

Naked Economics Undressing The Dismal Science

Naked Economics: Undressing the Dismal Science (Fully Revised and Updated)
Naked Economics
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The American Economic Review
Naked Economics
Journal of Economic Literature
5 Steps to a 5: AP Microeconomics
2023
Economic Myths
The Quarterly Journal of Economics
The American Enterprise
5 Steps to a 5: AP Microeconomics
2024
The Journal of Home Economics
New Scientist
Household Structure, Decision-making, and the Economic, Social, and Legal Status of Women in Mogadishu, Somalia
Cultural Reflections and the Role of Advertising in the Socio-economic and National Development of Nigeria
Harvard Economic Studies
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Hurst's the Heart, 14th Edition: Two Volume Set
Practical Home Economics Teacher Edition of Co-ed
Ala's Guide to Best Reading in 2004
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Eric R. Dodge
Patrick Luciani
Charles Franklin Dunbar
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Furhana Ahmed Bhoola
Emmanuel C. Alozie
Frank William Taussig
Valentin Fuster
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seeks to provide an engaging and comprehensive primer to economics that explains

key concepts without technical jargon and using common sense examples

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this study focuses on the role of advertising in the process of social mobilization and modernization in nigeria by examining the cultural reflections the nature and characteristics of the messages and the values and symbols conveyed in nigerian mass media advertisements in this remarkable study emmanuel c alozie has attempted to explore the role of advertising in the national and economic development of nigeria examining this role through a combination of quantitative content analysis and critical cultural methods he has pursued a number of basic research questions for example one question asks what proportion of the advertisements in nigerian mass media is directed to business entities as opposed to ordinary consumers the answer he provides presents an interesting perspective on advertising s role his research also found that most ads were product related and less than a third of the ads were related to service one indication of the relative underdevelopment of the economy ads also promoted largely nonessential products and services to the tune of 65 per cent developing country like nigeria the multitiered government agencies would provide a major share of the media advertising in reality only a tiny proportion about 5 per cent actually came from government sources the rest of the advertising was provided by the national and multinational corporations alozie also found that nigerian sponsors tend to promote goods of foreign origin over those of nigerian derivative overall he found that less than half the products and services advertised 42 per cent were of nigerian origin with much of the products nonessential in nature advertising messages with embedded appeals have the potential of manipulating consumers and promoting unproductive consumption habits among consumers in a situation of scarcity therefore the appeals that are used in the advertising content become an important issue in a developing nation like nigeria alozie did not find extensive use of the image youth and sex appeals in the ads so prevalent in the west even though some of these appeals were found to have crept into the content primary selling point in addition emphasis was on savings family and safety for products regardless of whether the ads featured high involvement or low involvement products and services for decades policy makers in the developing world have debated the need for using mass media for human resource moralization by emphasizing developmental themes to what extent nigerian ads contain developmental themes is a question alozie explores he finds that some ads do contain developmental themes such as savings self development modernization investment hard work competition etc these themes however appear rather infrequently financial institutions emphasize developmental themes while manufacturing enterprises do not the author underscores the need for the government to encourage private and public corporations to include developmental themes in their advertising messages to promote individual as well as communal or

collective interests messages the author draws some broad conclusions that provide significant insight into nigeria s prevailing advertising scene for example he concludes that the degree of information on products and services available in the country is inadequate because of low level advertising even though developmental themes are employed in advertising messages the sparsity of their use is not likely to promote national development broadcast advertisements are more democratic than those in the print media primarily because they promote products and services more affordable to the average consumer in general consumer products advertised in nigeria are frequently of foreign origin and therefore they are targeted to the elite who can afford the expensive nonessential products the author recognizes the value and need for advertising that can disseminate not only beneficial information about products and services but can also serve as an effective tool in government s hands to promote information on significant social and developmental issues and policies that will affect the public scholars and researchers have contributed to the sizeable existing literature on development few have examined advertising as a meaningful means of communication for developmental messages and values through his study alozie has attempted to fill this void students and scholars with an interest in the media of developing nations will find the articulation of the various theories concerning socio economic development quite stimulating but more importantly by answering a range of significant questions about the nature and types of advertising messages published or aired in the nigerian mass media discussing what themes and values they contain and how relevant they are or influence the developmental goals of the nation the author offers a study that is useful insightful and rewarding

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