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Abstract of the PhD Thesis

The Impact of Advertising on the Consumer Society

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Cluj-Napoca, 2012

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Keywords: advertising, commercial, impact, consumer, individual factors, environmental factors, psychoanalysis, sexuality, advertising features, advertising techniques, information, propaganda, influence, social role, economic instruments, advertising stereotypes, gender stereotyping, advertising criticism, normalization of the individual, homo consumericus, new consumer society, the paradox of consumer society, consumption-world effects, eroticism in advertising, subliminal advertising, mechanisms of influence, illegal advertising, the impact of advertising on children.

This thesis, entitled *The Impact of Advertising on the Consumer Society* presents an analysis of the phenomenon of advertising on the one hand, and the other, an analysis of the consumer and the process of adapting it to the new consumer society. The purpose of this study is to explore, explain and describe the phenomena for a better understanding of it, but also for a better understanding of advertising with the members of the consume society. To add rigor and depth to the research involved and capture the perspective of the "social actors" on advertising phenomenon, in this study we combined multiple qualitative and quantitative methods, sources and perspectives to cover as many aspects of the influence of advertising on consumer society.

We have combined various sources of data collection - from research and studies of Romanian authors and foreign ones (including Russian authors), both published and unpublished on the topics covered and the PhD Thesis' of Romanian and foreign of lecturers (both published and unpublished). We analysed the coverage of advertising both in print media and electronic one, TV shows, radio, etc.. approaching it from different perspectives - from public to private, from the psychological to the cultural, social and economic, from the ethical and moral to the legal etc. creating in the end an individual perspective on them.

The personal contribution is reflected by conducting a *focus group*, applying the deductive strategy (conceptual), designed to identify the participants reasoned opinions on the pleasant and less pleasant aspects of the phenomenon of advertising, thus serving as thematic directions of the research. The last chapter of this book actually contains a quantitative analysis of the phenomenon and the objective is to analyze whether and how advertising affects small consumers, comparing the results of several studies conducted over the years (2004-2007) by various research institutions - (*Children's Exposure to TV and radio programs*, conducted in 2004 by MMT (Metro Media Transilvania), *Children's Exposure to TV and radio programs* (cultural patterns of behavior), conducted in 2007 by Metro Media Transilvania, *The impact of advertising on parents and children* conducted by IMAS (Institute for Marketing and Polls)

and CSMNTC (Center for Media Studies and New Communication Technologies) in 2007 and *The habits, attitudes and satisfaction of public radio and television* by the National Institute for Public Opinion Studies and Marketing (INSOMAR) all in 2007. The personal contribution consists in the analysis of data from unpublished study called *Exposure, consumer perception and opinion* (2006), kindly provided by Metro Media Transilvania (MMT).

The study issue is to identify the role, functions and operating techniques of advertising in the social, economic and cultural context, in order to meet the many criticisms of advertising regarding the quality of the advertisement message, content, quantity and form, but also regarding the ethical and moral issues related to the negative influence on children, the emerging eroticism in advertising and clandestine advertising. Furthermore we looked and analyzed the changes over time in the sphere of consumption, with its transition to a new stage - the *hyperconsumism* era. The new consumerism context led to major optic changes both on the evolved consumer and advertisers, who had to update their messages and their approach techniques. We tried to analyze the viability of the above mentioned criticism in the new era of consumerism and the new consumer – the globalized hyperconsumer, with the last chapter of this thesis being dedicated to a comparative analysis of the data, regarding the influence of advertising on children.

In the first chapter of this thesis, called *The Analysis of Human Behaviour*, we analyzed the new status of the individual - the consumer and the factors that influence consumer act. We considered important to know both the consumer's psychological profile and identify other decision makers in the buying process, in order to understand and appreciate further if, or how much advertising may exert their influence on it. Thus, we conducted an analysis of both the individual factors (rational approach, psychodynamic and behaviourist) and environmental ones (psycho-social approach) thought to be important in making a purchasing decision.

The rational approach presents the individual as led by reason, demanding and hard to convince without any reasonable evidence (Jouve, 2005). In the psychodynamic approach we analyzed the individual from perspectives of psychoanalysis and psychology, starting with the assumption that all human beings are guided by innate tendencies - instincts (sex, survival, conservation, etc.). Since advertising is suspected to use subconscious manipulation we analyzed the three components of human personality presented by Freud: Id (human impulses and repressions), Super Ego (prohibitions, elements of censorship of the personality) and Ego which ensure compromise through self defence, self preservation and balance in order to understand how human psychology works, and later how they react to advertising messages (Freud, 1991).

If psychoanalysis focuses on the study of *instincts* and *impulses*, then from the psychological perspective we stopped on the *needs* and *motivations*, *personality*, *values* and *attitudes*. We defined needs as representations of the feeling of lack, dissatisfaction, related to specific needs: *physical* (the principle of survival, protection), *social* (the principle of belonging, recognition) and *personal* (the principle of self-accomplishment) (Jouve, 2005). According to Maslow's pyramid, the base lies on the physiological needs - and at the top - self fulfillment. Each level, once satisfied, will generate another need, says the author of the pyramid (Maslow, 2008).

Septimiu Chelcea argues that both are wrong and those who argue that the needs or "necessities" as they are called by the Romanian sociologist, are based on instincts, so innate, or are of social nature, arguing that if all human needs as scheduled hereditarily, it was absurd to claim that advertising would add other necessities to those that would have been equipped from birth (Chelcea, 2012). Therefore, we conclude that not all necessities are innate. Otto Klineberg also noted that there are exceptions. Proposed a distinction here: there are natural needs and social needs, a distinction with which we fully agree. In fact, based on these distinctions Abraham Maslow developed the pyramid of needs (described above). Although the model of the hierarchy of needs pyramid has been criticized together with its sequence to satisfy each level, we assume that pyramid helps us understand human actions and the engine is widely accepted in Psychosociology.

The study of the motivations gave us information about different kinds of human tendencies, emphasizing three categories: *hedonistic*, *of sacrifice* and *of self-expression* (Joannis, 1965, *apud* Marcenac, Milon and Saint-Michel, 2006). And depending on the reasons the consumers will react differently in their consumer behavior.

The human personality was characterized by behavioral and characteristics organization of its mental schemes having as a basic feature its permanence. The *values* were classified as sustainable beliefs that determine social and personal preference, and the *attitudes* - sustainable organization of the beliefs about an object or situation (Rokeach, 1973). All these factors taken together, determine the individual's purchasing behavior.

Experimental psychology hasn't been forgotten, as it had an important role in the study of human behavior, in terms of *mechanistic behaviorism theory*, but also the *recovery* approach that is based on the work of psychology of Pavlov's reflexology. Pavlov considered that any decision, any attitude, any choice is the product of learning by conditioning (Bonnange, Chantal, 1990), appointed by Jouve (mechanistic behaviorism). From this perspective, any bill of sale would also be the product of conditioning, which would occur largely through the effect

of the bombing. Purchasing may be conditioned, however, and the phenomenon of similarity between the advertisement and a message of prior learning, or under, (recovery behaviorism) (Jouve, 2000/2005). It follows, therefore, that the receiver would get into a state where there is no internal logic, not at all mastered their approach, but is subject to repeated stimuli represented by messages often to induce automatism, reflexes acts. The theory was actually challenged by Giles Lipovetsky (2007), which states that these methods of intoxication would be some outdated and that under the new consumerist era, we are dealing with a smart consumer and evolved. Arguments in Chapter IV of this paper will shed light on this. In this chapter the aim was to include and remember three approaches about the individual - rational, psychodynamic and behavioural in order to fully understand the influence of individual factors in making a purchasing decision.

The psychosocial approach to advertising, further into consideration, involves studying how a group affiliation leads to a consumer comportment, and, Chelcea adds (2012, 77) in a specific way to collect and evaluate advertisements. Any advertising approach appeals to certain cognitive and emotional of a person caused by factors educational, social, cultural or religious factors that we considered in this chapter called *The Influence of Environmental Factors*. We emphasize that the sociocultural environment is essential in shaping the personality and influencing behavior, allowing us to say that the individual is the product of a basic culture (culturalism), rules, roles and status. We analyzed the Mayn factors that reflect the relationship between individual and social environment: culture and subcultures (*nationalities, religions, age and region*), socioeconomic classes and social groups (Marcenac, Milon and Saint-Michel, 2006). It is inevitable that the individual consumer behavior is influenced by contextual code: the consumer assesses a product by type of consumption practiced in the subgroups among whom he lives and is justified. We noted in this context the distinction between membership and reference group, deducting the following - people behavior can be determined by group belonging influence, but also the reference one which exercises actually a high pressure. Also, it may be determined by the influence of an opinion leader, coming from family or any other group (Jouve, 2000/2005).

Other important factors underlying the relationship between individual and social environment, analyzed in this chapter were rules, roles and stereotypes. Based on biological, familial, professional models, the rules show social attitudes adapted to any situation and include the individual in a general conduct. Analyzing the roles (collective laws), we noticed that they are manifested in the form of *regulations, codes, signals*, which are expressed in terms of *instructions, prohibitions and recommendations*. Advertising does not hesitate to

recover these rules, and it even adopts an imperative tone of authority in this context, as stated by Jouve (2005). Also, we have emphasized that each person assumes several roles simultaneously - the professional, familial, social one, etc., which often leads to a conflict. Advertising, in this case, could help to manage the conflict, offering us a substitute or auxiliary product. There are opinions that advertising in this case, would help to manage conflict, as we are proposed a substitute or auxiliary product. Conflicting arguments on this issue have been analyzed in Chapter IV dedicated to advertising criticism.

Psychosociology is not limited, however, only to the study groups and social statuses role system considers Chelcea (2008). The Romanian professor extends the psychosociological approach to advertising, referring to a series of social phenomena and processes that have not been addressed by Michèle Jouve. We, however, we will only ones analyzed in this chapter, because the extension of this, in our case, is not a major objective of the present study.

