# 40 minutes of modern rock essay

Advertising has take over the planet. Even you have become a walking billboard. If you do not believe me, look down at your shirt, most of you will find a type of advertisement or logo for the designer that made the shirt. Some of you might have even been lucky enough to stand next to the Coca-Cola box in your senior pictures. Large corporations have covered this earth with advertisements. Through television, radio, billboards, newspapers, and the Internet companies nag you with sales pitches, eye-catching graphics, and the infamous fine print. Billions and billions of dollars are spent on advertisement each year, and for what reason?

The oldest form of advertisement is billboards. They have sprung up along every major highway, as well as any highly traveled road. If you have ever taken a long car trip, you have come to love these monstrous works of art. I remember as a child going on vacation, billboards were a great source of entertainment. They took my mind and eyes off the tiresome road. After straining my eyes to see every last word before it flew by, my eyes would grow tired and I would soon drift to sleep. Once in this deep slumber, the only type of advertising that could awake me was the radio.

The soothing beat any type of song possesses, would rudely be interrupted by a loud obnoxious voice shouting about the new donuts at Honey Dew, or the big sale at the mall. Radio was great until advertising took it over. Before, 24 hours of straight music would play. Now you are lucky if you get 40 minutes of uninterrupted songs, and they actually advertise this as if it were an added bonus. The one thing that advertising firms have been successful at doing, is if they find a new medium to put their ads and logos on, they know how to control and take it over.

This holds true for television. Commercials have spread like a virus through television networks. The average comedy sitcom is given a 30-minute slot of time. On average, only 17 minutes of that is the actual show. The remaining 13 minutes are devoted to commercials. The show you are watching is only on a little over half the time the T. V Guide says it should be playing. What makes matters worse, is that during those 17 minutes of real television viewing, there is a pesky company logo watermark in the corner of your screen. If you too are annoyed and feeling a bit rebellious and plan on boycotting cable, don't turn to the Internet to waste some time.

Most users check their e-mail as soon as they are online, and all of our mailboxes are a prime target for advertisements. When is the last time you checked your e-mail, received a company's letter advertising their new software, and actually got compelled to buy it? It is called junk mail for a reason. The only thing worse than receiving an email advertisement, is getting the same one 50 times. They have not yet learned the art of suttleness. Companies aren't content with just plaguing your mailbox; they also want to ruin your web surfing. Every page has banners streamed across the heading, or worse, popping up at you. The only real difference between a seasoned Internet user and a newbie, is his/her ability to get to the actual content of a site, and find what they are truly looking for.

I do not really see the good in firing advertisements at us at every imaginable angle. They have become a nuisance, and most consumers will not support a company that continually annoys them. I understand that all companies are going to advertise and there is nothing we can do to change this, but at least entertain us like the Budweiser frogs, or the got milk series.

I promise that putting a smile on our face will put a much better impression on us, than interrupting our music and television, and making surfing the internet truly " web" experience.