**On-line Posting 1:**

**Super Bowl Synch Report: 8 Placements Each for EMI, Warner/Chappell; Budweiser Prepping 4**

This article discusses the trends in the ads for the upcoming Super Bowl. Some of the trends discussed are using popular music and playing up 80’s nostalgia. Warner/Chappell’s Broitman says, “The 80’s have been and continue to be back.” This was one quote that stuck with me as I was reading the article. I recalled seeing another article on Yahoo! days before about an upcoming Super Bowl ad for Honda that features Matthew Broderick. This ad is a spoof of *Ferris Bueller’s Day Off*, which was filmed in 1986. Ad companies may be playing up the 80’s nostalgia because the people they are targeting are most likely middle-aged, who would have been teens in the 1980’s. This will remind them of their teen years and hopefully create a good feeling that they will associate with the product being advertised, such as the Honda CR-V.

Another trend discussed in the article is using popular music in ads. While the other technique will appeal to middle-aged audiences, using popular music will appeal to the younger audiences. Brands such as Budweiser will use songs such as Avicii’s “Levels” and Flo Rida’s “Good Feeling”. Using these songs will create positive feelings in the viewers being targeted since this is popular music that they would most likely hear on a night out. They will the associate these positive feelings with Budweiser and want to drink this beer when they are at the clubs with their friends. Also, using music that people enjoy will probably prevent them from changing the channel. People will want to listen to the music and therefore watch the entire commercial.

**On-line Posting 2:**

**Can Oscars Provide ABC a Lift?**

This article discusses one of the final big television events of February: The Oscars. The award show finishes a month of must-watch television experiences to try and capture the largest audience possible during a sweeps month, which is a survey by Nielsen four times a year and provides insight into the habits of television audiences across the country. This article discusses how the Oscars helped to provide ABC with “a rare primetimes rating victory last week:, which gives the network hope as it goes into the spring lineup.

I thought that one interesting point made in this article is that “viewership among blacks was up 20%” this year. I think that this may have something to do with the movie “The Help”, which had three nominations and a win from Octavia Spencer for ‘Best Supporting Actress’. “The Help” has also won many awards earlier in the season at shows such as The Golden Globes, Screen Actors Guild Awards and The Hollywood Film Festival.

ABC is hoping that his increase of viewership during the Oscars will carry on throughout the season. The network took advantage of the awards show and use some of the advertisement space to promote their new shows that are launching in the spring schedule such as “GCB”, “Missing” and “Scandal”. Hopefully they will be able to attract a large enough following for these new shows to prevent falling behind the other networks in the ratings again.

**On-line Posting 3:**

**Dance music beat will go on despite arrests**

This article discusses the arrests of two Electronic Dance Music (EDM) DJ’s: Pasquale Rotella and Reza Gerami. The two are being charges with bribery and embezzlement scheme. The pair were allegedly involved in the scheme with Todd DeStefano, the former event manager of the Los Angeles Coliseum. Rotella and Gerami used to play events in the Coliseum beck in the 1990’s. These events that they played at paved the way for EDM today.

Although this genre of music is more popular in Europe, there are many EDM DJ’s who are gaining popularity here in the States. Last year “DJ Tiesto racked up $19.4 million in North America… [which was] good enough for 46th place among the top 50 tours” (Morris). The growth in popularity is evident here at Penn State as well. This past year there have been concerts by Avicii, Sebastian Ingrosso & Alesso and DayGlow is coming in the following weeks.

The growth in popularity may be due to the atmosphere at these events. Most only sell floor seats, so the attendees can dance and they are encouraged to wear bright and ridiculous clothing. Its any college students dream venue. This atmosphere also promotes dangerous activities such as drinking and doing drugs, especially ecstasy. In July 2010, a 15-year old attendee died of an ecstasy overdose at the Coliseum.

Despite the controversies surrounding EDM, it shows no sign of slowing down. Even though two of its founders are sitting behind bars, the movement that they have created continues on without them.