After reviewing the rules and roles, we had to stereotypes, which we defined as "categories of public opinion" (J. Stoetzel), became in time "social values" or "transmitted models of cultural heritage" (B. Cathelat) which we consider as important as the ordering of society and the quality of life, as well as its compliance. We concluded that the role of stereotypes is to help determine patterns of personal identification, the cultural affiliation of individual significance. We note that advertising using these rules of a massive company-type, but not only faces the dilemma of reality-aspiration but often latent conflict between individual desires (emancipated woman, for example) and cultural models (women obey man), subject discussed in detail in the section *Image of women in advertising*. In summary, we define stereotype as the expression of publicity, in its effort to produce a self-image of the consumer, likely to be responsive to expectations and to satisfy needs (Cathelat, 1987/2005). In the context of environmental factors on consumer study we considered important to analyze the role of stereotypes in determining patterns of cultural belonging both personal identification and the individual significance, concluding that these rules and clichés (as stereotypes may be called) are necessary subject to the ordering society and the quality of life in its compliance. In conclusion, we can say that, that any advertising action appeals to certain cognitive and emotional skills of a person determined by individual factors, as well as the educational, social, cultural or religious ones. The knowledge of these factors is required to begin a study of the impact of advertising on individuals.

Another important field of study in the context of human behavior analysis is also psychoanalysis and the subconscious. We tried to analyze their role in the determination of individual consumption behavior, as Freud hypothesized that the "fundamental dilemmas" of

man have their roots during infancy and remain implanted in his psychic apparatus as a founding issue of its subsequent evolution . Russian psychologist, Pesotkii (2001) considers even that a return to sustained childhood experiences and fantasies taken from them, stored in the subconscious, are very much exploited in advertising food, cigarettes, chewing gum, etc. We described below also the assumption that sexual urges are the strongest bases of human actions and they have the power to grant sexual connotations to a variety of objects and actions (Freud, 1991). Thus, psychoanalysis is an area that has human desires beyond consciousness, represented by stimuli and impulses, the individual tries his entire life to satisfy through various methods, the individual will seek "satisfactory" answers to these dilemmas elsewhere, even Advertising, according to Freud's theories. Theories, moreover, often contested. The fact that Freudian theme that clearly transpires in advertising its use is supported by François Brune, who says that in order to satisfy individual desires, advertising discourse comes to procure certain representations (related to the theme of loneliness, love, death, otherness etc.), to give its fundamental problems the tranquility they seek (Brown, 1996). The French author addresses the issue through the subconscious conditioning clandestinity sexual messages used in advertising. And we will deal with this problem, but, in the chapter on advertising critics, purpose aimed for the present chapter was to establish the link between experiences stored in the subconscious human of consumption behavior of its formation.

Thus, psychoanalysis claims that most human behavior is in the rational area and fundamental aspects of motivation are beyond the field of consciousness. But K. Lewin, whose works have focused on the experimental study of environmental influences on the individual, analyzed the personality of individuals, their action in the social field and small group dynamics, pointed out: "Depending on the personal history of the subject may take different valuations of balance sought and that in search of relief, for the purposes of compensation fictitious, symbolic acts of substitution can take many different forms (Lewin, 1951). And Katona claims, in the same vein that even more than the objective characteristics of a situation, consumers' decisions depend on the manner in which they perceive themselves actually (Katona, cited Cathelat, 1987/2005).

The conclusion we reached is that human experience lived since early childhood, may remain stored in our subconscious. But to make a direct link between infant existential dilemmas (Haineault and Roy) or sexual impulses (after Freud) and that could alter sexually compartmental and give various actions and objects, believe that it is a hypothesis that can not yet confirm the lack of substantial evidence. And Cathelat argues that we must not forget about consumer heterogeneity, that is provided to the social subject, a member of a group in an

environment where the actor has a status and a role (2005). And here we remember, in the context of discussion of sexual desire hidden Chelsea example of Septimius, who when seeing the champagne bottle described by the Polish teacher Wosinska Wilhelmina, will remember the price and probably another person of the other sex, age, social environment, etc.. will see in her what the Polish psychologist hopes to see in her theory (sex call). Thus, we would like to say that the efficiency of subconscious stimuli that advertising would use is questioned.

In concluding this chapter, we deduct the following - that any action advertising by message, calls to certain cognitive and emotional of a person determined by individual factors, as well as the educational, social, cultural or religious. Understanding and knowledge of the influence of these factors, we considered it essential to start a research paper on the impact of advertising on consumers.

At the beginning of Chapter II, *The Analysis of the Advertising Phenomenon*, we followed a brief historical development of the advertising actions, starting with clay tiles found in Pompeii, thousands of years ago and ending with the era in which design has revolutionized the way in which television uses advertising. Each historical stage has brought new forms of advertising. With the advent of Gutenberg's printing press in the early Ninth Century, appeared the first flyers (Vivian, 1999). The industrial revolution brought with it new changes in society. There was the mass production and advertising was seen in these conditions as a tool to reach a mass audience. The Twentieth Century begins with the appearance of radio - another advertising tool that promised benefits, but it was overtaken by the emergence of television in the '60s.

During these stages, the role of advertising changed, from the information to the image-creation. The first mass marketing campaigns that started in the second half of the nineteenth century, using more advertising than branding. But the first products based on the brand emerged largely because of another innovation: the factory. The role of advertising has changed, from the one of informing about the appearance of new products to that of building a brand image around a product (Klein, 2006).

We further tried to define the term of *advertising*. A general definition of advertising would be difficult to shape. The sense of advertising as "mass communication" (Bertrand), "psychosociology of the information applied to commercial objectives," (Cathelat) to "advertising is any form of presentation and promotion" (Dominick) we met hundreds of definitions of the term. The key difference is only in the approach to the meanings. We note, however, that the term "advertising" translated into Romanian, encompass all business and humanitarian activities, social, cultural and political ones. Although not common in everyday

language in order to distinguish, theorists use two different notions for the above mentioned cases, "advertising" and "advertisement" (the confusion is remarked also by Cristina Coman) (2000). We found significant the underlining of these differences in the context of notification that the purpose of this paper is to analyse the impact of advertising on society, pointing out that in our case, given that the current language does not distinguish between these two forms, we emphasize the difference in meaning only when it will be essentially necessary. In other cases, the term advertising phenomenon we will consider advertising as a whole.

In the case of the classification of the functions of advertising, we were able to outline the most common ones from the literature, such as office communication and information, economic function, social function, political function, persuasive function, poetic function (cultural) (Popa, 2005), (Dragan, 1996). Dorin Popa believes that advertising, like any other media tool, helps people escape from their daily problems, thus giving him the position of evasion. According to Jean Stoetzel, totaling the three dimensions - knowledge, information and evasion, advertising function can be also joint with the psychotherapy function (Stoetzel *apud* Popa, 2005). From the point of view of the sociologist Septimiu Chelcea, advertising has 3 functions: utilitarian, artistic and educational. And assuming only advertising sells, by whatever means, it is called by the author - Wild Advertising. It "tries to" tame "the man through standardization: through reduction, alienation, overheating desire social ascension and of apparent democratization " (Chelcea, 2012). We will focus on this aspect in Chapter III dedicated to advertising criticism.

Renowned as an undisputed media, just like television, press and radio, media functions can be easily treated as also advertising functions. Thus, we distinguish several types of advertising, described by Cathelat as: " antenna advertising" (when a new product is launched), "ampli-advertising" (when, for example changes of style are dramatized), "focus-advertising" (when it proposes a new concept of life), "hypothesis-advertising" (when it varies and diversifies the propositions based upon the target client) and " echo - advertising" (when it Mayntains a conservative way of thinking) (Cathelat, 2005). Media is stated, therefore, like advertising, as latency factors, conservative mechanisms of cultural sustainability, but also as dynamic factors, capacitors and translators of alternatives for adaptation to environmental change.

Even if we would not talk about the economic function of advertising, it should be noted that advertising can not escape its social function because any commercial message sends a default model of psychological and social influence. Adding more than one classification found in the literature, we identified four techniques used by advertisers in this

respect. *Persuasive advertising* is the one which attaches to the product social codes, a whole panoply of ways of life and thought, an image of self, playing the full role of educational institution. The symbol of this type of advertising would be the famous AIDA: Attention, Interest, Desire, Acquisition (Jouve, 200/2005).

The *mechanistic advertising* originated with Pavlov's conditioned reflexes theory, the theory that has deeply influenced advertising in the first half of the twentieth century and was based on the idea of economic behavior due to mental automatism. Both George Katon and Cathelat denied, however, the effectiveness of this model (Cathelat, 1987/2005). The French author recognizes, however, that the mechanistic strategy is not entirely ineffective. Its results may be satisfactory, at least for a short period, but on the expressed condition that the consumer-object assault not up against any dam unconscious, but still mentions that attempts conditioning rather than general aggression denounced, is merely a harmless scratch (*ibidem*).

Therefore critics argue that advertising advertisers, to increase the effectiveness of commercial messages, they switched to a more dynamic strategy, a strategy that calls for more elaborate psychological reactions such as *suggestive advertising*. From the almost mechanical procedure, advertising, in the opinion of Martin, is taking steps to a suggestion finer and document analysis suggested called us show that it reduces the normal exercise of the faculties of intelligence and sensitivity, but one unconscious and irrational (Martineau, 1959). Thus, it appeared a new explanatory scheme of economic behavior based on the concept of needs, in which the advertising message must evoke general ambience and present product as filling obvious that mode of life (Cathelat, 1987/2005).

With Freud, and the new dimension which has become a subconscious idea was reformulated: the real causes of behavior must be sought in the level of consciousness, he argued (1991). From this perspective, the role of advertising would be to look at the needs and desires of consumers generating unpleasant tension to bind them, the less artificial as possible, product no. Then, the proposed "remedies" by product, full of symbolic representations.

