

# Local / State

## TV ads shifting away from selfish appeals

Television commercials appear to be undergoing a subtle shift of emphasis away from selfish appeals, report marketing researchers at Texas A&M University.

"They're switching from 'me' appeals to ads that promote group affiliation," said Dr. James McNeal. "Fewer ads can be characterized by self-interest or self-satisfaction. Instead, more are appealing to the needs of interpersonal relationships and belonging."

McNeal, Dr. Stephen W. McDaniel and 11 Texas A&M graduate students viewed more than 4,500 hours of television over a three-month period to determine major need appeals within 416 closely evaluated commercials. The commercials were chosen because they pertained to nine major product lines most commonly advertised on TV, including automobiles, beverages, breakfast cereals, deodorants, fast foods, feminine hygiene products, pet foods and shampoos.

"A common automobile ad today would probably show a person buying a car because it attracts people," McNeal said, "instead of emphasizing the car as a symbol of individual expression."

Appeals to individualism are still found in TV commercials, but not nearly so much as they were in the 70s, he said. "It seems values may be changing from self-gratification and egocentricism back to encouraging togetherness," said McNeal.

Last year the marketing professor was among those who raised concern about the predominant "me" orientations in TV ads, suggesting they could have undesirable social effects.

In addition to appealing to group affiliation, which appeared in 59 percent of the ads studied, appeals commonly seen today include those of pleasing expressions such as pleasing odors, sights, sounds and

good tasting foods, the need to avoid embarrassment and the need for achievement.

"Advertisers usually include more than one need appeal but they're careful in not including too many for the sake of not being confusing," McNeal explained. "Within our study of the nine major product lines, we found that each ad appeals to an average of four needs."

For example, automobile ads most commonly included appeals to achievement and avoiding embarrassment through statements like "not being fuelish," McNeal said. Alcoholic beverages advertised on TV are primarily presented as symbols of achievement, a means for affiliation and for good taste.

"Beer is more often promoted as a treat following a hard day's work while wine commercials appeal mostly to social and economic achievement," McNeal said. "Beer commercials associate the product with relaxation or having a good time; wine commercials provide affiliation, but more often with the opposite taste."

McNeal pointed out that appeals to sex seem to be declining in advertisements but when they do appear they usually don't go unnoticed. Other need appeals ranking high in TV ads today, he said, include those of "hurt avoidance" or the need to assist others, and "harm avoidance," the need to avoid physical discomfort.

"Pet food ads predominantly appeal to needs of nurturance and affiliation as the industry seems to say that people can obtain love and affection by taking good care of their pets," McNeal explained. "Deodorant products that emphasize how comfortable they are, in terms of being dry, not sticky or not burning, are playing up the harm avoidance need."

## Hurricane season opens; Texans urged to prepare

An armada of potential hurricanes brewing off the Gulf Coast each summer, waiting to move relentlessly ashore.

Texas A&M experts say citizens should be prepared for evacuation and widespread inland flooding that sometimes affects areas more than a thousand miles from sea.

The scare from Hurricane Allen last year provided emergency planners "a first-class trial" for evacuation and officials benefited from the experience, said Willis Clark of Texas A&M's Sea Grant College Program.

"Now we know where the bottlenecks are. This storm was a New York catalyst in getting agencies together to solve existing problems and to prepare citizens before the next one comes," Clark said. He is program associate for Sea Grant's Marine Advisory Service.

Hurricane season traditionally runs from early June through mid-October along the Gulf Coast, with September historically accounting for almost as many hurricanes and tropical storms that affect Texas shores as all other months combined, say climatologists.

History buffs will recall the nation's worst natural disaster — the Galveston Hurricane of 1900 which killed more than 6,000 people

will take. Two Texas A&M researchers carrying out Sea Grant-funded studies have also concluded that persons should be told about the differences in hurricane intensity and the difference between a hurricane watch (a storm is possible) and a hurricane warning (within 24 hours, a hurricane should hit).

The findings of researchers Carlo Ruch and Larry Christensen are summarized in a Sea Grant brochure, "Why Don't People Listen?" Their study found only a fourth of those interviewed on Galveston Island knew of the small tidal rise — four to six feet — needed to block escape.

Almost one-third of Galveston residents polled said they believed the entire island could be emptied in six hours when a minimum of 12 hours seems more realistic, the researchers said.

