

Disruption is the Core of Everything

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Abstract

Using disruption as a release of order is among the most common and effective strategies of today's media world. Media content has facilitated to experience a sense of chaos, excitement and utopia so alien to nowadays rigid every-day life. Media content interacts with its viewers via multiple channels such as social media, magazines, billboards, cinema, radio, TV, gaming as well as events (just to name a few). Media and its advertising offers today's audience a portal for 'dreaming and making it big' without any risk or effort, for becoming a star without any talent, in short; for a disruption of ones own reality and celebration of ones own (in)significance. Now this escapism of media and its advertising is not something new but the need for innovative ways to disrupt the audience's reality has grown exponentially in recent years.

For this reason, it is important that researchers, media developers, advertisers and consumers become aware of the nature of media content and its impact. Researchers are in a unique position to help consumers understand the impact of disruption in regards to media content. How can one remain a healthy lifestyle, practice healthy expectations of life and be satisfied by what one has rather than by what one could have? The emergence and practice of media content and its advertising as a utopian tool of capitalism is the anti-movement to any real or religious values.

Keywords: Media content, media, advertising

Especially advertising which is often described as 'disruptive' and its impact is not simply another influence that can be overlooked. Yet the interaction between advertising and its audience defines who we are as a society; dismissed by most academics as simply a tool of promotion of a product or service (Shimp & Andrews, 2010).

Even if the audience is not paying attention to the advertising itself the subconscious influence and capacity is vital for our understanding of the interaction between the medium and the human psyche. In a world of constant disruption and overload of information...what role does effective

advertising play? How does subliminal advertising work? How is it still practiced? Is interaction the key of any effective advertising?

In this paper I will argue that an analysis of advertising, understood as a welcome disruption of ones own every-day life and extension of ones own hopes and dreams, can bring us closer to an examination of our self-created and life reassuring media utopia.

Advertising established itself as a platform, which, from the outset, stimulated and manipulated its audience by making them perceive, receive, interact and buy into a certain product, service or celebrity image. The audience is encouraged to interact and strive for a better image of themselves no matter if physically or mentally. Not only adults are put under this ever rising pressure but also children and vulnerable teenagers. But is it really pressure? Or are we simply observing the development of our time to reach for more, want more and take more without asking? Is advertising simply an extension of our own wishes rather than caused by external factors? Is it us who have changed from within due to the luxury of the Western world? Do we need to strive to live happily? Do we need to get disrupted to feel alive?

If one watched advertising content a virtual illusion of celebrity status, perfection, is provided and perceived by the audience. In the past observing and celebrating was enough yet today the audience wants to BE the star rather than celebrate the star. Advertisers have used this knowledge to their own promotional advantage. For example social media competitions are the ideal collection of data in combination with the celebration of stardom hype. The competition is often accompanied by a celebrity ambassador who intensifies the importance and prestige of the competition and encourages everybody to become part of it: to make your dream come true!

Even though the audience might be aware of the small chances of success the effective advertising persuades the viewer ‘to buy into’ the competition and the associate product or service. The viewer becomes his or her own star in their own movie. One could argue that this attitude of ‘you can achieve anything’ is an extension of the American Dream. This attitude has been adopted by many viewers worldwide and serves as an ideal platform for promotion and data collection. Only if you believe in your own success can you be successfully advertised to. Potential self-proclaimed stardom is the soil on which nowadays advertising world is building on and harvesting its greatest achievements (fruits) from. If you consider yourself a star all you need is the right product and service to promote your unique talent and show the world what you are made of. Realistically we are living in a sea of stars with a small amount of perceptive audience members.

It is important to remember that the introduction of advertising as a platform towards stardom has economic as well as artistic consequences. A

competition that ‘goes viral’ is far less expensive than billboards on highways and the association with stardom a welcome tarn-cap for any promotion. The ‘obvious’ advertising has lost on appeal. It is the (I call it) ‘tarn-cap adverting’ that hides behind an agenda that gets our attention. Also this tarn-cap advertising can be applied to many products and services. It is flexible and can be easily changed to cater to the needs of our time and latest fashion trends.