However, we would like to emphasize in this context that researchers as K. Lewin (Lewin, 1951) and Katona (Katona, *apud* Cathelat, 1987/2005) stated that different valuations of the individual, in search of relief (for the purposes of compensation) are different depending on his personal history and personal manner in which he perceives certain situations. And Cathelat argues that we must not forget about consumer heterogeneity, that is provided to the social subject, a member of a group in an environment where the actor has a status and a role (Cathelat, 1978/2005). Thus, suggestive advertising effectiveness is often questioned.

If advertising suggestive language tends to reconcile commercial deep customer motivations, commercial project advertising seeks to enroll in social discourse, ie a culture, its values, in ways of its life.

But are these advertising mechanisms as opposite as they seem at first sight? Advertising practice shows that in fact these advertising techniques coexist and even more than that, they complement each other, because advertising is not univocal discourse and one-dimensional. In fact, modern advertising informative and rational appeals strongly mixed with attempts mechanistic conditioning and suggestive images, consider French author. This combination can be interpreted differently. We believe that the terms of trade, these techniques are combined, in fact, an effort to adapt to the new development stage of consumption, the new consumer described by Lipovetsky, that the new modern economy, a step which we speak Chapter IV of this paper.

The hypothesis studied in the *Advertising between information and propaganda* subchapter reflects the perspective that advertising is a communication or a means to inform, but at the same time is a typical form of modern bureaucratic rule that manages to plan not only the supply but also the demand (Galbraith, 1982). The critics of the humanistic positions see in politics and advertising the combined forces in dominating the individual, in his ideological training. Brune points out that advertising (as well as policy, in fact) is not satisfied, therefore, to reflect the "dimensional" man prophesied by Marcuse, but that it would be created (Brune, 2003). The adherents of this position conclude that advertising works in complicity with totalitarianism compatible, among others, with free elections and multiparty (Castoriadis, *apud* Dâncu, 1999). In the same register of argument there are claims that advertising "annihilates the conscience and forms, without difficulty, structures of its own individual consciousness" (Frye, 1962). But, as Vasile Dâncu considers, this critical thinking linking advertising to totalitarian logic, sins. First, because of the analogy of two degrees of different sizes. Totalitarian institutions "think" instead of individuals, the author considers them to orchestrate and conduct, struck out the details of regulations subject initiatives. And advertising has nothing to do with the political power of the megalomaniac project of rebuilding the man. It uses communication where totalitarianism makes use of coercion, seduction instead of rigid regulations, ludic entertainment rather than mechanic training (Dâncu, 1999).

Advertising is, in fact, a factor of democracy. In support of this idea Cathelat states that "advertising is not propaganda, in the sense that the propagandist seeks to impose his own ideas without concern for those of his audience" (Cathelat, 2005). It is not propaganda as

Lipovetsky sustains, because, "... with advertising, communication adopts an original profile, using seduction as frivolous, which is the opposite of logic synthesis regimes, the antipode of total control which one easily assigns in reckless forms of commercial and political reason" (Lipovetsky, 1987).

We examined therefore, the assumptions made on advertising versus propaganda. We tried to dismantle the myth of the totalitarian nature of advertising and point out that advertising is only a surface power: "Therein lies the paradox of advertising - it is critical to businesses, without major consequences for all of us, but has no effective action except on the auxiliary and indifference ", concludes Dâncu (1999). The subject remains, however, a very controversial one.

According to Professor Dâncu, advertising is a function of cultural rules, because the consumer lives in a particular social situation and the context determines the conduct (Dâncu, 1999). Analyzing the social role of advertising, we can state that commercial influence behind dialogue among consumer advertising, there is another dialogue - one between society and social issues. Consumers living in social situations and determine its behavior within these contexts and advertising is a way of defining social integration and its environment person. In this way, there is clearly cultural function of advertising: it suggests consumers identify patterns of behavior and values, with the commercial purpose motivating the act of purchase. As a social phenomenon, but advertising is seen as one which causes frustration and resentment to those unable to buy products advertised feeding in this way, social conflicts, forging hierarchy of values, cultivating euphoria, hedonism, narcissism and individualism. François Brune emphasizes the standardization phenomenon that advertising would push the individual and highlights some of the forms of personalization that we expose ads. This theory, however, will be examined in Chapter *Advertising Critique*.

In summary, we must also noted that, like all mass media advertising comes on language, system of values, norms and ways of living and thinking appears to us both as cultural mirror, but also as cultural engine. Richard W. Pollay (1987) is, however, another view, namely that "advertising is a distorting mirror", meaning that it reflects only certain values and lifestyles (Chelecea, 2012). Often "advertising appeals to what is lacking in society. Happy family is often presented in societies (nations) where the family is in crisis ", considered also (Mooij, 1998/2010).

Perhaps it is this function of mirror, distorted or not, desires and aspirations of today's society (ie dissatisfaction, frustration, inhibitions) which attracts a lot of public criticism. Since the task is not to idealize a mirror nor blame it, it would be naive to demand

accountability for the reflected mirror. Reflected image is actually ours. In conclusion, advertising is dominant cultural discourse while at the same time mirror of society and cultural engine. And as Cathelat support it based mass popular culture, we established values and norms, governing the models and devotes his rhetoric and language (Cathelat, 1987/2005).

In *The Social Responsibility of advertising* section we have examined advertising aspect related to the responsibility to develop and submit a number of models of society in response to the needs of the audience, but also to shed light on whether or not advertising raises new needs.

We started from the hypothesis that such public accusations that endlessly creates new needs are some unsubstantiated. Because advertising "can only update hitherto repressed desires and impulses in the unconscious" (Cathelat) and "can only discover, arouse, never to produce" (Popa). To accept that advertising generates necessities (needs) primary (natural, biological) considers Septimiu Chelcea, which as stated in chapter I have an appointment hereditary, is to give publicity demiurgic role and put exclusively to the formation advertising side of needs (social) is tantamount to denying the role of other factors of socialization (school education, religion, media, family, friends, etc.), (Chelcea, 2012). Thus conclude that advertising is not omnipotent, not change human nature, but contributes to the higher level of needs and propose new ways of satisfying biological necessities. Moreover even advertising can help increase self-esteem and thereby the assimilation of the need to update self-consciousness, the Romanian sociologist concludes (Chelcea, 2012).

Further on, the analysis of the phenomenon takes place from an economic perspective, and advertising is seen as a tool for managing production and consumption management tool. Undoubtedly, advertising is directly related to a form of economy, namely: industrial economy. Advertising action is thus fundamentally an attempt to sell more, but is valid only in an economy of abundance. Switching from a production economy to an economy of consumption changes the pace and direction of growth and adapts the job of consumer which improves the growth process. Inseparable from the economic system, advertising will be necessary also in periods of recession, as a sub-consume balancing factor.

In the next chapter we aimed to analyze the image of women in advertisements, because the issue was and remains the source of many heated arguments. We looked briefly in the last chapter called *Image Of Women In Advertising*, distribution of roles in advertising (ie in Romanian commercials), and towards the end we tried to deduce what is meant by the term "sexy woman" and that its image is the price of success guaranteed.

So, we tried to identify that distribution patterns in the advertising duties in Romania, on the assumption that advertising in Romania is dominated by traditional representations of gender roles in the family distribution. Iulia Roxana Bulmez in the book *Image Of Women In Advertising* (2008) argues that occur hypostasis women in advertising are limited to three roles: housewife, mother and successful diva. We wondered then, what she is best for washing, cooking and cleaning? One of the explanations found was provided by Allan and Barbara Pease in the book *Why Men Don't Listen And Women Can't Read Maps* (2001), which states that there is a difference between men and women, both in brain structure, and the biological heritage. We agree with this statement and believe that the main cause of this type of representation, lies in the fact that the world of women, given the traditional position, repeat the interpretation given biological role of women.

In the traditional society, stability and good understanding in the domestic group were given by completing of roles between men and women. Things, however, changed much over time. With the advent of the feminist movement (late 80s - early 90s) who advocate not only for a reconsideration of the political, professional, cultural women in society, it was necessary to redefine the status and role in the family. And then we wonder - how advertisers have adapted to these changes, not to awaken or complex feminist revolt women who support traditionalist model?

First we highlight an important aspect of this problem and that is that the success of an advertisement depends on the cultural and society where a certain product launches. Because what individuals in a given culture expect from a man or from a woman largely overlap with stereotypes circulating about these expectations (Iluț, 2005). In this context, as an aside, we exemplified Niaz Ahmed's master's thesis which followed significant differences between the U.S. commercials (with a strong individualistic culture) and India (a country with a collectivist culture weak and contextually strong) following the reflection of cultural differences and the conclusion dissertation was – the proposal of international standardization of advertising is overly simplistic (Niaz, 1996, cited Chelcea IV, 2012). Septimiu Chelcea, according to research published regarding globalization, believes that it is not wrong to say that in advertising the solution is "glocalization", ie the adaptation of goods and advertising to specific national cultural, idea that created, we believe, this important parenthesis (Chelcea, 2012).

But back, to our problem. Some surveys conducted in Romania, back in 2003, regarding the division of gender roles in the domestic context, unearthing the following: 75.5% of those over 55 years, 65.9% of those aged 39 - 54 years and curiously, 61.9% of

those aged 18-29 said yes to the question "Is it more the duty of women than for men to do the housework?" (Iluț, 2005). Another study recently conducted in 2010 by Mihai Deac from the Babes Bolyai University (Cluj), called *Distribution of gender roles in Romanian commercials* (2012) presents the following situation: as a traditional model, the role of women is to take care of household (domestic) and raise children. Women are nearly 10 times more likely to be represented as housewives (9.69% of all female characters presented fall into this category, compared to only 1.01% of men). In the same idea, she is often represented in the role of parent: 16.6% of women in this position compared to 7.26% among men, so a ratio of over 2 to 1. The results of this study indicate a clear trend towards the traditional representation of the genre. At the same time, we see that women are about 2 times more often represented as an object of sexual attraction and passion, and almost 3 times more often than men in the position of celebrities. This last point contradicts the traditional model, in which the woman has a limited role in public, notes Deac (*ibidem*). And research results of ALTFEM, made in 2011, that most women actions are domestic and have daily activities that help her husband and family generally feel better. Another action associated with women is related to body care. Men are more likely to position characters waiting to be cared for, but in game situations or leisure activities (ALTFEM, The image of women in the Romanian society, in 2011, www.altfem.ro).

