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MKT 3030

Marketing and Society Reflection

Marketing and Society as a course taught of global challenges we face as a society. Through Tiktoks we marketed these problems to show people what is really going on. We researched *Hypernormalisation*, *The Social Dilemma*, *The Corporation*, *Get me Roger Stone*, and *Gender Identity*, to give us a grasp on current and past events and how they are affecting our everyday lives. Many of these gave insights to marketing and how social media can be manipulated to change the outlook on certain topics. *Hypernormalisation* explains how individuals, corporations and governments put out false narratives to create a “fake” world that spun false narratives online to the general public. *The Social Dilemma* painted a picture about how harmful social media may be to us its effect on mental health and human behavior. *The Corporation* speaks of harmful corporate practices and analyzing their impact on society. *Get me Roger Stone* was about Roger Stone, a man who was a lobbyist, trickster who played an important role in the rise of Donald Trump. Our Gender Identity assignment focused on how social media can play a role in influencing gender identity and sexuality, as well as covering certain sites that have prejudiced themes as well as influencing sexuality. Throughout the semester we were tasked with making tiktoks that were easily digestible, appealing to watch, and the potential for virality while explaining what we had learned in each of these topics. Working with a group of two others and giving roles to each member while brainstorming ideas brought up great discussion and creative thinking.

Hypernormalisation showed us how government maintains control and changes public perception through media. Whether that is main stream media, social media, broadcasting and print media, we are being fed propaganda from major corporations with political interests and the government wanting control. While the world is overly complex Hypernormalisation explains how news is put into easy to digest laymans terms to oversimplify complex issues. For example the “War on Terror” was used to instill fear in media and to justify controversial policies. The war on terror was against an enemy that could not necessarily be defeated, therefore a constant never-ending fear loop was instilled in the average American. Fear in media was used as a tool to justify things like invading Iraq and the Patriot act. Knowing this, we applied this knowledge to our tiktok. Our hypernormalisation tiktok entailed the way media is changed and altered to instill fear and how this was used to justify air strikes on Gaddafi’s country. By starting the tiktok with a hook to grab the listeners attention we found this the best way to keep the viewers attention as well as spur up discussion in our comment sections, thus, increasing impressions and overall reach with the tiktok algorithm.

The Social Dilemma, a documentary that shows the dark sides of social media and its massive impact on society. It explains how most social media platforms that we use such as Facebook, Snapchat, Instagram and Twitter are used and made to exploit human psychology using extremely detailed and precise algorithms to increase engagement and profit. While these algorithms work for their intended purpose of keeping the users attention the negative side effects such as mental health, privacy, decreased productivity, and social division. Throughout the film there were interviews with big tech company experts that highlight how these platforms create addictive algorithms and increase misinformation and division. One important aspect of the film was how algorithms are not just designed to keep our attention but they are also made to

reflect our beliefs and shape our preferences. With this comes increased likelihood of being in an echo chamber and being fed only opinions the user wants to see and agrees with while leaving out opposing opinions to keep the user interested. Social media platforms also realized that polarizing topics such as politics create emotionally charged arguments and undermines what is really going on. The dilemma we have on hand is that while these companies must continue to hit profit margins, they are not doing so in a humane way. Social media companies are increasing rates of depression, anxiety, social division, and other mental health issues whether that is their intention or not. The Social Dilemma particularly was great content for Tiktoks, every user on their has their own algorithm and their own echo chamber. Our group realized how important it is to let everyone know what is really going on so we decided to make a tiktok highlighting these issues with current traumatic and emotionally charged events that are promoted and increase all the issues stated before like social division and depression. Letting users know that the content they see are curated not based on truth but on what keeps them on the app the longest and engaged, showing the for profit motives being more important than the health of the users.

The Corporation talks of how corporations became recognized as persons under the law which would give them similar rights to individuals. Doing this allowed corporations to maximize profit while often disregarding ethical considerations, responsibility and environmental sustainability. The film even discussed how corporations show signs of psychopathy, by showing no empathy and disregarding the well being of others. By the end of this film I found myself wanting to question big corporations and want to keep them in check, I am sure that lobbyists are the reason that these corporations get away with so much but what can we do to stop them? M&S A-Train decided to educate the viewers on what we had learned and

used a familiar company that everyone knows, Coca-Cola. By using Coca-Cola, a company that some people may interact with or at least see everyday, it puts into perspective what is really going on. While talking about The Corporation we also alluded that it is important to go out and research this topic on their own as well as watching the film themselves.

Roger Stone unapologetically believes that politics is about power and not principles. In Get Me Roger Stone, the film focused on a “political trickster” that has been causing chaos for years and years. Roger Stone is a master manipulator that uses shady methods and tactics to achieve his goals. Stone weaponizes misinformation and scandals to hurt political opponents which is a famous tactic to sway public opinion. In our tiktok about roger stone we made it a goal to make sure people knew how he was a self proclaimed “dirty trickster” and that he definitely had a major role in politics. Personally, I had no idea who this man was before watching the film about him but I am glad I do now. Most people I know also dont know of him so I believe its important to educate and make aware of this important figure in modern politics.

In our final tiktok we covered Gender Identity, we focused on a very important and recent topic of the 2024 election. Overwhelmingly, 56% of college aged men voted for trump at record numbers, which was detrimental to Kamala Harris’ campaign efforts. This tiktok we tried to take a neutral approach so the viewers could have some food for thought as to why this happened. Due to this being such a controversial topic we had the most engagement we had ever had on our page. With 20+ comments and nearly 2000 views I’d say we successfully added to the discussion of how the democratic party did so poorly among young male voters.

Overall this course made it clear that things are not always as they seem. With corporations maximizing profit by any means and disregard of pretty much anything that doesnt have to do with appeasing shareholders or lining their pockets. And political insiders like Roger

Stone that are mass manipulators that post smear campaigns and start scandals. As well as something that almost every American and almost every person uses, social media, has been weaponized to keep us addicted and angry. By learning and discussing these controversial topics we were able to be creative and upfront with our viewers while also making sure to make the best content possible. Throughout this course I learned many things about making tiktoks that cant be taught in class and that require hands on experience. Personally, I have found myself to be a lot more skeptical (than I already was) about almost everything. Most things we see online and on main stream media especially are catered and altered to anger and disgruntle the american people with only profits in mind. While I still use social media everyday, I find myself wanting to limit my exposure and be more weary of my presence and time spent online.