Academic critics reinforce the sense of advertising as being utopian (Simon,1980) but in reality the relationship between the audience and advertising is less than utopian but mere schizophrenic. The audience seems to be unable to distinguish anymore between what is real and what is unreal (similar to the ability to imagine a film set beyond the frame and therefore extending the physical appearance of the portrayed).

Ads that show a framed image set in its natural environment indicates how a snap-shot can manipulate the viewer to assume one thing whereas the extended surroundings tell a different story. Imagination seems to be deleted among young viewers. We consume what we see and seem not to question anymore. This passive behavior of the audience gets played with in the media and shows the media generation that not everything perceived within a frame truly exists. Our life is dominated by categorizations, assumptions and image. But what about if the image does not portray the true self? The paradox is obvious, the viewer gets often surprised and disrupted by his or hers own presumptions. The most common reaction is an internal smile...as if the media has caught on to its audience...has shown us our own mirror image of assumptions.

Advertising and the media love to take things out of context by not only making products or services look more desirable but to surprise the viewer by his or her own active interaction and association. Only the ones who pay attention get rewarded. Only the ones who actively perceive the advertising can win. It is like a never ending game show with different levels...we can never defeat the dragon called advertising...there is always a new version with more tricks and innovations. We strive for imaginative advertising, we enjoy imaginative games...as we have lost our imagination in exchange for passive consumption or predictable interaction with a product or service. Nevertheless the social media generation regardless of its consumption often gets bored by the same tricks...so advertising has to innovate itself to entertain rather than only to hold up a poster billboard and say: ‘this is the best product ever!’

Subliminal advertising is one of the most interesting yet controversial practices of advertising. In some countries such as Australia and Britain it is even forbidden. One form of subliminal advertising is to interject a frame of for example the image of Coke into a movie. Now, for the viewer to actively

recognize this Coke ad is nearly impossible but the subconscious has perceived it and some researchers argue that therefore sales of the product will increase. 1957 market researcher James Vicary announced that repeatedly flashed slogans of ‘Drink Coca-Cola’ and ‘Eat Popcorn’ throughout a movie, too fast for conscious perception, would result in a rise of 18% increased popcorn sales and 58% Coke sales. A similar practice was used during the Bush campaign...where a TV ad flashed the word ‘Rats’ in reference to democrats. The multi-million dollar ad was taken off air.

We have to be aware that the subconscious is more important in decision making than often the conscious. For example KFC uses the smell of fried chicken outside their diner to attract customers, McDonalds uses certain bright colors to attract customers when they are hungry but at the same time their seats are far from comfortable so that you quickly leave after you had your meal, supermarkets play certain kinds of relaxing music to increase sales and have installed bumpers on the floor to slow down your trolley and therefore pay attention to certain products...aren't these also sort of subliminal influences?

In education we strive for engaging all senses of our students. Hear, see, smell, touch and taste. To engage is to perceive, to perceive is to understand, to understand is to remember. Obviously this tactic has been adopted by advertising. One of the most successful campaigns nowadays are events such as the Coke happiness vending machines. Here the consumer can interact with the product and event itself. Hear, see, smell, touch, taste it and not to forget share the experience on social media. The happy spirit of the event becomes part of the product...and becomes memory (Puntoni & Tavassoli, 2007). In an overflow of information and advertising it is this disruption of every-day life that makes the potential consumer buy into the product.

In the old days one would only buy what one could afford or truly needed. Nowadays slogans like ‘treat yourself’ or the famous L’Oreal slogan ‘because I’ m worth it’ have become part of our every-day-life-rewarding-system and inflated ego. And not only this...parents are using the reward system for the motivation of their children. ‘If you do this...you get a treat’. It is simple advertising. Even motivation needs to be advertised nowadays.

A lot of e-commerce businesses complain about the enormous web traffic in contrast to the actual purchase rate. Websites get checked out but the actual ‘turning visitor into buyer’ is a 10 to 1 challenge. Key is to engage...key is price...key is labels...key is promise...key is disruption.