In conclusion, the study confirms the three major roles of women in Romanian advertising: compared to men, women lead in ads promoting food, cleaning products, cosmetics and baby products.

We can not ignore the fact that the current financial, economic and social status in Romania led to a change in the status of women and, therefore, has led to change its image in local spots. Finally, we would like to mention another aspect that should not be overlooked and that is that advertising is not an entity acting as his own will. Economic laws, are laws which make advertising market a profitable business. Therefore, it is forced to use safe and effective methods. The true value of advertising, still, we consider occurs when the advertiser is able to create quality material regardless of budget limitations and customer desires. But unfortunately such materials are difficultly made. We believe that the issue of the image of women in advertising can be improved when the ads appear more often in women and the natural factors that would act on its advertising depends a lesser extent (society, legislation, budget, customer purpose).

Another controversial aspect, which we analyzed in the subchapter *The increase of nudity in the advertising space* is related to the image of women as objects of passion and

sexual attraction. The question that we address in this chapter is not about ethical or moral aspect of feminine symbol used in advertising, but rather their efficiency, based on the idea that in different cultures, different types of sexual information are perceived differently.

There are three themes that appeal to our unconscious: sex, crime and violence related to success, believes the Russian psychologist Şuvanov (Şuvanov, 2003). I.V. Groşev, another Russian psychologist, says: "The female body, exposed and displayed anywhere, go with it also a new feature of economic change, which can be called metaphorically "Western advertising body" and "the price of success of an advertisement lies in his lewd, seductive character" (Groşev, 1998).

Based on these statements, we further analyzed other opinions, that the efficacy of the information with sexual connotations would be questionable. We note in this context that Tom Reichert identified in commercials in the U.S. five types: nudity / clothing, sexual behavior, physical attractiveness, sexual references and sexual incarnations (Reichert, Lambiase, 2003). Septimiu Chelcea, follower of this assertion, supports the view that sexual theme in all its forms, would increase sales, highlighting indeed, that ads containing sexual information fail to attract attention and stay more in consumers' memory. But that store their better would increase the sales was not scientifically proven, claims the Romanian sociologist (Chelcea, 2012). We note, therefore, once again, that the relationship between sexual information advertising and advertising effectiveness is still unclear. Although another author, Rodger Streitmatter, says otherwise.

We started dealing with this issue for the hypothesis, supported by Streimatter, according to who, advertising works with sex. Psychologists argue that sexual images are most effective and are a quick and universal method to attract attention, he said (Streitmatter, 2006). Analysis of the symbiotic relationship between the sexual revolution and the average American in the last half of the twentieth century also emphasizes the connection between sexual themes and increased sales in all that involves sexual messages or images. Changes in film (appearance of James Bond movies like *Hopeless*, *Fatal Attraction*, *Nine and a half weeks*), TV productions (Phil Donahue's morning show), music (Madonna's, Jim Morrison's or The Doors songs) print (Playboy and then Cosmopolitan) is proof that the media has always been a factor in modifying the sexual collective ego of the American public. From publisher Hugh Hefner on the Internet to star Vince Voyeur, this gallery of characters killed taboos and inhibitions at a dizzying rate. And all this rash of sexual themes in art and media went also outside America.

Surely the advertising industry could not remain untouched by the effects of the sexual revolution. The cornerstone of American public may be inclined to obscenity discovered in the 80s by the historical Calvin Klein jeans advertisement, the actress Brooke Shields, who was about 15 at the time, appeared in a commercial semi-naked, which designated public entrance into a new phase. After her TV commercials and print version managed to sell more pairs of pants than they ever imagined Klein (65 million dollars per year to 200), it was not surprising that other companies have adopted fashion advertisements with sexual connotations. Fashion designer was considered a pioneer road long series of commercials based on sexual themes, shocking later with advertising portraying also naked men (Conant, 1986).

There were voices like Rev. Donald Wildmon and followers of the National Federation for Decency, which attempted to stop the emergence of sex on television. New York stations of ABC, CBS and NBS banned the commercial with Brooke Shields, and an organization called Women Against Porn denounced also the advertisement. With all these assaults by the Puritans, sexual themes further exploited in the realm of advertising.

But can we blame advertising, on it being seen as a sexual messages promoter and images, the context in which they are ubiquitous in both media, music, dance and all forms of art? It would be unfair. And the aspect related to increasing sales through sexual themes, or how many times Streitmatter exclaims "Sex sells" is questioned by many researchers. It is unknown, however, whether sexual or novelty themes has increased sales. Septimiu Chelcea, as we mentioned during the preceding chapters, contradicts the claim that sales would increase sexual themes, stressing only that research has shown that ads containing sexual information only managed to attract attention and to keep more but consumers have not complied memory connection between them and increase sales (Chelcea, 2012).

That often has been an exaggerated form of presentation is another aspect of the problem, but to see the nakedness advertisements only side seems to be downright childish. It's like we see in paintings by Rubens, Rembrandt, Picasso or Michelangelo only sexual aspect (not to mention Courbet's painting *L'Origine du monde*, pretty bold female nudity work), it is as you see the undulations in imitation of dancing just sex, and examples could go on forever.

Moreover, the use of sexual information is interpreted differently from one society to another, from one historical epoch to another and from one culture to another. "The border between different types of sexual information in advertising is flu: what's for some porn is erotic for others is" clean ", ie dirty" (Chelcea, 2012). Streitmatter believes that while sexual

theme is omnipresent, it would be advisable to adopt some of the innovative science principles namely that wants to introduce a concept called "sexual literacy" (Streitmatter, 2006). Would be to follow the example of several educational institutions and education in Australia and Canada, which introduced mandatory courses mysteries media, the idea that we are in u agree. Consumers will be trained so much easier to navigate and relaxed in this landscape full of sexuality can avoid car anyway.

And as for advertisers, the advice would be this: "Never do an ad that you did not want your family to see" (Ogilvy, 1963/2009).

In the IIIrd chapter of this thesis – *Advertising critique*, we tried to identify and analyze the most frequent critics brought to advertising, some of which were already reported on parcursl two previous chapters. Critical analysis covering a large advertising fall into three types: attack moralists often see commercial promise as relative "truth" of a notice, questionable "quality" of a product, "utility" challenged consumption, "push" caught in trap a bill of sale etc. Economists ask questions regarding technical utility consumption in regulating advertising and advertising function sociologists analyzing the system objects and consumerism civilization, the consumer resort to images to compensate for a growing share of frustrations.

The reactions to advertising can be put into two main trends: its glorification and its damnation. We noticed the fact that, among the ones who celebrate advertising (Bernard Cathelat, Claude Bonnange, Chantal Thomas, Michele Jouve, David Ogilvy etc.), few of them develop the activity outside of it. The ones who criticize it (François Brune, R. Berman, C. Doudet, Georges Duhamel, J.K. Galbraith, Paul Valery, Naomi Klein etc.), usually do it from humanistic positions. They often invoke autors (philosophers, sociologists, semiologists etc.) who, without having approached directly the field of study, have produced analysis of the society but where there can, without a doubt, be taken ideas useful to the cause.

Galbrath sustains that advertising has the functions to control the needs of the consumer by tricking him with a flood of images of happiness (Galbraith, 1968). Another critic of advertising, Georges Duhamel, for example, sees in it only a "formidable enterprise of coercion and brutalization [...] which deals with man as the most obtuse of lower animals"; Paul Valéry considered advertising as "one of the greatest evils of this age, which insults the eyes, falsifies epithets, ruins landscapes, corrupts any quality and any criticism ... " (Valery *apud* Cathelat, 1987/2005).

The above theory has other ardent supporters as Marcuse, who spoke of "imposed necessities" and "repressive satisfactions" or the famous Francois Brune who compared

advertising to a totalitarian “octopus” (Brune, 2003). Other authors do not hesitate to talk about a "soft fascism", with applications in all dimensions of life, such as the phenomenon of "tyranny of brands", whose main line is advertising "conditioning" (idea debated at length in *No Logo*, by Naomi Klein, 2006). Advertising is always seen as a key to the mechanisms of frustration characteristic to the new market society, but also as the symbol of the institution that manages to grab hold people and to reshape their life style.

Advertising is facing a lot of accusations and therefore, as indispensable for our research we considered a study on identifying their own problems they create on this phenomenon. Thus, we conducted a group interview, semi-structured, entitled *Opinions on advertising*, considering it most suitable for the purpose of this work which is to identify and discuss key issues regarding the phenomenon of advertising, the data being relevant for the topics we discuss and analysis in this chapter. The methodology applied in this interview is presented in Appendix I of this paper, we keep you specify here only that we apply deductive strategy, called conceptual (Baban, 2001) and as a data analysis technique we chose content analysis (Rotariu Iluț, 1997). Thus, we concluded the following key phrases: "advertising informs," "lead to economic growth of the country", "the innovation" as positive features, but "handling, attacking subconscious", "lead to more expensive products" "only the positive aspects of products", "requires products" and "creates false stereotypes" as negative aspects.

Thus, it was confirmed the first hypothesis - that the advertising phenomenon is seen as a contradictory, on the one hand is useful for the development of a society and, on the other hand has less pleasant effect on it. Deepening subconscious manipulation problem we noticed that most respondents consider manipulation as an unwanted effect because it "makes you buy a product you do not need", "affects children who are easily deceived" (Annex I).