Ruch and Christensen also suggested that news media, among other pieces of valuable information, establish the connection between hurricanes and tornadoes. Many residents doubtful of hurricane damage might leave if they knew the high probability of tornadoes spawned by hurricane weather, they said.

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## MSC Outdoor Rec plans seminars, summer excursions

When the heat of academic pressures drives you to the heat of summer sunshine, the MSC Outdoor Recreation Committee can help you make your great escape.

MSC Outdoor Recreation is sponsoring a variety of seminars and trips throughout the summer, beginning with a kayaking seminar Thursday.

That seminar, scheduled for 8 p.m. at the Wofford Cain Pool, will be followed by a canoeing and kayaking trip to Hidalgo Falls on June 13.

A rockclimbing seminar June 25 will be followed by a trip to

Enchanted Rock June 27.

Similarly, a backpacking seminar and trip are scheduled for July 9 and July 11, and a caving seminar and trip are set for July 23 and 25.

All interested University students, staff and faculty may sign up in 216 MSC.

Those persons interested in setting up their own outdoor excursions can rent camping equipment from the committee. Available equipment includes: backpacks, tents, sleeping bags, cook kits, stoves, canoes, kayaks, lanterns.

# T M

## AGGIES!

### Douglas Jewelry

10% AGGIE DISCOUNT

ON ALL MERCHANDISE WITH STUDENT ID

(Cash Only Please)

We reserve the right to limit use of this privilege.

Downtown Bryan (212 N. Main) and Culpepper Plaza

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energy efficient home?!

TUESDAY

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PASTA'S

TUESDAY NIGHT BUFFET

goes on!!

6 to 8 p.m.

All the pizza, fried chicken and salad you can eat for

\$3.89

only

And don't forget our daily lunch buffet too!!

OPEN

Sun.-Thurs. 11 a.m.-11 p.m.  
Fri.-Sat. 11 a.m.-12 a.m.

There's no pizza like Pasta's pizza!

We guarantee it!

PASTA'S

PIZZA SPAGHETTI LASAGNA

807 TEXAS AVE. 696-3380

REGISTRATION INFORMATION

WHERE: 224 MSC

WHEN: Wednesday, June 10

TIME: 12noon-5p.m.

**Who:** Anyone may take a Free U class that can make the class meetings. Needed For Registration: Pen and Full Payment-Check or Cash.

**Class Locations and Meeting Times:**  
All classes will be held on the University campus and in the evenings, unless otherwise stated in the brochure. Please take note of this and make arrangements accordingly.

**Interested in Teaching:**  
The Free U Committee is presently taking applications for those interested in teaching for Free U fall courses.

\*\*No phone registration

\*\*No pre-registration

CLASSES OFFERED

<p style="text-align: center; font-weight: bold;">DANCERISE</p> <p>The purpose of this class is to shape up while learning dance movements. The class will be a mixture of ballet, jazz, and floor exercises. (For Women Only) Monday's class will meet 6:30 - 7:30, June 15, 22, 29, July 6, &amp; 13. Wednesday's class will meet 6:30 - 7:30, June 17, 24, July 1, 8, &amp; 15. <b>Instructor: Julia Mashburn</b> <b>Cost: \$7</b></p>	<p style="text-align: center; font-weight: bold;">BEGINNING C &amp; W DANCE</p> <p>Beat the rush to the Hall of Fame and impress your friends with your improved dancing. Learn to Two-Step, Cotton-Eyed Joe, Schottische, and Jitterbug. Come for the class and stay for the rest of the evening at the Texas Hall of Fame. Class will meet Tuesday, June 16, 23, 30, July 7, &amp; 14 from 6:15-7:30 p.m. <b>Instructors: Ford &amp; Sandra Taylor</b> <b>Cost: \$12</b></p>	<p style="text-align: center; font-weight: bold;">STRETCH</p> <p>Aerobic conditioning and stretch for those in dance or any type of sport. A fast paced, fun exercise class done to familiar music that increases your physical capacity for all activities. Tuesday's class will meet 7:30-8:30, June 16, 23, 30, July 7 &amp; 14. Thursday's class will meet 7:30-8:30, June 18, 25, July 1 (Wed.), 9 &amp; 16. <b>Instructor: Marcella Wells</b> <b>Cost: \$7</b></p>
<p style="text-align: center; font-weight: bold;">FRIDAY EVENING SPECIAL</p> <p>BREADED FISH FILET w TARTAR SAUCE Cole Slaw Hush Puppies Choice of one vegetable Roll or Corn Bread &amp; Butter Tea or Coffee</p>	<p style="text-align: center; font-weight: bold;">SATURDAY NOON and EVENING SPECIAL</p> <p>Yankee Pot Roast (Texas Salad) Mashed Potato w gravy Roll or Corn Bread &amp; Butter Tea or Coffee</p> <p style="text-align: center; font-weight: bold;">"Quality First"</p>	<p style="text-align: center; font-weight: bold;">SUNDAY SPECIAL NOON and EVENING</p> <p>ROAST TURKEY DINNER Served with Cranberry Sauce Cornbread Dressing Roll or Corn Bread - Butter - Coffee or Tea Giblet Gravy And your choice of any One vegetable</p>

