Self image – advertising (looking at ads in shopping centre)

Does advertising affect us? For (does have an impact)/against arguments

**FOR**

- **Exclusivity** – no diversity with ethnicities, sexual orientation, age, disability etc. – is this because they are only targeting certain ‘perfect’ people? Why do stores/brands cut down their target market, surely they would get more sales etc if they were targeting at more people? Or is it just that they only want ‘perfect’ people to wear their brand, and perhaps their normal target would no longer buy their products if ‘imperfect’ people also bought the products.

- **Environment** – stores create luxury environments, with bedroom layouts like hotels, which would be ridiculously expensive to achieve in reality, but makes people want that perfect style. Environments surrounded by material things makes material things and certain products a ‘commodity’ and therefore makes people ‘need’ the products and therefore purchase them and spend great deals of money on them. – for example in Hollister, the employees are described as the stores ‘models’ and are chosen because of their looks and not because of their skills. This means that lots of people are not only excluded from employment with them, but also creates an extremely intimidating environment in which to shop – the entire store is laid out to be like a stage where the models can walk around and look pretty

- **Independence and individuality** – if you are influenced by the advertising, then you will be told that you will look better and be accepted into society if you are styled and look a certain way. This means the people who feel pressured will all end up looking the same, as everyone sees the same people on TV, TV show etc., and therefore will all go out and buy the same hair dye, clothes, and mobile phone, instead of going and choosing something that they would like personally. Individuality is also affected because, everyone needs to wear clothes, and therefore have to go shopping. You can only buy what is on sale, and so in effect you can only buy into fashions, even if it may not be exactly the sort of style that you personally like.

- **You are being sold a lifestyle** – adverts for every product combine to sell you a specific lifestyle, to have a smartphone, to wear certain jeans, to eat certain food etc.

- **Adverts sell a whole lifestyle even for just one product.** For example, a shop selling jewellery will have a photo which is an advert for a bracelet, but the photo will not just show the bracelet, or even just a wrist with the bracelet on, but will show an elegant and beautiful woman, with impeccable hair and makeup and beautifully dressed. This makes you look at the whole image, and ‘who you could be’ if you simply bought the bracelet.

- **Cafes and restaurants** – they are also trying to sell specific products, of course, and trying to get you to buy into their products. They try and tell you where is ‘cool’ to eat or drink in, by several methods, including social media and celebrity endorsement, which makes a simple product instantly become a commodity and something that you ‘simply must try’. For example, Starbucks sell a drink called a Spiced Pumpkin Latte. From personal experience I do not know a single person who actually enjoys that taste or product, yet it is so heavily