

Week eleven forum

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The roles of other, the autonomous and surrealism in advertising To better understand the role of surrealism in advertising, it has to be established first that advertising as a function of business is part of its promotional tool to push products in the market which the business perceive to be most advantageous to it. Thus, it goes without saying that the market place is very competitive that business organizations has to resort various form of advertising including surrealism in order to get ahead of the competition. Surrealism appeals to our subconscious. Our untold desires and hopes which the conscious mind pushes beneath as it attempt to conform to society. Surrealist desires includes our primordial want for sex, fame, fortune and other instincts which when taken into excess are considered base. Thus, advertising such as the one employed by Carls Jr which is supposed to be a wholesome product has to associate with " sexism" when it used Terry Crews sexy innuendos to communicate subtly that the product is delectable and improve Carls Jr position in the market. The list goes on, employing the same surrealist principle of appealing to our subconscious desires. The approach is so effective that even products that could kill could have patronage. The classic example is the cigarette Marlboro which employs an absurd advertising (before it was banned) under the slogan " Marlboro Country which is really nothing except to depict an Alpha male stature that anyone who will not smoke Marlboro are considered as " others" and therefore inferior, less sexy and desirable. Surrealist advertising may be a tongue in the cheek approach but it works because it appeals to our subconscious desires.