Advertising

Once David Ogilvy said - “A good advertisement is one which sells the product without drawing attention to itself.” To begin with, Advertising is everywhere we look. From television and radio to billboards and magazines. But what is advertising?

Firstly, advertising should attract one’s attention easily. Secondly, it needs to be more focused on the product, in other words. Good adverts are purely informative and use creative visuals. Good advert as well may influence my choice when I really can't decide between two similar products.

A good advert should have an instantly recognisable logo and needs to be memorable so everyone could identify the symbol with the company; it shouldn't escape from reality to much, It also needs to motivate to go and buy a product and target at the right audience. Finally, it should take away the ordinariness of everyday life, whether that's excitement, humour or nostalgia – so they remember your brand long after seeing your ad on TV or online.

One technique which is often used by advertisers - manipulating images and that have already caused a great deal of controversy among the society; As far as I know, Companies make Images that are digitally retouched by using various software programmes such as Photoshop, so they can make someone look more physically perfect with flawless skin who appear slim yet toned - something which isn't necessarily achievable in real life! Regular people say that it promotes an unrealistic and distorted image of beauty. So nowadays when people view any images they should be well aware of that kind of tricks and use critical skills to distinguish a fake from reality.

This kind of manipulation has been criticized for setting unrealistic expectations which can lead young people (especially girls) feeling insecure about their own bodies; Now some companies taking steps towards more realistic portrayals of beauty.

It’s widely known that Kids are an attractive target for advertisers. Needless to say, that, Children love all, which go viral and big company use it. They spend vast sums of money on animation in ad of toys, show an advert many times, make the TV commercials louder than the programs.

But we must have a common approach to the problem and impose controls on advertising. I think, this should have a governmental control on advertising. For instance, time limits of ad display and list of available products, which can display on TV at kids channels and in time of display kids shows at all channels must be introduced. Also, programmers of different apps must have a different limit for kids or another version of programs for kids, which have functions of parental control.

To conclude then there are both positives and negatives associations with advertising and after all it comes down to personal opinion. Though I think it’s important that we should be more aware about manipulation with images and be able to distinguish between fake and reality.