

### Response to Practices of Looking

This article discusses various ways images affect society. It describes the phenomenon it calls “Consumer Culture” and various aspects of this culture and how it has changed over the years. The article focuses a majority of its time on how advertising has evolved recently.

The article makes some interesting and “all too true” points about how advertising has changed how people view themselves. Due to mass marketing most people will see an advertisement for some new product and immediately come to the conclusion that they are somehow less well-off than before they saw the advertisement. For instance if a person is working on their laptop and sees an advertisement for the newer version of that same laptop they will immediately think less of their current laptop even though its value has not actually changed. While this effect does clearly have some negative side effects (like self-esteem issues) it also has some beneficial effects such as keeping the economy functioning through purchases. Overall this technique is manipulative but beneficial to the economic well-being of the country.

The article also mentioned an interesting point about a company’s image. The article mentions that companies can promote their image to such a degree that they can begin to monopolize a certain niche in people’s minds. The most evident example which came to mind when I read the article is the company Google. Google has monopolized the search-engine industry and has branched out into countless other industries. Google has become so popular and commonly used that the term “Search” is often replaced with “Google” in conversation. Google is not just a company’s name anymore; it’s a verb.

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People are barraged with images every day, whether it's via advertisements, television shows or even logos on clothing. The article brings up this point very well and I agree with its opinion on the matter which seems to be a reserved acceptance of the situation. Society's trend towards mass marketing has pros and cons however it seems that the pros will outweigh the cons in the end.