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documentary notes

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- It is crazy to think about all of the energy and time and money that has gone into advertising in the past 100 years and what all of the resources we as a society have put into advertising could have accomplished if it was maybe put into a better cause
- I agree that the premise that most people hold, that advertisements don't work on them due to them being smarter and not falling for it, is naive as they obviously work in creating a consumptionist culture and mindset.
- Again it strikes me how much advertisements are ingrained into our society today as we do not even notice the constant ads and corporation promotion has invaded our culture.
- 200 billion dollars a year in the US and 570 billion a year are mind boggling numbers
- 10x more to make ads vs the actual content
- Famous directors now make ads in between their movies
- Our media has been overtaken as pipelines for companies to sell us ads
- Traditional media seems to be reliant on ads to make up the bulk of the funding for their productions
- Aston martin being james bond's car is the sole reason why i like the company which was interesting for me to reflect on

- Merchandise associated with media wasn't something i had even taken into account when i am thinking about advertising, as a kid i loved star wars legos which i now realize are ads
- Schools being funded by advertising is truly disturbing
- A billboard in space seems like an insane thing for our society to spend its time on
- The internet is now a cesspool for ads and I remember when ads were not nearly as prevalent as they are today and despite me trying to use all the ad blockers and preventative measures its impossible to avoid them all.
- The social media companies being so influential and basically being advertising corporations is disturbing
- The impact born from the industry of advertising is sickening
- Interesting to see the connection that capitalism has with the culture of consumption we see today and its invention of advertising
- The interview we read this week also ties in nicely to how wee can see the culture and power that advertising brought with it
- Desires being the driving force of the market rather than needs leads to a terrible type of consumer.
- Advertising shifting from needs to lifestyle/emotions is a key change
- The stories that advertisements try to sell us on is also very interesting and how they try to tie these products into our lives
- The lie being that satisfaction is not attained by getting these consumer products

- The reality is that it actually draws us away from the things that truly bring us happiness
- Novelty is the thing that we are chasing
- Once the high is gone the value of the commodity drops
- The personal costs that this culture has brought on workers is also sickening and truly is hurting our society
- The culture of mass consumption also are harming the earth and the natural resources to satisfy our culture's desires for more
- The use of government and military to get the consumers their fix of what they want
- Promoting pleasure in the present without thinking about the consequences is a suicide pact for the whole planet
- The take away that I got from this is the fact that we must turn away from the megaphone for capitalism that advertising is, or else it will spell the end for the earth and society as we know it.