It is not that this lifestyle has been forced upon us...it is just a learning circle of disruption and excitement of a new things that we can own....yet the actual physical purchase plays a small role in contrast to the excitement of buying and disruption of every-day-life. The illusion of

owning over admiring is short lived though. Most of the purchases end up in the back of closets and get quickly forgotten. The active purchase is what gives us ecstasy and not the actual product itself. Of course the increasing pressure of looking good and make-over shows such as *Extreme Makeover* (that can include plastic surgery) have added to this trend...but most of the time it is the disruption that makes us happy.

Nowadays, even infants wish for a credit card and not for a pony anymore. A credit card is the ultimate luxury, independence, freedom of choice and key to disrupt ones own life in the way one wishes for. Fast food chains have not gotten so successful thanks to the quality of their meals but thanks to their advertising, excitement and not to forget toys that accompany their meals. In the old days McDonald's handed out cards for a monthly free burgers to European kids. These kids were used to home-cooked meals and their parents would not have allowed them to spend money on something they had been provided with at home. It is the buzz kids felt when they entered McDonald's, the bright colorful environment that attracts kids subconsciously, the clown as a brand ambassador, the excitement of being independent, the thrill of getting something for free and not to forget to celebrate the American way of life and endless opportunities. In the movie *Breakfast at Tiffany's* the main character likes to visit Tiffany jewelry store because 'nothing very bad could happen to you there' (Edwards, 1961). Well the same you feel when you visit a McDonald's kids party. It is an extraordinary smart marketing strategy that paid off. When these kids grow up most of their best childhood memories will be associated with McDonald's. Some researchers argue that McDonald's food makes addictive and films like *Supersize Me* (Spurlock, 2004) show the health effects of consuming fatty McDonald's food. Nevertheless, this does not stop the general public from consuming and loving McDonald's. In fact even anti-ads are ads at the end of the day and the forbidden fruit still carries fascination and tastes a little sweeter. No matter what your beliefs are, one has to admire McDonald's for its smart implementation of marketing and advertising to a new generation.

T.G.I Friday diners are flashy in design, the menu represents the American way of life and dream and their staff is fun, young and energetic. 'Thank God it's Friday' can be celebrated every day of the week. In a way this is an insane idea...but it taps into our illusions and need of happy moments during our hamster wheel existence. Now please do not get me wrong. I think these chains have figured it out...and we as academics need to admire their creativity and imagination. It is not those chains who made us who we are...it is our dreams and hopes that made us who we are and how we live.

It is also important to reflect on the combination between advertising and art. In relation to other art forms, advertising is a combination of art and marketing. But isn't all art a combination of art and marketing? Economist Bianca Baker once said that "an item is only worth what someone is willing to pay for it". It would be hypocritical to say that advertising is less worthy of art than art itself. Advertising is just like art and often judged by its actual worth rather than creative quality. Art and advertising need to push boundaries...consistently...otherwise both end up in either dusty museums with little visitor traffic or being ignored. I would argue that advertising is pop art at its best. Pop just means popular and advertising has indeed become popular.

This article will explore the complexity of advertising through the analysis of some case study exercises wherein advertising's unique expressive potential may be observed. I use the terminology of advertising as a whole since I believe it to be important to reflect on the psychological reality of the process. Critics are familiar with the basic principles of advertising but very little analysis has been given to the psychological reality of the advertising content, which obviously raises valid questions that should be incorporated within any critical examination for the advertising experience.

