**Web Exercises**

**Chapter 13**

## 13.1:

For specific examples of advertising that is sensitive to local cultures, review the International Advertising Resource Center at: <http://www.bgsu.edu/departments/tcom/faculty/ha/intlad1.html> .

## 13.2:

Study the language of corporate statements of environmental responsibility such as that of Starbucks at: <http://www.starbucks.com/responsibility/environment>.

Compare these to any you can find from corporations headquartered in other cultures such as Sweden (e.g., Ericsson at: <http://www.ericsson.com/res/thecompany/docs/corporate-responsibility/2010/corporate-responsibility-2010.pdf>), and Japan (Toyota at: <http://www.toyota.co.jp/en/environment/vision/message/index.html>).

Are there cultural differences? Do all corporate statements reflect similar values?

## 13.3:

Tour Disneyland Paris (<http://www.disneylandparis.com/>) and Disneyland Hong Kong at: (<http://park.hongkongdisneyland.com/hkdl/en_US/home/home?name=HomePage>).

Compare the two parks for elements of the Disney cultural icon and elements of the French and Chinese cultures.

## 13.4:

Read the following article:

<http://www.newsweek.com/cinderella-ate-my-daughter-are-princesses-bad-girls-self-esteem-67023>

Reflect on the influence of Disney princesses on children around the world.