

IN THE AGE OF ADVERTISING WE ARE ALL REPLICANTS

Advertising is thought to be something useful and quite obligatory in business sense. How else would you find out about the brand new yoghurt, that has just come out on the market, if not through commercials? Factories want profit that is understandable. But what about us, the customers? Are our needs really satisfied, when we buy a certain product, advertised on TV for one billion times, or is there something more to that?

Nowadays, we are more similar to each other than ever before. Forget about religion, race and gender. We are all victims of globalisation. Advertising has literally turned us into these puppets, who buy practically everything that it is seen in the ads and commercials. Some do it out of curiosity, but some do it only because their neighbours have done it also and they do not want to feel any less worthy because of that. Of course – there is nothing more satisfactory than having the exact same car as your next-door neighbour, if not even a better one. And before you know it, the trend spreads out over the whole block.

What happened to individuality? Is it really so necessary to follow the rest, instead of being a unique person who does not wear Lee jeans, drink Coca Cola and eat pizza just because it is considered to be in? It seems to be so. Nevertheless, nobody wants to feel as an outcast, so perhaps this is what forces us to buy all those products advertised in the media.

It is definitely hard to overlook the number of various commercials bombarding us from all sides. Fighting against them won't do any good. The best thing to do is to accept them and at the same time not believe everything they promise. And do not try to imitate your neighbour. You do not want to end up as just another face in the crowd, do you?