Advertising content has been broadcasted beyond the Western world...in fact advertising is one of the oldest traits of the world (Sampson, 1874). The innovative intentionally disruptive character that gets perceived as entertainment seeks to give a sense of excitement to a world in which everybody has everything they want. It is the dream behind the ad that makes it so three-dimensional like a trusted character (or aunt) who tells you what is best for you? This created an intimate calling that one could compare to the of religious callings in the past (for some). A certain presence of the ad embedded in ones own life, wishes, dreams and reason for life itself. Whereas the ad converts the represented product or service into the end of the rainbow, the golden pot, the answer to one's prayers the religious calling converts ones dreams often into a delayed nirvana after death. For an impatient generation such as ours dreams are getting robbed of their initial purpose of being a good man or woman. Suddenly it is all about ruthless stardom and ones own buying power that gives gratification. Whereas dreams and hopes were used in the past as motivation to work hard while being a good character, nowadays dreams and hopes are used as catalyst of objects. Dreams and hopes have lost its own original dimension and have become slaves to worldly goods.

When interviewing a team of a top advertising company (name confidential) they rejected the idea that advertising was a mere catalyst of dreams and hopes. They saw it as an artistic extension of promotion. One

employee mentioned his background in the arts and how it could not support him and his family. Advertising was a welcome division between the arts and business; one that one could live of. It would be hypercritical to question such an approach, as we all need to live and feed our families. Nevertheless, the healthy balance between consumption and life quality without worldly goods need to be achieved. In reference to my research I created sort of anti-ads for fictive products to research the response. My tweets and website titles included statements such as ‘don’t buy this’ or ‘worst product ever’. The response was quite astonishing. People felt curious about the ad and product, were entertained by it and wanted to own it. It was something different, it disrupted the normal flow of promotion that promises more than it can deliver and therefore became a novelty. This phenomenon is similar to the warning signs on cigarette packets; rather than sales declining (due to the newly added warning signs) sales for cigarettes increased. The forbidden fruit is an appeal of its own. Once again originality rules disruption. And disruption rules consumption.

For my research I undertook a survey with a class of young primary school kids. I asked them what they wanted to become when they grow up and why. Around 60 percent of all kids answered “rich” rather than a specific profession. When asked why they confessed that when you have money you can do whatever you want. Freedom, the disruption of every-day life via travel and ‘many people who you can pick from’ seemed the common answer. This is a very dangerous development of our time. It was not so much the actual profession kids admired e.g. becoming a doctor or lawyer to help people...it was the outcome of being rich and therefore fulfilling all your dreams (in their eyes). This illusion is being reinforced and repeated over and over again via media and advertising. You can only be loved if you have what it takes...and what it takes is money.

The CEO of the advertising company mentioned above took time to talk to me. He mentioned that the goal of advertising is to love your product, to fall in love with it and remain in love with it over the years. The *Lovemark* movement started by former CEO of Saatchi and Saatchi Worldwide Kevin Roberts reinforces this idea of creating products and experiences that have emotional connections with consumers (Roberts, 2004). I collaborated on my research with Facto Saatchi and Saatchi and interviewed numerous advertisers. I was surprised by how much in love most advertisers were with advertising itself. For them it was a shire extension of society at large (rather than the other way round). Another advertiser felt frustrated that advertising was always being blamed for the lazy attitude of passive youngsters and consumerism. Why had advertising such a bad reputation?

It is important to reflect on advertising YouTube comments – it shows advertising fans that celebrate the story behind the ad more than the

actual product. Comments like ‘this ad will make you cry 100 percent’ or ‘most touching ad ever’ or ‘funniest ad you will ever watch’ indicate that people are unaware of the subconscious effect these ads have on their buying behavior. Advertising content has become entertainment and entertainment is what stimulates us and makes us buy into things. Advertising as entertainment rather than unwanted disruption of films or TV series is still in its infancy and it is important that we explore it as much as we can and identify its downfalls and potential benefits.

Advertising and its online popularity raises crucial questions about advertising as entertainment and the need for it. We must ask ourselves whether advertising is the answer to our stressful yet mostly banal lives and acts as a counterpart. Whereas many attempts have been made to analyze advertising, surprisingly few media communicators or media critics have paid attention to the rise of advertising’s expressive forms, meanings and entertainment factor. Early advertisers, media communicators and psychologists recognized advertising and its unique potential on the human brain...but somehow advertising as entertainment remains less explored. When talking to neurologists, psychologists and researchers they mentioned the very complexity of the brain. Nowadays media researchers can measure the brain activity and focus points of the audience while watching the screen. Market researchers take pride in adjusting Hollywood movies to the taste of the audience and focus point. Websites collect data on how long a visitor stays on one page and what buttons he or she presses. So should we not somehow explore these facts and findings more and put them in context with advertising and media content?

