

How Advertisement manipulates viewers

Date: _____

The viewers react while the advertisers continue to present idealized people in unreal situations. There is a wide gap between imaginary depiction and earthly reality of life but still they present most cases which appear funny as well as repulsive. Moreover these individuals also show unreal male-female relations which hardly exist in societies. What they know and how they see one and predict their situations. Keeping all these in view they earn millions of dollars. They may or may not know they are promoting the products and the viewers are being attracted towards these ads. In reality, these are watched unintentionally or because the viewer may feel lazy to skip the on going clip.

260 pages

100 pages