

Abstract

The purpose of “Covert Communication and Viewer Interpretation of Alcoholic Beverage Advertisements on Television” is two-folded: 1) to analyze viewers’ interpretations of covert advertisements in order to determine if they could relate the advertisements to the advertised products and 2) to study if gender, age, and educational level are related to viewers’ interpretations of covert alcoholic beverage advertisements. Ninety viewers were asked to view ten covert advertisements, and to answer a question after each view. The full scores are ten. The viewers got one score if they choose the answer which states that what they view was an advertisement of an alcoholic beverage. The means of ninety viewers score is 5.06. The results of the study show that more than 50% of the viewers could not relate the covert advertisements to the advertised products. The study also shows that the most educated viewers could relate to the covert advertisements to the advertised products most. The oldest group of viewers score lower than younger viewers significantly. Male and female viewers do not differ significantly in their overall scores.