I believe that this liberation of advertising as entertainment rather than unwanted content and its use can bring us closer to an exploration of what our society wants and needs to feel good – and what better research is there to concentrate on? The introduction of advertising as a respected and scientifically proven outlet for the social media generation requires ambassadors to stand with it, explore it and celebrate it. The fact that advertising was temporary motivated by sexualized primitive content to draw attention to itself should not overshadow its great entertainment factor.

Therefore I undertook a case study research whereby I asked my students to present three of their most adored advertising clips on YouTube. My research seeks to explore the relationship between advertising with nowadays young media generation. I will argue that we must acknowledge that advertising has its unique expressive form and that effective use of advertising as a unique form of entertainment will lead us to a more honest way of perceiving our hopes and dreams.

I first thought of using selected advertising from different eras but then decided against it as it was the NOW that I wanted to concentrate on. What and why would my students select certain advertising content.

The students presented their videos and it was extraordinary how some of them had chosen the same YouTube ads as others (regardless of the vast amount of online advertising available). Whereas the female students often had chosen ads that told a touching story the male students had chosen ads, which included elements of action and jokes. At first the students were very skeptical of the research. Nevertheless they became more open to it and when they started to notice the pattern of their own choices. They were so excited and asked more people to participate in the research. In the next session I noticed that some female and male students rejected to be categorized and after having heard of our research and findings, they had purposely chosen ads that were in contrast to their gender predictions. Nevertheless, this was simply an anti-movement and just as predictable. Often their choice of cloths had already given me (as the researcher) an indication of their choice of ads as entertainment. Their choice of favorite music and movies also reflected what they would ‘go for’ and potentially buy. Facebook collects data from all of my students (including gender, age, favorite music, movies, travel destination, ect.) and I asked them to tell me their favorite bands and I ended up to predict with a 67 percent success rate ads they would like and what products they would buy. Facebook is free but each member gives so much more than it gives back. Facebook data can be shared with advertisers and therefore potential consumers more easily identified and targeted. Data is currency in the business world and advertising is a simple extension of taste.

The research showed that the longer the students were exposed to the ads the more they graved to own the product or service portrait. Had we watched McDonald’s ads I would find my students in the nearby McDonald’s. Adverting is all about repetition; even the students who had sat in the back and were more interested in their phones than the lecture had been subconsciously influenced and now ate a Big Mac.

My own predictability should be mentioned too. I am conscious of how my own opinions and assumptions of the world (when portrayed in an ad) grab me and make be subconsciously buy into a specific product. The *Dove* self-esteem ads for women and young girls for example are not only in line with my ideas but extend creatively my opinions. In these ads women of all sizes are being portrayed and self-esteem used as a marketing tool. When an ad taps into your own thoughts and executes them creatively there is no stopping it – it will become part of you...in fact it was already part of you before you saw the ad itself. The product itself will be a representation of your own opinion and a statement to others. There is a certain sense of

release and pride when you buy a product that is an ambassador for what you stand for and who you are or want to be. It is your style, your life and your beliefs. All stress gets forgotten and a sense of peace gets achieved - similar to a missing puzzle piece.

Further some students were suffering under shopaholic behavior, maxed out credit card bills yet an angst to let go of any products owned. It was as if the products had given them a sense of peace and calm so very seldom in nowadays world and generation. When their favorite ads were perceived they became relaxed, they tapped into their image reality and all every-day life worries were forgotten.

When I was a student and my school visited East Germany (just after the wall had come down) I noticed the lack of advertising at the communist walls. Some of my friends had felt panic attacks and anxiety by the sight of NO ads yet after some days they relaxed and I noticed that they would let go of their excessive beauty regime. A lack of ads must feel like detox to some. Ads have become so much part of us that it is hard to separate from them. They are like comforting friends, which are there for you as long as you can pay for them and which make you distinguish yourself from others and celebrate you.

