

Regular Chat Room
January 21st and 23rd, 2024

Theme: Advertising (広告・CM)

Self-introductions for new participants:

- What is your name?
- Where are you from?
- What do/did you do for work (job title, raised children, etc.)?
- What do you like to do for fun?

Questions:

1. What is the funniest ad you have ever seen?
2. What is the most shocking ad you have ever seen?
3. What do you think makes an ad interesting or memorable?
4. What company or brand has the best advertising? Why?
5. What form of advertising do you like the most? Which do you like the least?
 - a. What is the best form of advertising?
6. Do you watch TV ads? Do you get up and do something else?
7. Do you think advertising influences your choice of products? How?
 - a. Have you ever been convinced to buy a product because of advertising?
What did you buy?
8. Does having a famous celebrity in an advertisement make you want to buy the product more? Why or why not?
9. What do you think of brands that try to advertise to children? Should it be allowed?
 - a. Have you ever been inspired to ask your parents for something because of an advertisement?
10. When you're out walking, do you accept flyers, samples, or tissues that are handed to you? Why or why not?
11. How are commercials today different from commercials 10, 20, or 30 years ago?
12. What are some of the harmful and beneficial effects of advertising?
13. Are you loyal to any brands? Which ones?
 - a. Would you ever buy a product not from that brand? Why or why not?
14. Do you think Japanese politicians and political parties should be allowed to run TV ads like those in the United States? Why or why not?
15. Can advertising be a force for good?