment of the pertinent scholarly literature, mapping, photo-documenting, and categorization through a database of university advertisements, as well as the preparation of a questionnaire in accordance with the created advertisement categories, and finally the evaluation of data acquired from the filled-in questionnaires are the different phases of research process. Comparing the questionnaire results regarding frequency, interest and interference to the actual photo-documented samples, it can be concluded that the evaluation of the photo-documented and self-assessed frequency in the questionnaire is significantly different in certain types of advertisements, based on the photo-documentation. According to photo-documentation, advertisements concerning education were dominant; in contrary, based on the questionnaire survey, advertisements regarding entertainment prevailed. Though the questionnaire-based results of the study have not been fully processed yet, interesting results emerge when the processed data is compared based on gender and department. In what follows, relying on these results we intend to proceed with a deeper and more accurate research, studying the effects of different visual and textual elements of typical advertisement groups on students, by involving associative and memory tests.

Renowned social scientist Stuart Hall disapproved research merely based on measuring, which ignores social power relations when evaluating results; we considered this thought, in addition to his study on the role of media maintaining the status quo as important considerations to use in our research. We base our study on Hall's following works: *Cultural Studies: Two paradigms* (1980), *Encoding / Decoding* (1980) and *Deviancy, Politics and the Media* (1971).



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I really liked that during trainings we talked about serious topics playfully. At first, we didn't realize how serious these topics were, and we realized it only at the end. The English language course helped me a lot because I am not so good at English, I have always liked German better. I got to know a lot of nice people, and although I did not want to feel like this, still, I already miss them sometimes when I walk through the corridors. So, I have become a part of a community. I miss people whom I have never thought that I ever would.

References

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