We further continued to identify critical issues reported to the public by analyzing the research regarding this topic. From surveys we analyzed deduced that most of the times, consumers regarded with television advertising. The clutter of commercial messages, leading to confusion among viewers about the companies who advertise, stopping TV programs, their volume and frequency are just some of the reasons that created a phenomenon of rejection toward television advertising. It seems that most of the criticism of the typical advertising concern advertising content. Critics indicate a whole range of alleged abuses caused by the use of sexual themes, exaggerated claims about a product's performance, the devaluation of language by using misspelled words or incorrect grammar, creating stereotypes and claims of children manipulation, and unrealistic promises. A major charge to the advertising content refers to the description of certain groups in an offensive or

unreasonable manner or that advertising offends the consumer's intelligence (Klepner, 2000).

Both older studies and latest revealed that the number of ads is not intended to grow. Only 13% of viewers watch them carefully, 32% are not aware of them, but look, 29% do not pay attention to commercials and expected to end or just watch some of them, while 24.2% of them immediately change the channel (2006, MMT).

These reactions, according to the same survey, is because "stopping to transmit TV commercials is annoying" with 73.9% positive answers, 25.3% of respondents answered that generally annoys ads, whilst 28.9 % say they are not interested in advertising (MMT, 2006) (Tables 3.4 and 3.6). Another issue often debated on advertising is related to the volume and frequency of advertising, considered to be disturbing. Data from the same study shows that 55.5% of respondents claim that cuts programs for broadcast advertising frequency is very high, and 38.7% say that the length is too large blocks and that bothers them so. Other issues related to criticism is that advertising is boring (57%), not the actual quality of the products (62.6%) and mostly useless (52.2%). Also, there is the accusation that advertising would adversely affect young people (60.5%) (MMT, 2006).

According to the latest study, provided by GfK (September 2011) we see the Romanians' decreased perception of positive effects of advertising, but also a decrease in the number of respondents who think that more advertising would not bother them (from 12% in 2002, 5% in 2011). The same situation occurs in the degree to which ads manage to entertain the consumers. If the number of those for which advertising is often fun is decreasing (from two thirds in 2002 to 58% in 2011), exception to this rule are the inhabitants of Bucharest (source: www.gfk-ro.com).

Therefore, the above research results show that advertising is considered really annoying especially by frequent interruption of television programs, by the length of advertising packages, because it is already too much volume and it's boring. Similarly, the evidence indicates that most consider it unnecessary, that it doesn't portray the real qualities of products and it influences negatively the young people.

In response to these accusations we would emphasize that as long as the regulatory code allows interruption of TV audiovisual content under certain conditions this is considered to be a legal one. And the problem would be to change the legal regulations on this chapter. The advertising packages are the norm for operating a TV station, as long as no law is violated broadcasting. We are witnessing the broadcast business applying heavy fines to those who seek breaking the law.

The new regulatory changes in the audiovisual code content approved by the National Broadcasting Decision no. 220/2011 from 24.02.2011 provide tougher restrictions on most issues raised above: on the conditions of separation of advertising packages, restrictions on hours of broadcast advertising for certain products, and participation in their child. Also, were imposed changes in the unreal quality problems of food products and the negative impact on youth.

These new regulations come for the supporting of consumers who over time have reported unpleasant aspects of advertising and will certainly reduce in subsequent surveys, the number of grievances related to television advertising packages. But, as emphasized by Professor Chelcea, as long as the relevant legislation is permissive and vague, and advertising will be called the author "wild" - one who dislikes the consumer. Concerning this, Stephen Young emphasized "as long as we fight for a moral advertising in a moral capitalism is not only desirable but also possible insofar as private interests will be put at the service of the public good, moral capitalism will take place wild capitalism "(Young cited Chelcea, 2012), and with it, added Chelcea moral advertising will replace the wild one.

Among the issues raised by consumers on advertising, only some have been subject to particularly analyzed in this paper debate. I could cover, for lack of space, the full range of possible issues related to this topic, but consider essential analysis of some of them, considered to be more serious, and I will stop here on called subliminal advertising.

Whilst some authors doubt their existence, others question the ethics of these messages, claiming that they violate the individual's rights to be informed about messages that you have targeted. We analyzed, therefore, the pros and cons of their theories. According to supporters of the existence of subliminal messages (Freud, Vicary, Becker, Key) they certainly exist (subliminal stimuli), but are sometimes so short and hidden that are overlooked by conscious attention, although at the subconscious level they hold a considerable power. Key advises us even become critical receptors, examining the meanings of the ads by looking beyond the surface and background elements and by bring to light potential symbolic messages (Key, 1973). However, according to arguments that are the opposite of subliminal messages theories (Sutherland, Sylvester, Pratkanis and Aronston), the fear of them started from a false statement and it was a myth.

Subliminal advertising, as some authors believe, including Sutherland and Sylvester, began, as mentioned above, a false threat in the 50s and was too much a myth. Lawmakers in some countries have responded so quickly, and prohibited it, a kind of legitimacy was lent to its power. So the media has helped to promoting this belief, the mystical aspect is discussed

extensively in the media and has contributed to the widening mystery, but also of the fear of subliminal powers of the advertising agencies.

It is assumed that the panic was generated by the experiment of James Vicary, a cinema owner, who, whilst on a movie screen placed on the screen messages that contained a call to consuming certain products. On that day, Vicary said, the sale of these products increased significantly. However, this experiment has been tried on several occasions and then over time, but without success. More than 200 scientific papers were published on the subject, but the conclusion was: "no study has demonstrated motivation and behavioral effects similar to those referred to by the supporters of subliminal influence" (Pratkanis and Aronson, 1991). And even Vicary himself, (we mention it here again), many years later faced with overwhelming evidence against subliminal advertising, specifically in 1984, recognized in *Advertising Age*, in an article by W. Weir, that what he had initially claimed was false (Weir, *Another Look at Subliminal 'Facts'*, in *Advertising Age*, 1984). Therefore, the fear of subliminal advertising started from a false statement and it was a myth. Either way, it is exaggerated to talk about these techniques as an "absolute weapon" because subliminal messages must be consistent with conscious desires and impulses of the recipient and, in addition, subliminal sensitivity varies from person to person (Sutherland, Sylvester, 2008). There is no evidence that these messages can directly influence or manipulate our conscious choices by overcoming the consciously received stimuli or reasoning.

If it were so easy to manipulate one's subconscious, then this practice would have known success and other areas, especially in medicine and psychiatry and many problems would have found resolution long time ago. If we examine the research in psychology and cognitive psychology, especially in the last 35 years, we can say that awareness is a dimension, not a dichotomy. And it is gradual (Sutherland, Sylvester, 2008). The concept of subliminal advertising, based on the concept of threshold of awareness, was redefined by psychologists. Since then and until now, research has shown that there is no absolute threshold below which to be forever unaware of something and over which to always be aware (Anderson, 1990). To reach all, a message should be displayed for an extended period of time. But, since it would still be above the perceptual threshold of many people, the message could not be called subliminal. Subliminal advertising, the authors conclude, as it was defined, is therefore a myth.

Human beings can receive without full awareness, but there are real limits in this regard. It is a matter of gradual difference. The pay more attention to a message and process it as more conscious, the more aware of it and the more easily we remember later. Advertising

that gets far from shallow processing frighteningly strong, is likely to be very inefficient and almost certainly lower than that commits us to a higher consciousness, argues Anderson (1990).

One of the most important features of the public, would be to turn our attention to a particular feature and make that become more obvious to us when we think of the brand, says Scott MacKenzie (1986). In other words, advertising influences the characteristics of a brand book, rearranging the order in which we think about its characteristics and do not persuade. Similarly, how we evaluate a brand depends on how we perceive, what relates to the reference that report. And finally, just as there is a mental agenda of brands we associate with a given category of products, there is a mental agenda of features we associate freely with a certain brand (Scott MacKenzie, 1986).

In normal conditions, the focusing area of our attention would be extended only to focus on a limited number of possible characteristics of a brand of a product. By rearranging the order in which we think about its features and it doesn't persuade us. Words and images can be used to highlight certain features, which are called by Sutherland and Sylvester "flakes", which can tilt the balance in favor of a particular brand, especially when all the other factors are equal. And instead of persuasion or other major effects, we should look for "flakes" or "minor effects". These minor effects are far from proper persuasion. It is rather an easy orientation subjective to perceptions of our future. This is not about persuasion as a change of the object perception, but focus attention on a vision rather than another, as the authors argue their opinion (Sutherland, Sylvester, 2008). Advertising, therefore, affects the order in which we see the alternatives that we consider it, but it doesn't mean persuasion and it is not. Similarly, the way we evaluate a brand depends on how we perceive, what relates to the reference that report.

We join so the opinion that advertising influences the order to see the alternatives that we consider, this does not mean persuasion. And subliminal advertising, and Septimius Chelcea says is "a modern myth that fascinates the public, but does not increase sales" (2012).

In the last part of this chapter we stopped over on the analysis of the ideas of François Brune, French teacher essay *La bonheur conforme. Essai sur la normalisation publicitaire* (2003) who is considered one of the most vehement protests against standardization to which the advertising seems to push individual. The author describes and highlights some of the forms of depersonalization in which we would be exposed by the ads, and we consider it necessary to pay special attention in the context of this chapter, and we will then counter other opinions, where the author has exaggerated with the accusations.

