

# The distorted mirror



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SUMMARY: The Distorted Mirror Some observers see the image portrayed in the mirror of advertising as not unambiguously worth imitating. This article reviews the different significant perceptions about advertising. Known humanities and social sciences scholars described and shared their thoughts and theories based from what they had seen in advertising that connects into the lives of every individual. People experiencing various forms of advertisements would always have a great effect on their individuality; it often leads to a multiple of unintended consequences that not only the individuality of a person will be affected but also the society. According to these scholars, the purpose of advertising is to promote desirable social aims by providing relevant information about the subject being advertised. It has largely influenced some of the common issues in the society and somehow provides answers to every role it played. But they added that despite of the benefits it brings in the marketplace and other economical contributions, advertising has side effects to the public's personality and values taught by religion. It has been stressed out as well the issue of advertising as driver that opposes culture. Advertising began to affect some basic patterns of culture which are beyond what the society had perceived from its idea. Such basic patterns are the structure of authority in the family, the role of children and young adults as independent consumers in the society, the pattern of morals, and the different meanings of achievements in the society. The power of advertising can penetrate into the minds of all types of generations which it can either foster knowledge as a consumer or as a whole individual. The language and symbols being portrayed would often release a social change and problem. One example is that some advertisements release sexual stimuli that influence to the audience, especially younger

generations, and eventually expose them to it, drain their thought, and ruin the idea of dignity. Criticisms have never been new in the world of advertising. It usually comes from those who focus on advertising's social role. These people want to emphasize the responsibilities of advertisers, thus making them become more sensitive to the different culture of the society before embracing such acts. The only defense that the advertisers can provide is to emphasize more its economic functions instead of displaying more on cultural alienation. Based from what these scholars described about the impact of advertising, this article suggests the need for research to maintain fair judgment in seeing things in this world. This research would be viewed from the perspective of psychology and it involves the study of both stimulus materials and the responses. People from the academic field and intellectual leaders coming from various disciplines will serve as allies in making this critical research. Whatever the result of the research may end up, whether it is a negative result, most advertisers would still acknowledge it as they see those criticisms as a helpful tool in determining the impact of advertising in the eyes of the public. They want to know from which angle they had influenced more on the fantasy life of the public.