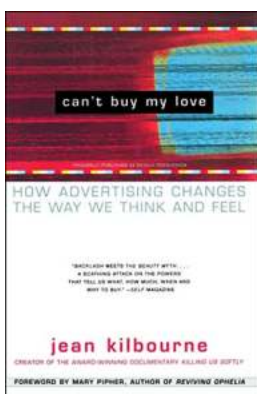


# How Advertising Changes The Way We Think And Feel

Advertising has become an integral part of our daily lives. Whether we realize it or not, it shapes the way we think, feel, and behave. The power of advertising lies in its ability to influence our perceptions and beliefs, ultimately altering our preferences and decisions.

With the advent of digital media, advertising has reached new heights. We are bombarded with advertisements wherever we go – on our smartphones, social media platforms, television, billboards, and even inside apps and games. It has become so pervasive that it's hard to escape its sway.

One of the ways advertising changes the way we think and feel is through the use of emotional appeals. Advertisers know that emotions are powerful motivators, so they craft advertisements that aim to elicit specific emotions from their target audience. Whether it's happiness, sadness, fear, or excitement, these emotions have the ability to influence and shape our perceptions and actions.



## Can't Buy My Love: How Advertising Changes the Way We Think and Feel by Jean Kilbourne (Kindle Edition)

★★★★☆ 4.4 out of 5

Language	: English
File size	: 117143 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 370 pages



Take, for example, a perfume advertisement that depicts a romantic setting with a beautiful couple. The imagery, coupled with the enchanting soundtrack and the use of attractive models, triggers feelings of desire, romance, and luxury. Through this emotional appeal, the advertisers create an association between their product and the perceived lifestyle or emotions, leading consumers to believe that buying the perfume will make them feel elegant and desirable like the models in the advertisement.

Not only do advertisements play with our emotions, but they also shape our thoughts and beliefs. They have the power to introduce new ideas, challenge existing beliefs, and shape societal norms. Advertisements can influence what we consider as desirable or beautiful, what we perceive as normal or acceptable, and even shape our values and aspirations.

Think about how advertisements have shaped our perception of beauty. Through carefully crafted images of flawless models, advertisers have set certain beauty standards that society aspires to achieve. From fair skin to perfectly toned bodies, these ideals are often unattainable for the average person but are constantly reinforced through advertisements. As a result, many individuals develop a negative body image and strive to fit into these unrealistic beauty standards.



Furthermore, advertising has the power to shape our preferences and decisions by creating a sense of familiarity and trust with certain brands. Through repeated exposure, advertisers aim to create a bond between their products and our identity. They want us to associate their brand with a particular lifestyle, image, or personality.

Think about the fast-food industry. Through years of consistent advertising and branding strategies, certain fast-food chains have become ingrained in our cultural fabric. Many individuals have developed a strong sense of loyalty and preference towards specific fast-food chains, often associating them with comfort, convenience, or indulgence.

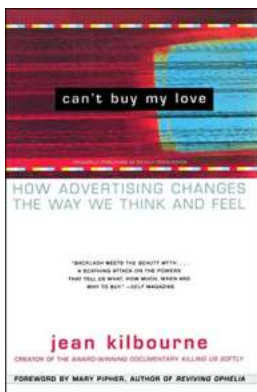


However, it's important to recognize that advertising is not all negative. It plays a crucial role in informing consumers about new products, services, and

innovations that can enrich their lives. It can help fuel economic growth and drive consumer demand. Without advertising, many of the products and services we enjoy today would not have reached us.

That being said, it's essential to develop critical thinking skills and be aware of the persuasive techniques used in advertising. By understanding the underlying motives and strategies, we can protect ourselves from being overly influenced or manipulated by advertisements.

To conclude, advertising has a profound impact on the way we think, feel, and behave. It shapes our emotions, thoughts, beliefs, preferences, and decisions. While it can be a powerful tool for driving economic growth and informing consumers, it is crucial to remain vigilant and critically evaluate the messages conveyed in advertisements. By doing so, we can empower ourselves to make informed choices and navigate the ever-changing landscape of advertising.



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"When was the last time you felt this comfortable in a relationship?"

-- An ad for sneakers

"You can love it without getting your heart broken."

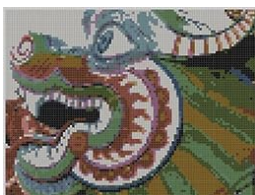
-- An ad for a car

"Until I find a real man, I'll settle for a real smoke."

-- A woman in a cigarette ad

Many advertisements these days make us feel as if we have an intimate, even passionate relationship with a product. But as Jean Kilbourne points out in this fascinating and shocking exposé, the dreamlike promise of advertising always leaves us hungry for more. We can never be satisfied, because the products we love cannot love us back.

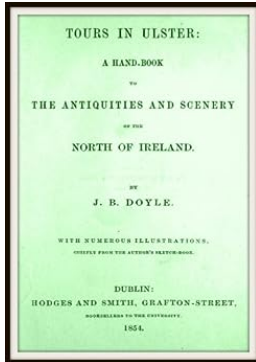
Drawing upon her knowledge of psychology, media, and women's issues, Kilbourne offers nothing less than a new understanding of a ubiquitous phenomenon in our culture. The average American is exposed to over 3,000 advertisements a day and watches three years' worth of television ads over the course of a lifetime. Kilbourne paints a gripping portrait of how this barrage of advertising drastically affects young people, especially girls, by offering false promises of rebellion, connection, and control. She also offers a surprising analysis of the way advertising creates and then feeds an addictive mentality that often continues throughout adulthood.



**Unleash Your Creativity with Dragon Cross  
Stitch Pattern Mother Bee Designs - The  
Ultimate Guide!**

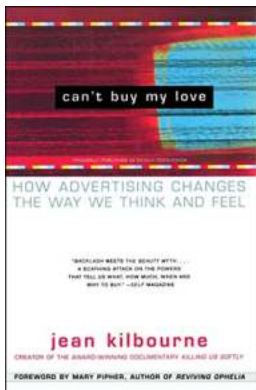


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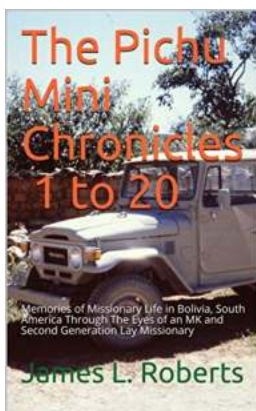
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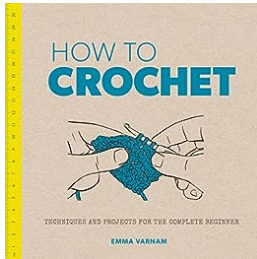
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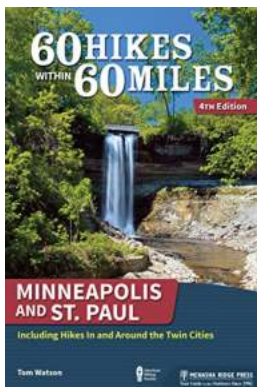
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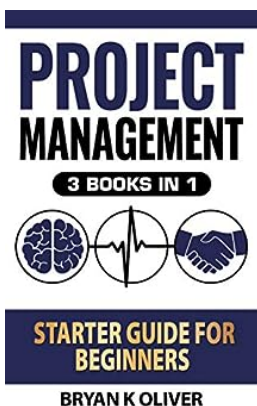
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