After the exercise the students were asked to buy no name products...brands they had never heard of and bring it to the classroom. Many students brought fizzy drinks and compared the taste blindfolded. Only around 32 percent could tell the difference between Coke and No-name Coke. When I told them that a lot brands differ only via package rather than content...they did not believe me. Advertising had done its job...very effectively. Nowadays books are being judged by its cover, people hired via their image and food rated by its price tag. Novels like '*Kleider machen Leute*' 1874 (translated from German 'Cloths make People) by Swiss author Gottfried Keller challenge the idea how people are judged by their cloths rather than by their character. After the exercise some of my student started to question content via image...yet the machinery of adverting is part of our society...and advertising is not to be blamed for such a development. It is us as humans who have decided that we want image over content, we even demand it! I believe that is development is worth researching and exploring. Maybe humanity needed a step back from intellectual progress (in terms of advertising and profit).

It comes as no surprise that the use of adverting to increase profit and margin within our image consuming and hooked media generation results in great business. Nevertheless it is up to us to question it and make our young generation aware of its downfalls.

It seems impossible to write about advertising without mentioning its great power on the media generation and the outlet of stardom and VIP

status. When a banal life-style becomes too boring– advertising kicks in – like a new life philosophy. There is not great power in reality anymore - but there is great power in advertising. It seems as if the media generation cannot stand simple every-day life anymore - it is alien to them. Constant and distracting information represents the key and new religion. Entertainment has become their guru. Entertainment has replaced religion (for some). Relaxation means to shop (consume). Ethics are only considered worth it when from financial advantage. Promises are not being kept (similar to the advertised products which promise so much but give so little when bought).

The challenge is to see advertising as what it is. In fact we do not know what it is...we can just feel its influence. Most of what we feel cannot be explained or pinned down. This does not mean that we should ignore it or condemn it. It should be explored, researched, enjoyed as long as it does not harm our own sanity and the of others. For us to explore consumer behavior or advertising content would be an endless and never ending task. Fact is: we buy who we are.

Conclusion

Advertising has often been dismissed as nothing more than ‘disruption in the name of capitalism’. Nevertheless, advertising has somehow gained popularity and even cult status among the social media generation as a sort of celebration of the utopian dream that can be bought. Advertising is accused by theorists as being submissive and manipulative (Fennis & Strobe, 2010). Very little supporting evidence has been condemned without a fair trial to the footnotes of any academic study of the impact of advertising as a popular art form and extension of our hopes and dreams. It is true that when advertising became more popular (and especially with the introduction of TV ads) it was guilty of sexualizing content to achieve attention. Nevertheless, advertising has been gradually liberating itself from the suggestive narrative and content, divorced from sexual assumptions but celebration of the psychological effect and reality of advertising content which has outgrown its bad reputation.

It must be remembered that Advertising is pushing boundaries similar to avant-garde art (meaning ‘before the crowd’). Therefore advertising should be granted a sort of freedom of speech...or freedom of advertising. The industrial revolution highlights consumerism as a new religion and reason to live. Many of the arguments and concerns expressed at the arrival of the industrial revolution and its new developments and way of life provide new insights into the evolution of Western society. Advertising, how it is created, perceived and how it is distributed and its effects might be one of the most fascinating developments of our time and summarizes our society at large.

The industrial revolution era, its flourishing communities and luxury goods now available to the society at large was characterized by an overwhelming advertising content supply and pressure of interactivity and availability and an economic exploration of the unique qualities of the medium. Advertising content creators were marketers, graphic designers, painters, film directors who continued to turn advertising in an art from rather than just marketing tool. This creative team of advertising challenged advertising content and revealed its unique expressive and artistic potential within the marketing environment. More recent artists realized greater sophistication through using advertising creatively.