François Brune believes that the functions to reduce, to frustrate, the eroticize, alienate, to recover, to condition and infantilize are some maneuvers of "daily opium" as the author calls on, which advertising applies knowingly (Brune, 2003). By *diminishing*, the individual's aspirations, are also reduced to things and things and besides closed in other things and besides the reductive effect, says Brune, is involved in a devaluation of "values". The overall socio-cultural values are reduced, in their view, to the "dream" that leads to achievement and yet are never "accomplished". Hence, Brune's opinion, the chronic delusion of the buyer who thinks that advertising orchestrates (second function) generalized *frustration*. By its *erotic* function it is hypothesized that love values are also reduced to love things, and the sexual impulse leads to purchasing. Advertising would make individuals believe that sexuality is also an object of consumption and soon the whole man would become such an object. In the case of *alienation*, the French author believes that people not only have lost their personality, but came to no longer perceive themselves unless are identified with prestigious models, stars, or human types positively valued under the influence of which they often fall (Brune, 2003). Brune's *conditioning* would be that advertisers are devoted to an unconscious sexual conditioning masked by the explicit arguments of the speech and the illegality of sexuality in advertising is reprehensible from the standpoint of the author. And finally, Brune's *infantilisation* assumes that children are encouraged to consume fashionable stereotypes (Brune, 2003).

By generalizing the advertising ideology described by Brune we have concluded the following: advertising, according to the author, is an industry focused obsessively on the pursuit of pleasure and the pursuit of pleasure would cause a so-called "mechanics of pleasure" mechanics reduced to the condition of a simple reaction, permanently controlled by stimuli.

The myth of release through pleasure is also a huge farce. Advertising would develop a repairing and immediate narcissism as, anonymous individual giving a better picture of himself by identifying with prestigious models. Another aspect Brune has severely criticized is the normalization of the individual (in the sense of obedience to certain rules). According to him, advertising indicates behavior proper to be imitated, and any refusal to do so would amount to self-exclusion from society (Brune, 2003). The French author proposes defenses against the normalization of advertising, which is "concrete examination of its daily activities, its thick twine, and its perverse subtleties. To remove the advertising conditioning mechanisms and fireworks is not enough: the deconstruction of speech is not sufficient to reconstruct the individual. Brune offers some solutions to this situation. First, we must,

against the dominant and reductive ideologies, cultivate the ideal of conscious beings, free and responsible, to believe in a human being developed in several directions, irreducible to the condition of the deconstructed animal (2003).

In conclusion, we believe that Brune's protest against standardization of the individual, of which advertising would be guilty, is too categorical. From the "maneuvers of the daily opium" knowingly applied on advertising to normalize the individual defense against false advertising democracy and, all arguments are meant as a warning to place advertising in a bad light, even to warn us of the huge danger lurking in the shadows. We consider that, provided the individual in the context of its relationship with the advertising world is so sad. Changes in the consumer society, and especially the transition to a new stage of consumerism, has brought great optical changes in both individuals and the advertisers, who have adapted to the new demands of neo-consumers.

In the next subchapter, *The New Consumerist Era*, we speak about the description of the new consumerist era and it represents, in reality, a counterargument to François Brune's stubbornness, stressing also the moments when the author was still right.

In the last two decades we are witnessing the establishment of a new phase of consumer capitalism: hyperconsum society, named by by Gilles Lipovetsky (2007) and Phase III. This economic order, in which the consumer imposes himself as the master of the universe, corresponds to a profound revolution of behaviors and imaginary consumerism. Therefore it appears as a *homo consumericus* of another type, a mobile and flexible consumer, largely emancipated from the old prejudices of class culture, characterized by unpredictability both in terms of preferences and purchases. From a consumer subjected to the constraints of his social position it was switched to an avid hyperconsumer of emotional experience, concerned with the quality of life and health, brand and authenticity and immediately also of communication. As Toffler noted, civilization object was replaced with an "experience economy" (1971), and consumer activity is inseparable from subjective inclination towards pleasure. That pleasure, vehemently criticized by Brown, gets obsessive character and Lipovetsky French author supports the idea, even stating that this race becomes even more important than its quality (2007).

Consumption spiral is driven therefore not so desires social representation, as the desire of the individual to govern themselves, to expand its powers of organization. Thus, given the major changes of the consumerist civilization, we can say that some accusations brought by Brune, as well as many other critics, have no validity to the new format. The consumer society has undergone a radical change - has turned into one of hyperconsume, and

the consumer has become a *turboconsumer* who haunts malls in search of *light* and *organic* products, but also at the lowest prices, reading labels carefully and certifying quality (Lipovetsky, 2007).

Generalizing the characteristics of Phase III consume features, we can say that this stage sets free the individual behavior and collective frameworks develop the individualization of goods. Hence the excessive preoccupation with one's body: from fitness to cosmetic surgery, eating vitamins and detox products, the increasing interest in sports, but also in *spa* centers, to the concern of his own soul, by calling in for advice of various gurus and by frequenting yoga classes. We are witnessing at the same time, to a change from the era of choice to the hiperchoosing era, from individualistic consumption to one hyperindividualistic consumption, from discontinuous consumerism to continuous consumerism. The logic of turbo-consumerism finds its perfect fulfillment in the electronic networks through online shopping. In phase III the cyberconsumer sets free from all space and time constraints, and the new restructured environment information and communication technologies, hyperspeed, direct accessibility, are critical as new time demands. So, besides the principle of autonomy and spontaneity, turbo-consumerism is defined by the absence of social control of the purchaser, by its emancipating towards the symbolic obligations of class (Lipovetsky, 2007).

Phase III of advertising means the beginning of a new era, where we see that departs every day from the old model. In this context, the classic model of advertising *copy strategy* famous form of obsessive repetition of the message was replaced. Ads are considering the new hyperconsumer appearance evolved and educated and try to bring to the fore the idea of the value of the product. Lipovetsky believes that behaviorist advertising state has run out and that we are witnessing the conduct of its ironic moment, thoughtful and emotional. But at this stage, advertising has not escaped accusations made known by the same reason that its recent trends, it tries again to disseminate values and meaningful message, like a totalitarian system. The conclusion I reached, but, again, is that, especially in the new conditions of its existence hypermodern advertising appears more than ever as a sounding board than as an agent of social and cultural transformation, which is earlier educational the consumer, and at this stage - but it reflects. In conclusion, since it proves powerless to shape from one end to the other tastes and aspirations, to unbalance massive "realism" consumer advertising is related rather moderate power than a totalitarian domination. The ability to sort and select consumer demands faced by paying attention only to messages that are consistent with their interests, expectations and preferences, enables us decided to reject the idea of a totalitarian powers of alienation and conditioning advertising.

A counterargument in this regard I found at Michael Schudson (1993), which brings the following observation: "Social groups are differentially vulnerable to advertising and their vulnerability varies depending not so much on the nature and amount of advertising, but rather informal resources according to specific age, education, social position and government guarantees on consumer protection "(as cited in Wolff, Biernazki, 1994). And then, we could say that advertising raises strongly differentiated consumer attention and they will react differently from the same advertising message depending on the criteria listed above Schudson. Consumers were never shown distrustful, more volatile and more unfaithful to the brand, claims Lipovetsky, so consumer criticized Brown - hypnotized and loyal - is occasionally replaced by a nomad. And if even this change does not mean consumer sovereignty, at least it allows him to empty the substance paradigm omnipotence advertising (Lipovetsky, 2007).

Some critics have argued repeatedly that *homo consumans* is an alienated one. We say that modern consumption must be considered rather as an expression of human freedom. Consumerist hunger in the third phase to be interpreted as a way of perpetuating the identical commonplace to escape by seeking tiny new life experiences.

In his essay, mentioned above, Brown brings the issue of infantilism for discussions adults also seen as relieving the individual. Caillois considers that we actually witness a game. The new-adult described by Lipovetsky has fun to be infantilized in a limited space-time and the phenomenon of infantilisation is not only extend the oldest human inclinations, the one "to disguise, mask, wearing a mask to play a certain character "(Caillois, 1967). And by imitating the child, the new-consumer merely gives a new face to the eternal *homo ludens*. This phenomenon is nothing but one of the deregulated, emotional and hyperindividualistic figures of the third phase. Hyperconsume actually offers that something which offers individuals the opportunity to enjoy the game irresponsibility and superficiality. There isn't therefore a subject alienation, but an appeal to liberty itself to exit and escape the "pushing their own history" (Lipovetsky, 2007). So, in all spheres of life is now the principle of self-service and ephemeral ties is imposed now, as well as the individualistic calculation of costs and benefits. The ***Globalized Hyperconsumer*** is the new individual. We try to identify its characteristics and to infer if this hyperconsumer constitutes a threat to human nature. Furthermore, we wanted to find answer in the next section, to the question - which are, after all, the effects of tentacular consumption on the human world, since its infiltration is obvious even in relationships with family and religion, politics, culture and leisure time.

Looking over more opinions, we concluded that, contrary to the critics which characterize the new humanity depending more and more to the market system, the report of

the individual with himself and others are not entirely reduced to consumerist activities. In fact, all attempts of the hyperconsumer have their source in what Nietzsche called *willpower* - to surpass himself, to succeed, to try to invent, create, etc. are desires that will probably cease to reaffirm themselves in the following consumerist stages (Nietzsche, 2010). And in the same order we remind the opinion of Oscar Wilde, who said that the world belongs to those who are never satisfied (Wilde, cited Keough, D., 2009).

The one conclusion would be just one – the commercial order did not fully take on human existence and we have not become consumers of our own lives. The big problem, though, consists in something else - why more and more material satisfactions increase personal dissatisfaction, disappointments and anxieties? Lipovetsky calls this a society of happiness paradox, in which the hyperconsumer's condition is a deeply paradoxical one too (Lipovetsky, 2007). But, says the author, this general dissatisfaction is not due to disappointment about the consumer, but rather those of individual existence – professional and emotional life. The challenge of the value of its existence, the feeling of missing out on life, is one of the strongest slopes of reflexive individualism. In fact this is the paradoxical failure of happiness. The hyper-merchandising civilization generates less alienation from things, but it has stressed the desire of individuals to be themselves. The division between the self and self, self and others, the difficulty of having to exist as being-topic - this is, in fact, the irony of our age (Lipovetsky, 2007).

