

Broadcast Pharmaceutical Advertising In The United States Primetime Pill Pushers Pdf Pdf

Recent Developments which May Impact Consumer Access To, and Demand For, Pharmaceuticals
2001 United States. Congress. House. Committee on Energy and Commerce. Subcommittee on Health

Advertising of Proprietary Medicines

1971 United States. Congress. Senate. Select Committee on Small Business. Subcommittee on Monopoly

Marketing Or Medicine

2009 United States. Congress. Senate. Special Committee on Aging

A Mixed-methods Approach Toward Primetime Television Direct-to-consumer Advertising

2015 Janelle Applequist Direct-to-consumer advertising (DTCA) includes any promotional materials (i.e., print advertisements, televised ads, websites, etc.) for prescription drugs that target a consumer audience. Brand association with pharmaceutical drugs in the United States is high, particularly in regard to the medium of broadcast television. Beyond informing consumers about pharmaceutical drugs on the market, these advertisements additionally model for consumers that these prescriptions should serve as forms of health intervention in their lives. This dissertation is designed to achieve several goals: (1) to replicate previous studies of DTCA (2) to examine levels of medicalization and pharmaceuticalization within these ads and the potential resulting influence upon society, and (3) to apply elements of critical advertising studies to direct-to-consumer (DTC) advertisements, including the prevalence of what this project will call "pharmaceutical fetishism" in such ads (i.e., the portrayal of DTC advertisements as increasing happiness or control over one's life and how this term relates to "commodity fetishism"; how prescription drugs are glorified as a form of positive consumption). Using a multi-method approach to DTC advertisements which include quantitative content analysis, qualitative textual analysis, political economy, and a case study of a particularly notable example of DTCA, this dissertation will argue that the symbolic complexity of television DTC advertisements not only attempts to influence how effective these drugs seem to be, but also how drugs are used as key interventions in life, and how drugs may solve a host of personal and social problems. At the same time, the way that people are portrayed in DTC advertisements also has implications for the mediated representation of gender, age, class and other social categories. This dissertation found four major themes that are representative of the mixed-methods analyses chapters (four, five, and six). The first common theme features a continuation, and increase, of DTC advertisements undermining their informational function by emphasizing overwhelmingly positive outcomes of drug use, decreasing the educational content that focuses on health ailments particular drugs are designed to treat, and discouraging serious considerations of risk factors and other treatment options. The second major theme to result from this research involves the use of positive emotional appeals in DTCA. The third, and arguably most notable, theme found in this research is the practice of pharmaceutical advertisements explicitly utilizing advertising as a means of presenting prescription drugs as cures for more than just health conditions. Drugs are advertised in a way that presents them as having the added benefit of selling a particular lifestyle to individuals -- one that emphasizes happiness, successful relationships, nuclear family activities, and personal fulfillment. Finally, the fourth major theme to result from this research is the ways in which DTC advertisements perpetuate normalized conceptions of particular representations, featuring characters that portray stereotypical gender roles, youthfulness even in cases of being older, heteronormative relationships, familial relationships as being central to health, and patients as being autonomous from their physicians.

Prescription Drugs

1991 United States. General Accounting Office

Direct-to-consumer Advertising

2008 United States. Congress. House. Committee on Energy and Commerce. Subcommittee on Oversight and Investigations

Direct-to-consumer Advertising of Prescription Drugs

2003 United States. Congress. Senate. Special Committee on Aging

Direct to Consumer Advertising (DTC)

2004 United States. Congress. Senate. Committee on Commerce, Science, and Transportation. Subcommittee on Consumer Affairs, Foreign Commerce, and Tourism

Bad Pharma

2013-02-05 Ben Goldacre We all feel uncomfortable about the role of profit in healthcare, we all have a vague notion that the global \$600bn pharmaceutical industry is somehow evil and untrustworthy, but that sense rarely goes beyond a flaky, undifferentiated new age worldview. Bad Pharma puts real flesh on those bones, revealing the rigged evidence used by drug companies. Bad information means bad treatment decisions, which means patients suffer and die: there is no climactic moment of villainy, but drugs are used which are overpriced, less effective, and have more side effects. There are five cheap, easy things we can do to fix the problem. Bad Pharma takes a big dirty secret out into the open, and will provide a single focus for concerns people have both inside and outside medicine.

Broadcast Pharmaceutical Advertising in the United States

2016-12-09 Janelle Applequist How often do we stop to recognize what pharmaceutical advertisements are telling us? Broadcast Pharmaceutical Advertising in the United States: Prime Time Pill Pushers engages with this question to include how pharmaceutical companies are shaping the meaning of drug interventions for individuals and the ways in which pharmaceutical advertisements frame issues of identity and representation for patients and health care. Such issues highlight how patients are being framed as consumers in these advertisements, which then permits the commodification of health care to be celebrated. Such a celebration has strong ideological implications, including definitions of "the good life," patient agency, and the role of DTCAs in such depictions. By defining and discussing medicalization, pharmaceuticalization, and commodity fetishism, this book introduces how the term "pharmaceutical fetishism" can act as a means for describing the commodification of brand-name pharmaceutical drugs, which, via advertising and promotional culture, ignores large-scale production and for-profit motives of "big pharma."

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*Read Only : broadcast pharmaceutical advertising in the united states:*Galactic Conflicts which Transformed Chronicle

It was the year 2023, and the world was on the edge of war. The U.S. and Peoples Republic of China, the pair of global powers, were locked in a intense competition, competing for assets, dominance, and dominance. They had both created sophisticated armaments, like laser weapons, drones, and satellites, which could hit any place, any time. They had covertly constructed space stations, which could deploy atomic weapons, which could obliterate the world. They were both prepared to use them, if ever required. But they were the sole ones. There existed a third force, a concealed force, which had been watching them both, waiting for them, getting ready for them. They were the extraterrestrials, and they had arrived to stop them both. They had come come to rescue the globe, or to finish it all. They had arrived to initiate the galactic wars which transformed past.

Investment broadcast pharmaceutical advertising in the united states...Galactic Conflicts which Transformed Chronicle

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Discovery broadcast pharmaceutical advertising in the united states

Galactic Conflicts which Transformed Chronicle

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