TV and cinema ads, billboards, magazine ads, promotion events, Internet advertising remain the most dominant representation in advertising. Is this because the audience can understand and feels reminded of a sense of harmony and completeness when purchasing a product or service? Is it a comfort to believe in the illusion that if you owned this particular worldly good your life would be perfect?

Whereas many critics argue that Advertising (Handelman, 2009 & Phillips, 1997) is similar to manipulation, I argue that it is a representation of our time and values. Manipulation in contrast is a passive experience whereas the advertising effect is an active perception followed by an active purchase of life quality. Advertising's original motivation was to promote, to make life better. Undoubtedly advertising's representation of the world and the media is an illusion, an utopian aspect of life. People need to understand its purpose, its influences, its subconscious manipulation. Only then can we enjoy the benefits of advertising as an entertaining art form that contains subliminal messages. Only if you know what advertising is and how it works will you be open to it and celebrate it as what it is – a mere recipe of life – but as all good cooks know...you will need to tweak the recipe to cater to your own taste. My research has shown that people need goals to live a happy lives. No matter if these are realistic goals or not. But goals. Advertising are providing these goals...as solutions. A phenomenon that is new to the advertising world. It was extraordinary to interview the kids and collect the results of what they wanted to become...of what life should look like for them to be happy. They were conscious of the research and collection of data but free to answer. Some of them felt ashamed to admit that they wanted to become rich whereas others were just convinced of the necessity of money to live a happy life. The audience is learning how to interpret nowadays advertising – similar to religion – yet rather than goodness and kindness advertising can (but does not necessarily have to) promote shire capitalism. It is an embodiment of capitalism, a conscious collecting and spending of money in the absence of any ethics.

I wonder what the future will bring to Advertising or more what our communities will bring to advertising. I wonder if Advertising will disappear and be replaced by even more effective achievements of peace and harmony and a fulfilled life. Or if it will be continued and more widely embodied as the answer to our prayers and our lives. After all, it is a huge breakthrough and ambassador of consumerism but will the illusion last? As we all know...in advertising and product offerings...nothing ever lasts. To remain still means the death of advertising.

Theorists seem to ignore the audience' s newly gained codes of perception of Advertising which are a result of the social-media forums we inhabit. Never before in history were we as exposed to media and content as we are now. Advertising is a learned language of consume and stardom resonated by social media. If Advertising is a unique language then I would argue here that it reaches its greatest sophistication in the communication between its content and its young audience members. Maybe it is the sort of advertising education and consumption during a young age that conditions us into becoming good spenders, maybe it is the even the advertising sounds that we hear as embryos. Fact is that from the beginning of our existence (and even before) advertising is part of our world just like food and water.

Similar to all media content traditional, mainstream Advertising needs to continually reinvent itself; embodying contemporary cultural, technical and communal developments and advancements. In my belief Advertising has to remain indefinable, unpredictable so that it can be experienced, enjoyed so that the audience gets disrupted by it and entertained by it. The brain is still very much unexplored. Though our anthropological facts cans of viewers and consumers summarizes our lived facts. Fact is, advertising works when it disrupts.

In contrast to many theorists I would strongly argue that Advertising is valid to be considered as a historical, psychological, cultural, artistic and anthropology phenomenon. I believe that we have to embrace the new born Advertising content and allow it to gestate within an evolving, sophisticated and innovative media environment. It is this innovative approach that allows it the means to continue to develop and move us and disrupt us. Advertising is new to being a recipe for life. It is a capitalism philosophy and art from that is dependent on technology, media but most of all audience attention - yet it is not being exclusively perceived as such and its gained mainstream popularity should not delude from the fact that it is after all an illusion. What is beyond the frame is what counts. I predict that the advancement of future advertising will contain more disruption via relaxation. Its nature is to stimulate and cater to the needs of our society. Advertising as well as life itself are in a constant state of evolution and the informed critical and practical response to this evolution will, I believe, result in an extension of

the artistic palette of the advertising artists and bring us closer to the essence of how media can be used not only as a demanding but also giving platform.

Key is to unplug our generation from time to time...so that they can see a world beyond consumerism and practice real ethics.

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