

## THE CONSUMER SOCIETY

**Warm-up :**The characteristics of the consumer society



The necessity to create demand in order to find outlets for mass-produced goods has led to the creation of artificial needs among the population through advertising.

### **Advertising**

The purpose of advertising is to sell to the greatest number of customers. To this end, it must be persuasive, but it must also attract and retain the attention of the customer.

Posters, road signs and the display of goods in shopwindows are traditional means of attracting attention.

But nowadays, a wider use is made of the mass media (the press, the television and the internet) to convince the public.

Thus, most TV and radio programmes are interrupted by commercials and newspapers are covered with ads extolling the merits of goods and services.

By appealing to our senses, feelings, frustrations and yearnings, by taking advantage of our shortcomings, advertising turns us into compulsive buyers for the benefit of the industrial society. The affluent society becomes a consumer society. This is the reason why advertising has become such a controversial issue.