

Questions on Michael Schudson, “Advertising as Capitalist Realism”

1. What’s the big deal about the difference between a personal sell and “salesmanship in print”?
2. What does Schudson mean when he calls the people in ads “abstract people”?
3. What is capitalist realism? What is socialist realism? How are the two related or different?
4. What does he mean when he says some ads are “too real”?
5. What happens when advertising uses values that are not directly related to the consumerist lifestyle?
6. Why doesn’t Schudson believe the religious critique of advertising?
7. Why are ads more powerful if people don’t believe them?
8. What difference do the available critiques of consumerism make and why?