

Advertising

Most people dislike advertisements and it's not a secret that from time to time they can be annoying. However, it's a part of a culture, and often reflects society mood at the point in time. Additionally, making a good advertisement takes an enormous amount of effort, and can be considered an art of some sort. It pays to advertise, at last!

Advertising – the business of designing and writing advertisements that motivate folks to go and buy a product. It links the company to its product, identifies the symbol with the company. In my opinion, people who possess common sense won't be lured easily by ads into buying things they don't even need. Likewise, commercials do not affect my choice.

As I've mentioned before, making a good advertisement is kind of an art. Above all, the basics of an ad: it must be focused on the product and attract people's attention easily. If you focus viewers' attention on something else and forget to show the product, ad won't serve its purpose. Secondly, there is no need for it to be purely informative. Moreover, it should give you an escape from reality, take away the ordinariness of everyday life and distort your perception as much as possible. If you showed them the horrifying truth, who would've bought your product?

Common practice in advertising is to manipulate images. In fact, there are many reasons for that. Firstly, digitally retouched goods and people look much better, and people who are not well aware of it are likely to fall for it. Promoting an unrealistic and distorted image of something means promoting something that is perfect, that is almost out of this world, that seems almost out of reach, yet you – yes, YOU can get it just for \$4.99 at your local shop!

Ultimately, I'm for that type of advertising. As an every artist, advertisement business needs freedom and no constraints. They must be free in ways they use various software programmes. For people's part, they must develop their critical skills, maybe, view more altered images that make someone look more physically perfect. Consequently, it wouldn't have caused such great deal of controversy, if people didn't take everything by heart and viewed ads as an art of some sort.

Children, children, children... Oh what a great of a customer they are! They believe everything they hear, making them an attractive target for advertisers. Their attention is the easiest one to catch: make the TV commercial a bit louder than the programme, show it many times, and, voila, persuasive message it has is now relayed into minds of their parents, making them spend vast sums of money on something their beloved child will forget about next morning. You don't even need to put a selling point in the ad! Put a cartoon character in it, and it will go viral, spreading among children like a pandemic. Adults, of course, dislike that. They say it distorts kids' perception of the world.

Still, it's them who are mislead by the fantasy and wear pink glasses. Of course, it must be a comfortable position to tell that government is doing nothing and do nothing themselves. Real world is chaotic, and from early ages children should be taught how to tell fantasy from facts. Thereby, any controls imposed on advertising, any governmental control, any strict legal controls will only harm children and advertisement industry.

To conclude what I said, I'd like to repeat. The things to remember are that it's not advertisers' fault that people fall for distorted images of people. It's not advertisers who make you take out the wallet and pay a grand for a new car. In the end, it is your choice to spend money or not, and it is you who makes this choice. If you don't teach your kids to think critically, if you fall for altered images, it is your fault for being digitally illiterate and not thinking critically. Think rationally, and there will be no trouble for you and your kids.

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