

OLFACTION

Lecture 8

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DEFINITION

- **Olfaction** - is a process whereby we recognize certain odors around us

(Hickson and Stacks, 1985, 133).

- . Each of us feels the impact of odors around us. In everyday life we do not think about smell unless it is pleasant or unpleasant.

ODOR AND ASSOCIATION

- We associate certain odors with some visual aspect in the environment : a person, a place, A thing .
- It is interesting to note that we remember the odor much longer than what we saw. Or heard.

Researchers claim that “emotions can be ‘smelled.’”

- Classification of odors in a sevenfold category system:
- Aromatic;
- fragrant;
- Musky;
- Garlicky;
- Gouty;
- Repulsive;
- nauseous
- (Hickson and Stacks)

OLFACTION AND SOCIAL EFFECT

- Odor can communicate: odor can make us buy this or that product (bakers; new car).
- Odor communicates anger,
- fear, body odor (diet, medicine, etc).

(Hickson and Stacks, 1985, 135).

- The better off the person is, in American culture, the better he or she usually smells.
- Olfaction influences our thinking and behavior/
- Olfactory memory is very well known to advertising companies (scratch and smell)
- Olfactory memory has the highest memory capacity of all five senses.
- The potential for olfaction as a nonverbal sub-code is obvious.

FOR THE PERSON WHO
DRIVES AN OLD
BEAT-UP "NOTHING" CAR

NEW
CAR
KICK



Spray that wonderful, nauseating "new car" aroma inside your old heap, close your eyes, and you'll swear you're in a brand new Chevy, Ford or Plymouth. For Cadillacs, Lincolns or Imperials get the "Giant-Size" can. **WARNING:** Open eyes before you start to drive!

FOR THE MAN WHO
SUFFERS FROM
FEELINGS OF INSECURITY



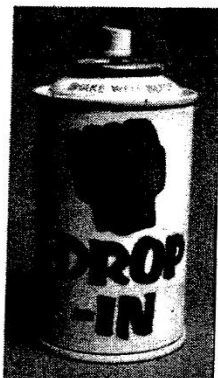
"Mmmm Momma" contains the delicious aromas of chicken soup, pot roast and detergent with ammonia. Just roast and spray it around your lonely apartment, and you will be convinced that Mom is back in the kitchen again, cooking, cleaning, and taking care of her "little feller".

**MAN
ABOUT
TOWN**

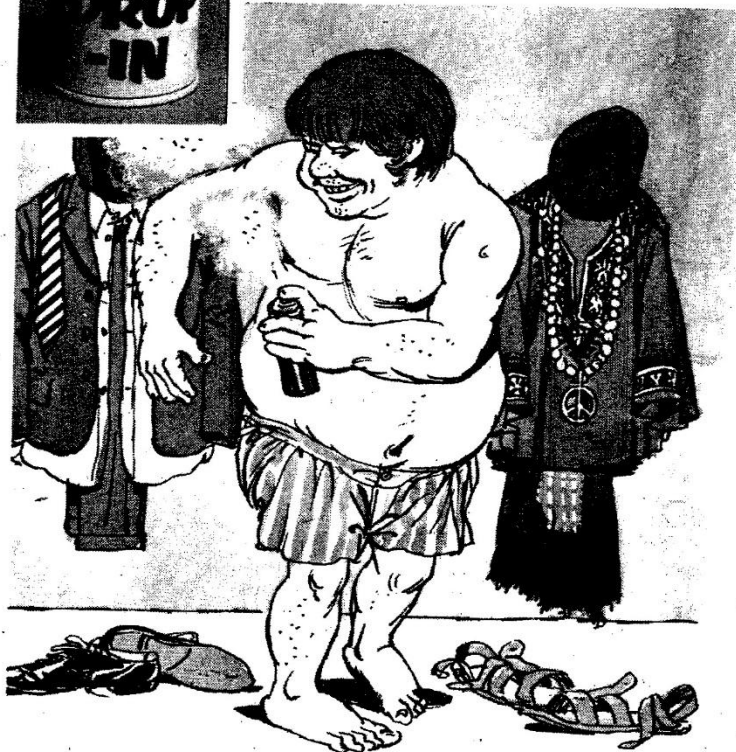
**FOR THE MAN WHO
NEVER GETS INVITED
TO ANY PARTIES**



“Man about Town” contains the odor of “morning-after mouth”—a trace of too much Scotch, too much food, and too many cigarettes. Talk to people with confidence. Your breath “tattles” on you that you’ve been a “naughty boy”.



**FOR THE DROP-OUT
WHO NEVER GOT TO
GO TO COLLEGE**



Now you can pass as a college student. And if you *are* a college student—only you're "chicken", now you can pass as an Activist. "Drop-In" contains the subtle aroma of Mace, and for status, there's nothing like a trace of Mace.