So we join the idea that civilization hyper-goods generated less alienation from things, but emphasized the desire of the individual to be himself and ask whether, in this context, the question of harmful influences of advertising on new consumer civilization. It can be considered the source of all frustration, alienation, disappointment, in a word, the unhappiness of individuals? We can provide absolute power status to organize publicity machine lifestyles in the new stages of the evolved new-consumer. From this perspective, we believe that new fundamental role of advertising must be reviewed.

Chapter V of this thesis, *Influence of advertising on children* is dedicated to the study of the relationship between children and advertising. A problem often reported in the press, but also in the focus groups realized by us, we thought it was important to give them a larger, and more detailed research base to discover if and how advertising influences children.

The objective of this chapter was to analyze whether and how advertising affects small consumers, comparing the results of several surveys and reports conducted in different years, but in which the same issues were analyzed: children's views toward advertising in general, their behavior during and after watching commercials pressure on parents to purchase

products seen in commercials. Of discussing issues that were related and time spent watching TV and respective advertising and the understanding of these ads, depending on the age of the children. Another subject of research was the problem of advertising contribution to the formation of eating habits, on the assumption that many products are promoted unhealthy for children (food, fast food, snacks, sodas, sweets, etc.) leading to an incorrect child feeding habits.

Similarly, we have examined parents' opinion about their children the relationship with advertising, their reaction to the pressures of children across the products they require, and family involvement and educational institutions in the advertising education of children.

I concluded, after analyzing more data, the following: a large number of parents (44%) believe that some commercials harm children (MMT, 2007) because these ads are products unsuitable (alcohol / drinks) - (33%), some sweets / food injurious to health (10%), cigarettes (8%) or their presentation contains violence, sweet potatoes (32%), language, obscene and vulgar comportment (12%) , scenes with sexual connotations (11%). From a previous study conducted by the same research institute, in 2004, we noted the high degree of parental dissatisfaction related to the influence of television on their children: 57% of them said that because of TV their children read less, and 31% think that because of the same reason, they became lazy.

Psychologists opinions are divided, however, on the negative influence of advertising on children. Contrary to Brown's statement, that advertising makes children, other psychologists believe that advertising can not exert any influence on them. The maximum one can get it is to store them in the future cultural references. Adherents of the latter theories, including Russian psychologist Ana Eseleva, argue that the problem of "truth" related to advertising, is often exaggerated and children still small, has to distinguish between truth and falsehood, and advertising real life. These elements take, but education, the issue of parents, educators and teachers - not advertisers, says Eseleva (Eseleva Ana, 2000).

Studies in this regard have provided answers to many of the raised issues. Addressing issues related to the value of "truth" commercials, we see a loss of confidence in commercials - 35.4% of children 6-10 years old compared to 20.3% of those aged 11-15 do not believe in advertising. Simultaneously we see an increase in partial disbelief ("I do not think" - from 46.9% to 57.8%) and also an increase in total disbelief (from 9.3% to 20.4%). It is noteworthy the fact that non-responses decrease from 8.4% - the biggest ones, 1.5% - in younger children, which indicates the formation of opinion with age, in terms of this subject and implicitly increased powers active receiver.

Asked about advertising sense, generally, children answered, amazingly, in the same proportion of 21% that advertising is for commercial purposes, but still 21% had no idea what they were. However notice a large number of children (10% - that is to advertise and 9% - for money) that identifies the commercial purpose of advertising. Children do not feel influenced by advertising - 33.8% claim to not give importance commercials and only 33.2% claimed that advertising their attention, but do not affect. Only a relatively small number of 20.6% consider that advertising awakens interest in the product and 8.8% stated that determines whether to buy the product that was advertised. Later, however, ask if they purchased a particular product from watching commercials, so the category 11-15 years - 30% (IMAS and CSMNTC, 2007) and in children 6-15 years - 50% (MMT, 2007) (Figures 5.12 and 5.11), note that advertisements influence on the decision to purchase is quite high.

Therefore we can say, from the above results, obtained in words how many children, that current generations are doing quite well in "advertising culture", realizing that often their ads say some "nice stories". But subsequent procurement actions and we will see later, the degree of pressure exerted on parents to purchase products appeared in commercials, it seems that confirms this theory.

The analysis of the time to use the TV I, concluded that, indeed, the assumption that children allocate too much TV time is confirmed. Both children 6-10 years old who watch television daily, at a rate of 80.7%, children aged 11-15 watch TV, according to about the same proportion - 80.50%. The problem reported by us deals with consumer issues and TV advertising without the presence of mature, especially with young children, which still require further explanation. Under these circumstances, we ask how well children understand the messages that are transmitted through advertisements, problem we analyzed in the next section.

Average children who watch TV alone for both age groups were 43.5% (42.5% for those 6-10 years and 44.5% of those 11-15), according to IMAS and CSMNTC (2007). We find, therefore, an increase of 2% of children who watch TV alone, with age. And another study (conducted by MMT in 2007) reveals that a large number of children watch television alone, but that figure is higher - 52% (age group 6-15 years). This result justifies the need for a particular worry for broadcasters to choose different content shows that children can access, given that most of the times, they have no adult around them which to process information or even to a when not properly restrict age.

Addressing issues related to excessive consumption of advertising and making an average of the two age groups (6-10) years (11-15) years following results: 56.5% say they

watch on television advertising, 42.7% - do not forget, and 0.8% did not know what to say (IMAS and CSMNTC, 2007). Comparing the survey results of MMT in the same year (2007), the same age (6-15 years) revealed the following: very rare and sometimes would forget 59% of children, and very rarely, and never - 34%. Comparing the above results, the study of the IMAS and CSMNTC figures confirms the high number of children who watch adverts - 56.5% compared to 59% compared to those who did not watch them - 42.7% to 34%. Analysis of time spent removing ads, but out and a saturation effect to their frequency on television and also discomfort outage programs with advertising inserts. In the study conducted by MMT (2007), children said that: there are many and many commercials (72%). When asked in the survey conducted by IMAS and CSMNTC (2007) list the elements of annoying advertising, most (29.5%) stated that bothers repetitive broadcast spots, 15.1% noise, sound too strong, and 11.7% that are difficult to understand.

Analyzing the behavior of children during commercial from both age groups, it emerged as follows: 44.25% of advertising aimed at children 6-15 years, while 52.8% did not express their interest in it, avoiding it, (IMAS and CSMNTC, 2007) . Comparing these results with those (MMT, 2007) we see a greater number of those who moved to another channel while watching commercials (60% - MMT) to 52.8% - IMAS and CSMNTC and lower case those who look as follows: 21% - MMT to 44.25% - IMAS and CSMNTC. We note, however, a greater number of children in the study who reported for MMT that they found another activity (16% - MMT) compared to 3.3% IMAS and CSMNTC.

In conclusion, we could confirm the hypothesis that children watch too much television, but studies have revealed that a very high percentage of children in both analyzed studies manifested a zapping behavior during the broadcast of advertising, therefore we can conclude that avoiding advertising is a primary cause (or condition) of zapping phenomenon.

The next issue we will examine in this chapter related to verbalize as signifying element of consumer behavior, ie if advertising and with who children discuss commercials. We try to identify, thus the involvement of family, friends and school in the content analysis of advertisements. The first conclusion which was imposed is that there is a discursive level processing of advertising messages rather small proportion of children in the age 6-15 years category (MMT, 2007). Only 7% said they had discussed several times in the last time someone complains about a 24% - a few times and the large proportion of 63% say they have not discussed at all, and analysis by category age revealed the following: more than half of children 6-10 years old (56%) discuss advertising. And as of IMAS and CSMNTC study (2007) on social court discussing ad family is growing with increasing age (in children aged

10-15 years is 47.7% (parents and siblings) compared to children 6-10 years - 35.1% (parents, siblings and grandparents). A second instance in which advertisements processing takes place is the group of friends: 23.3% - in children 11-15 years and 9.3% - in the 6-10 years but we observe a rather gladdening fact – the increasing number of children who say their teachers talk more about advertising (3.5%) versus 0.4% - those 6-10 years old, but we believe that the percentage is quite small (IMAS and CSMNTC, 2007). Given that advertising is part of the culture in which we live, its ignorance of the school as an institution or by teachers / teachers as someone important in the socialization of children, not only to extend and deepen the gap between the school and the media is not surprising then, that the results in Figure 5.36 revealed that the school enjoys the confidence of the children 6-10 years at a rate of 2% in decisions regarding the consumption of food, the family is in first place with 92.2%.

We tried to identify the role of advertising in purchasing a product. We concluded that the ad is trusted by the children at a rate of only 5.1% (the figure was down from 6-10 years category (6.5%) to 3.7% for those aged 11-15), (IMAS and CSMNTC, 2007). Family opinion was again first with - 47.8%. Which indicates that with increasing age children trusted less advertising, less even family (63.8% in 6-10 years and 31.8% in those aged 11-15) that starts to shape an independent view products - 31.6% in children aged 11-15. It would be gratifying if this personal opinion was guided and teachers, educators or teachers, but above data have failed us in this regard. Unfortunately neither preschool units nor institutions for undergraduate have plans for an education course in advertising and hence the low degree of children who talk to educators and teachers on advertising.

Next we examined the role of advertising in shaping consumer habits.

The marketing policy of the largest producers of food fast food and sweets, with the first use in children in the U.S. has sparked numerous protests (such as that of the lawsuit filed in 1995 in U.S. by Helen Steel and Dave Morris against McDonald's fast food chain restaurants), this saying that big companies try to seduce beautiful children through ads to products unhealthy - eating fast food, snacks, sodas, sweets etc. Based on the above allegations made public, on its contribution to the formation of unhealthy consumption habits, we tried to analyze this problem as follows. I tried to consider in the first instance, if, indeed children are enticed by advertisements for unhealthy products.