JITTERBUG

Be the hit of the dance floor — learn to Jitterbug! Class will begin with the very basics and will advance as the ability of the class progresses. A variety of spins, turns, pretzel, aerials (if the class desires), and much, much more! No partners needed! Class will meet on Saturday nights from 6-7 for 5 weeks.  
**Instructors: Mike McCarley and Sherri Cobb**  
**Cost: \$7**

ADVANCED C & W DANCE

Learn many advanced moves in Jitterbug. Learn to turn to the left and right while dancing the Two-Step, Polka, and Waltz. Learn to do Jitterbug moves while Two-Stepping, Waltzing, and doing the Polka. All this and more, taught at the Texas Hall of Fame. No partners needed! Class will meet Thursdays, June 11, 18, 25, July 2 & 9, from 6:15 - 7:30.  
**Instructors: Ford & Sandra Taylor**  
**Cost: \$12**

Now Better Than Ever. You Will Be Pleased With These Carefully Prepared and Taste Tempting Foods. Each Daily Special Only \$2.13 Plus Tax. "Open Daily"

Dining: 11 A.M. to 1:30 P.M. — 4:00 P.M. to 7:00 P.M.

<p style="text-align: center; font-weight: bold;">MONDAY EVENING SPECIAL</p> <p>Salisbury Steak with Mushroom Gravy Whipped Potatoes Your Choice of One Vegetable Roll or Corn Bread and Butter Coffee or Tea</p>	<p style="text-align: center; font-weight: bold;">TUESDAY EVENING SPECIAL</p> <p>Mexican Fiesta Dinner Two Cheese and Onion Enchiladas w chili Mexican Rice Patio Style Pinto Beans Tostadas Coffee or Tea One Corn Bread and Butter</p>	<p style="text-align: center; font-weight: bold;">WEDNESDAY EVENING SPECIAL</p> <p>Chicken Fried Steak w cream Gravy Whipped Potatoes and Choice of one other Vegetable Roll or Corn Bread and Butter Coffee or Tea</p>
<p style="font-weight: bold;">THURSDAY EVENING SPECIAL</p> <p>Italian Candle Light Spaghetti Dinner SERVED WITH SPICED MEAT BALLS AND SAUCE Parmesan Cheese - Tossed Green Salad Choice of Salad Dressing - Hot Garlic Bread Tea or Coffee</p>		
<p style="text-align: center; font-weight: bold;">FRIDAY EVENING SPECIAL</p> <p>BREADED FISH FILET w TARTAR SAUCE Cole Slaw Hush Puppies Choice of one vegetable Roll or Corn Bread &amp; Butter Tea or Coffee</p>	<p style="text-align: center; font-weight: bold;">SATURDAY NOON and EVENING SPECIAL</p> <p>Yankee Pot Roast (Texas Salad) Mashed Potato w gravy Roll or Corn Bread &amp; Butter Tea or Coffee</p> <p style="text-align: center; font-weight: bold;">"Quality First"</p>	<p style="text-align: center; font-weight: bold;">SUNDAY SPECIAL NOON and EVENING</p> <p>ROAST TURKEY DINNER Served with Cranberry Sauce Cornbread Dressing Roll or Corn Bread - Butter - Coffee or Tea Giblet Gravy And your choice of any One vegetable</p>

FOR YOUR PROTECTION OUR PERSONNEL HAVE HEALTH CARDS.

for anything...for everything... WANT ADS