ЗАПАХ И СТАТУС

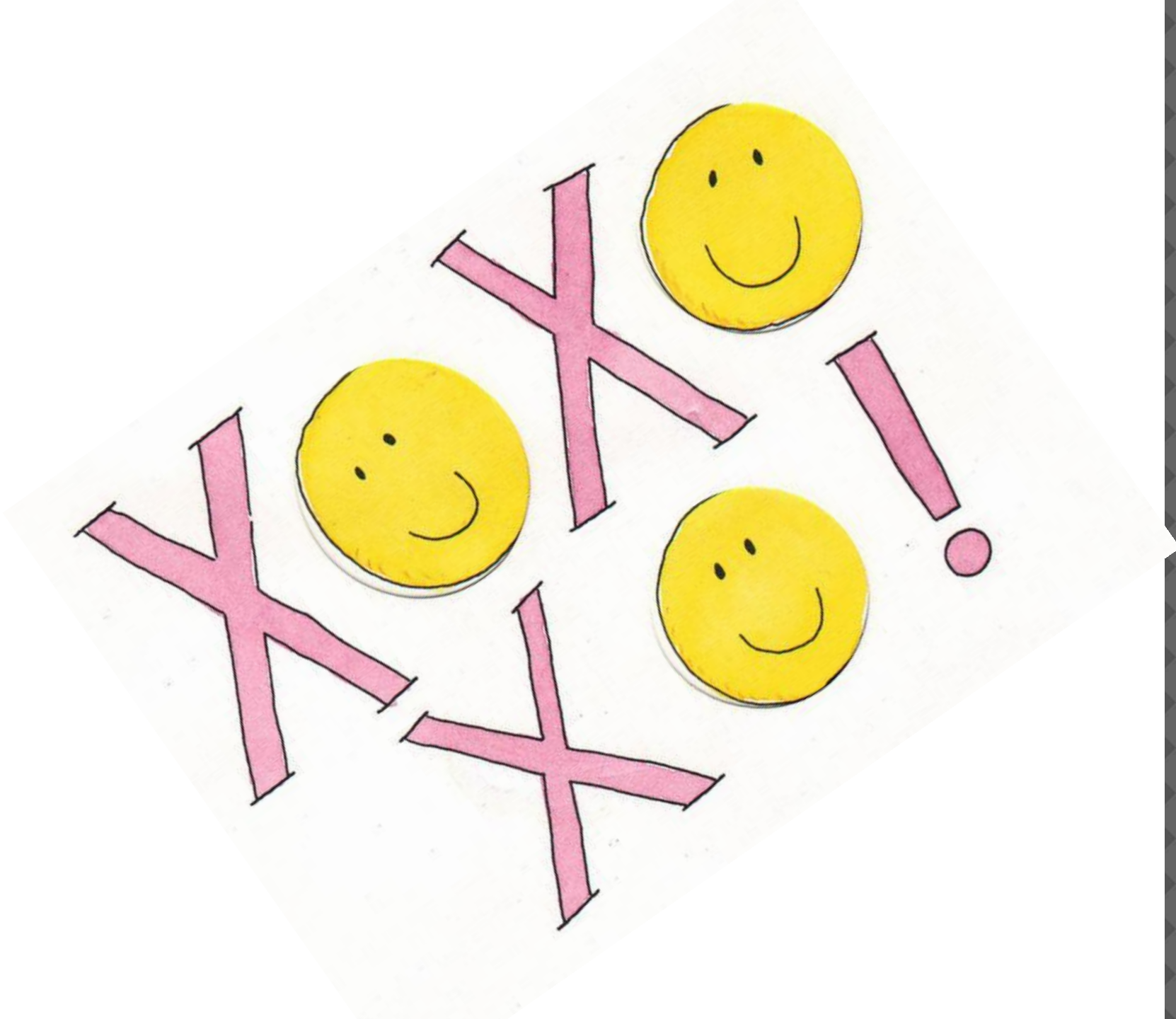
- Социоэкономический класс зависит от запаха: чем богаче человек, тем приятнее от него пахнет
- Запах в доме может указывать на происхождение человека (откуда он приехал)
- этническое происхождение - пища (пример мой) здесь русский дух, здесь Русью пахнет)

(Hickson and Stacks, 1985, 139).

ЗАПАХ И МЫШЛЕНИЕ

- Olfaction influences our thinking and behavior. Olfactory memory is very well known to advertising companies. “By means of such devices as “scratch and smell” advertisements and vivid emotional labels, advertisers are able to influence or awaken our olfactory memory, a form of memory...[that] has the highest memory capacity of all five senses” (Hickson and Stacks, 1985, 139).

- “The potential for olfaction as a nonverbal sub-code should be obvious. Not only are we subconsciously influenced by the odors around us, but we are much better at identifying such odors than was previously thought” (Hickson and Stacks, 1985, 140).



ОДЕЖДА И КУЛЬТУРА