In 2004, data (MMT) looked like this: 13% of children said they like the commercials of juices and natural sodas, candies and gums 13% and only 1% said they like cheese commercials. In 2007, by analyzing the responses of children of 6-10 years and 11-15 of IMAS and CSMNTC study, the following was observed: the first category of favorite

commercials for children 6-10 years old were found to be those that are addressed (toys, games, sweets) - 29.2%, while the preference for them dropping to 10.3% (children aged 11-15). In second place lies food commercials with a share of 20.2%, a figure down here for children aged 11-15 - only 11.5%. In contrast to soft drinks, preferably ranked third among children, we see an increase - from 6.1% (children 6-10 years) to 12.7% (children aged 11-15). In terms of consumption habits particularly relevant to this paper are the data on the consumption of sweets, soft drinks and junk food (snacks), which is often blamed for advertising. According to the results obtained indeed, children 6-15 years consumption of sweets rather unhealthy food: daily 56% of children 6-10 years and 47.7% aged 11-15 eat sweets and 22.5% of those 6-10 years and 23.3% of those 11-15 - eat snacks. It is pleasing that 60% of children said they would consume 11.5 years milk daily, and 46% - that would eat fruit daily which shows an awareness of the role of healthy eating in children of 11-16 years. Disturbing, and downright alarming, consider the fact that children, 6-10 years old, have a higher consumption of sweets (56.1% vs. 47.4%), and daily consumption of snacks (59.4% vs. 21.1%), especially since the preferences of the small can, and is even recommended, to be nurtured and guided by parents.

To find out about the fault of the parents in this case, we could deduct only after we perform an analysis of how parents act in response to pressures from their children on the purchase of certain products. From studies of MMT (2004) showed that 50% of parents say that their children are asked, often, very often, to buy things they saw in commercials. And according to the study conducted by INSOMAR (2007), the responses show a 5% increase (55%). Analyzing the phenomenon more thoroughly, by age, we found that 72% of children 6-10 years old (IMAS study and CSMNTC, 2007) states that at least once asked parents to buy a product after seeing an advertisement TV, while only 27% say they have not done so before. By adding those with the answer "often" and those with "sometimes" the children of 10-15 years, which would require a product commercials, we achieved 46.9% of responses, a figure much lower compared towards children 6-10 years - 72.2%. Over the coming years, we see, therefore, at least in words, a decrease in pressure on parents to purchase a product from advertisements. Average for both categories would be 59.55% - 9.55% higher compared to data from the MMT in 2004 to 50% and lower according to the study conducted by INSOMAR (2007), in which the addition them and those who responded "often" - get 76%. Thus we confirm the hypothesis that, over the years, the influence of the viewing public is increasingly significant and increasing pressure on parents.

Still trying to find out how parents react to these pressures. Of all children 6-10 years old, who asked parents to buy products seen in commercials, 81.9% have been purchased product, while in 17.2% it has not been bought. And for children aged 11-15, as well as expected, 80.8% of children said that parents "fail" and buying products, 16.3%, a small number still do not get desired products. Thus, in both age groups advertising works as mediator role of "pressure" from children to parents, for the simple reason that even with the increase of their children, parents fail to reject pleas to buy products required.

The results seem to confirm the hypothesis that advertising continues to be a factor in producing a phenomenon of "domination of children on parents." And the data in (from the quoted research) emphasizes that gives parents even purchase unhealthy products such as sweets (27.8% - toys, games and sweets) or soft drinks - 13.2%.

And then we ask ourselves whether there are generally no parental involvement in pressure situations getting called because the above data shows that a large number of parents simply give up before their children are aware and pressure that is exerted on them, but also creating harmful health habits of their children. New models of living and thinking are perpetuated at high speed, and the child can not really be away from them, as she and Brown (2003). More so, in this context, we consider that parents and educators (teachers) should be more actively involved in children's advertising education since early childhood.

Generalizing, we may say, after analyzing various aspects of the influence of advertising on children, that there is a very limited involvement of parents when it comes to limit the time their children spend on TV and time spent with them, the idea being that there should be an adult to explain and restrict the flow of unwanted advertising. Perhaps the sense of guilt for the limited time spent in the company of his children, they compensate by buying toys, sweets and even unhealthy products, both for big children and little ones. We warn, in this context, the problem of excessive consumption of unhealthy products especially for the little ones. However, consumer culture must be brought by the parents of the young, which, considering the above data, not much is happening. We believe that a large part of the blame lies with the parents first.

What is, however, the solution, given that parents who should be involved in targeting of small consumers in the advertising world, do not have time, desire, or trained? Some attempts were made this year by introducing social advertising, eg to warn about the risks of excessive consumption of sugar, salt and fat (for topics related to children's unhealthy diet). We believe, however, that is too little. And then I made a call to educational institutions for

the purposes of their involvement in the formation of a selective purchasing behavior, because as it turns out, teachers and teachers do not enjoy too much confidence in the children.

One suggestion in this regard would be to introduce in schools since primary school a course on consumer behavior (model already applied in some American schools and mentioned in another chapter of this thesis). Inconsistencies or gaps and synchronization between family, school and other institutions have an important role in educating children for publicity and training among the Romanian public advertising of a culture could thus be removed.

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CONSULTED RESEARCH PROJECTS

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2. Dâncu, Vasile, *Publicitate*, curs nepublicat (Advertising, Unpublished course), Facultatea de Jurnalistică și Științe Politice, 1999/2000, Cluj-Napoca.
3. Deac, Mihai, *Reprezentări sociale ale familiei în publicitatea românească*, Rezumat teză de doctorat (Social representations of the family in Romanian advertising) PhD. Thesis Abstract., Facultatea de Sociologie, Universitatea „Babeș-Bolyai”, 2012, Cluj-Napoca.
4. Rotariu, Traian, *Metode cantitative și calitative în studiul mass-media*, curs nepublicat (Quantitative and qualitative methods in the Media study Unpublished Course), Facultatea de Jurnalistică și Științe Politice, 1998/1999, Cluj-Napoca.
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6. *Exposing children to TV and Radio shows copiilor* (cultural models of consume behavior), (MMT), (Final Report September-October 2006; beneficiary: The National Audiovisual Council. The material was made within the project The Consolidation and Development of the Professional Expertise in the Audiovisual Field (RO/2004/016 – 772.03.15.01), financed thorough Phare. Source: www.cna.ro.
7. *Exposure, consume, perception and opinion*. In 2006, Metro Media Transilvania (MMT) made an unpublished study related to the consumer attitude; the time period of data collection and verification: 25 February – 10 March 2006.
8. *Exposing Children to TV and Radio Programs*, done in 2004 by Metro Media Transilvania, study which was integrated to the research *Exposition to contents with negative perception*, Gallup/MMT, 2004, Beneficiary: CNA). The interviews took place between 1-26 April 2004. The data collection was done by The Gallup Organization România and Metro Media Transilvania. The

instrument of collecting data (questionnaires) were adapted to those used within a European project called *Children and their Changing Media Environment: A European Comparative Study*), Source: www.cna.ro.

9. *The Impact of Advertising on Parents and Children*, Final Report October-November 2007, made by IMAS (Marketing and Poll Institute) and CSMNTC (Center for Media Studies and New Communication Technologies); beneficiary: The National Audiovisual Council. This material was part of the project entitled *Expertize and professionalism in the audiovisual field* (RO/2004/016 – 772.03.15.01), financed by Phare. Source www.cna.ro.
10. *Usage, attitude and expectancies of the Radio and TV consumers* (Magazine *Studies and Audiovisual Researches* No.1, 2004), done in March-May 2004 by the Marketing and Poll Institute (IMAS), upon the request of the National Audiovisual Council. The study regards the beneficiary of the usage, attitudes and viewer and listener satisfaction in Romania, and is part of a greater project of the European Union, financed through Phare, called *Adoption and Implementation of the Acquis Communautaire in the Audiovisual Field*. Source: www.cna.ro.
11. *Habits, attitudes and satisfaction of radio and TV public* and final research report September-October 2007, conducted by the National Institute for Public Opinion Studies and Marketing (INSOMAR) for the National Audiovisual Council. (The study was conducted by interviewing survey with home subjects). The timeline of interviews: September 6 to September 28. 40 local coordinators were used, who led the work of over 160 operators. The sample used: random sample, quadristadial, layer the first stage and includes 2507 respondents, has an error of $\pm 1.96\%$ and is representative of the Romanian population aged 15 years and over.
12. *European opinion on the amount of advertising*, GfK. GfK survey was conducted in the first half of the year, in 21 European countries on the basis of form, face-to-face interviews and telephone. The sample consisted of 21,178 people in Austria, Belgium, Denmark, France, Finland, Germany, Great Britain, Greece, Italy, Portugal, Spain, Sweden, Switzerland, Bulgaria, Croatia, Czech Republic, Poland, Romania, Russia, Slovakia and Slovenia. Source - www.gfk-ro.com.

13. *How Romanians perceive advertising* – study completed by GfK Romania in September 2011. The study was conducted in two stages - firstly, through a nationally representative Omnibus and then through an online panel survey conducted by GfK, which has over 23,000 panelists. The results from the Omnibus were compared with results obtained in a similar study conducted by GfK Romania in 2002, including the developments of the last nine years of consumer perceptions of advertising and transformations occurring in this period in the relation brands - consumers. Source: (www.gfk-ro.com).
14. *Image of Women in Romanian society* (media analysis report), ALTFEM (a campaign to change the image of women in society). Period of analysis: 15 February to 15 May 2011. The research aims to analyze the image of women and men in the media, as reflected by the proposed agenda of media outlets through actions, social roles of actors on stage media and stereotypes used by them. The study had three levels of analysis: TV commercials, TV shows and newspapers. Monitored stations: Antena 1, Antena 3, Prima TV, Pro TV, Realitatea TV and TVR 1.