

Example of affluenza book - chapter 1 to 7 -(peer response) creative writing

[Sociology](#), [Shopping](#)



Chapter 1 to 7 - (Peer Response)

Introduction

I totally agree that advertising is everywhere and it is impossible to escape it. The messaging and imagery in the advertisements inculcate positive feelings of trust in us that the brands being advertised consistently deliver user experiences that are satisfying hence it becomes impossible to escape them. These advertisements bring positive results to the corporations and this actually explains why in every place we cannot miss to see billboards and other posters containing attractive messages and pictures.

Advertisements employ various techniques and tools of persuasion that influence countless choices that we make to use our money. They do this with and without our knowledge. It is true that when we see these advertisements we question ourselves and attempt to work out things that could make us better. In making their advertisements, corporations employ cognitive and emotional schools of persuasion that their advertisements target various problems that individuals go through hence this affects them emotionally that they buy the products and services being advertised so that by using such products and services their problems can be solved.

Thus, this explains why for instance, advertisement about loss of hair target those men who lost their confidence because of the hair loss. In addition, I agree that commercials such as insanity make individuals want to get up and do something that makes them look better. I also agree that fat/diet trimming drug commercials do a similar thing, but I disagree that more individuals go for them because they are “ easy.”

It is absolutely true that most of the stuff we buy we do not need them but

just want them. Advertisements are so powerful in persuasion that they make us purchase the things that we would like to have more than those that we must have hence the idea of need and want gets mixed up. I agree that things, which make everything easier, are actually thought of as needs. This is because we cannot do without these things since they are necessary to make everything including our lives easier.

Nonetheless, I do not think that greed has a great deal to do with amount of stuff that we buy. This is because all the things we purchase are all influenced by our desires and not our greed. I also do not agree that buying things to satisfy our laziness and greed make us happy, but I agree that buying things to satisfy our appearance make us happy.