

## Advertisement or Addiction?

Advertisement is one of the most complex and convoluted subjects, when thought about through the terms of human psychology and the art of graphic design. Though the use of smart marketing ploys, social/cultural targeting and the manipulation of geographical and design based construction; we can literally sell people anything or potentially steal from them.

When everything comes down to biology, we are quite trivially basic in the way we process information. Not to interpret me wrong, our speech and thought patterns are in a way stunningly complex. But the average interpretation of visual media leaves a lot to be desired. It is quite scary to think how easily we are manipulated by visual communication. This might be the fact; that we have been bottle-fed visual media, since the development of Homosapien intellect.

Lines and fingerprints forming complex, universal visual cues; marks to symbolize danger, hunting methods and even friendly greetings were made.

This would later become the defining moments, evidence of self-awareness; over many millenniums, this visual recognition would become a great asset for our survive as well as our downfall.

Visual media has seen a rapid development; in both the way we portray and translate. We have been through many artistic moments, each one showing their own way of portraying reality and showing others how reality can be interpreted. As many different mediums as we can imagine, we have created.

But the structure and perceptions of art, changed completely with the advent of the camera. That allowed us to capture time in a still frame and then came film.

And now we have the Internet that allows us to dive into a world of knowledge and share in an intellectual experience. There is no such thing as a lone artist anymore, we are a creative collegiate.

Humanity no longer has any need to fight the food chain, as we are now the apex predator of our conglomeration. We no longer have to fear a different species, as we have become our only enemy. The need for survival has always been, what drives us to out do the competition. It fuels the need to create and conquer one another and to drive another to extinction. Its natural competitor has driven to death, so many interesting species, Kodak, Atari and Napster to

name a few.

The next war will be fought not on the battlefield, but through visual media.

Branding and advertisement are presented in modern society as a forced addiction. By this I mean that they are forcing the adverts down our throats and we experience an advert in the same way we would a drug.

We go through desensitization over time and will either become tired of it or yield and buy the item. This is all due to the happy drug known as dopamine, what is stimulated by the idea of living a better life. Although many of the frivolous things advertised will do nothing to improve your lifestyle.

The way in which they get around the problem of desensitization is by using a Variable schedule; timing your ads at the right moment, can either break or make a business. Too many in a row and people will get annoyed, too few and people won't see it. It also helps to display them at the right times and places.

So that it will grab the demographics attention. Or you can do the easy thing and appeal to addicts or children. Minds do simple to understand that they are being manipulated. You think that alcohol brands care that their product turn some people into addicts? Nope they are counting on it. Also we need to take into fact the hedonic treadmill, where your happiness is dependent on what is going on in your life during that time. If you are happier you have less chance of becoming addicted to something. Also everyone has a happiness equilibrium; at any point if they go through some trauma; they will eventually become accustomed to it and start to feel as they once did. This can also call into play the gambling fallacy, where gamblers often assume, that if something happened less there will be a greater chance of it happening in the future Or if it happened a lot, then there is less chance of it happening in the future. It is kind of belief in dualism and luck. And there is also nostalgia or the rosy retrospection to consider for a moment, we are more likely to remember something annoying more positively in the future. As the act of annoyance, fades from memories faster than the feeling of happiness. Just think back to that one really annoying ad, it might be a while but you may come to think of it more fondly in the future. As the saying goes, "Looking at life through rose-colored glasses."

Although, we are partly to blame, when we engage in repetitive tasks, go to radical extremes or socially isolate ourselves, we become more likely to be taken in by advertising