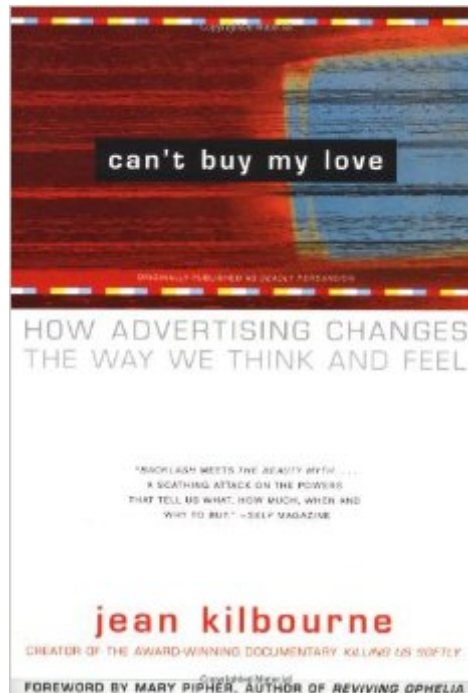


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# Can't Buy My Love: How Advertising Changes The Way We Think And Feel



## Synopsis

Many advertisements these days make us feel as if we have an intimate, even passionate relationship with a product. But as Jean Kilbourne points out in this fascinating and shocking exposé, the dreamlike promise of advertising always leaves us hungry for more. We can never be satisfied, because the products we love cannot love us back. "When was the last time you felt this comfortable in a relationship?" "An ad for sneakers "You can love it without getting your heart broken." "An ad for a car "Until I find a real man, I'll settle for a real smoke." "A woman in a cigarette ad

Many advertisements these days make us feel as if we have an intimate, even passionate relationship with a product. But as Jean Kilbourne points out in this fascinating and shocking exposé, the dreamlike promise of advertising always leaves us hungry for more. We can never be satisfied, because the products we love cannot love us back. Drawing upon her knowledge of psychology, media, and women's issues, Kilbourne offers nothing less than a new understanding of a ubiquitous phenomenon in our culture. The average American is exposed to over 3,000 advertisements a day and watches three years' worth of television ads over the course of a lifetime. Kilbourne paints a gripping portrait of how this barrage of advertising drastically affects young people, especially girls, by offering false promises of rebellion, connection, and control. She also offers a surprising analysis of the way advertising creates and then feeds an addictive mentality that often continues throughout adulthood.

## Book Information

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## Customer Reviews

I encourage you to buy and read this book. It's a source of reason, enlightenment, passion, love. It's meaningful, revealing. I read it in a few days, subtracting time to my other activities. Each time it has been difficult to stop reading and close the book. If you are going to read only one book this year, choose this one. This book is focused on a few, fundamental, issues (excerpts are between "quotation marks").<sup>1</sup> - It explains that advertising works. Most people think they are not influenced by advertising. But advertising works best precisely because people don't think it works on them. "If you are like most people, you think that advertising has no influence on you. This is what advertisers want you to believe. But, if that were true, why would companies spend over \$200 billion a year on advertising? Why would they be willing to spend over \$250,000 to produce an average television commercial and another \$250,000 to air it? If they want to broadcast their commercial during the Super Bowl, they will gladly spend over a million dollars to produce it and over one and a half million to air it. After all, they might have the kind of success that Victoria's Secret did during the 1999 Super Bowl. When they paraded bra-and-panty-clad models across TV screens for a mere thirty seconds, one million people turned away from the game to log on to the Website promoted in the ad. No influence?"<sup>2</sup> - It makes you understand that the message mass media and advertising repeat us moment by moment ("The average American is exposed to at least three thousand ads every day") is that happiness comes from products. Alas, products are only things: no matter how much we love them, they won't love us back.

Can't Buy My Love is an extraordinary book, insightful, critical, and without a doubt, an eye-opener. This book should be required reading by all Americans! Personally, it has played a pivotal role in my life. I would say I'm your average American citizen. I grew up in New York, immersed in the typical American culture. I watched plenty of television and movies and thus was exposed to an endless array of advertisements. As most people, I didn't think that my thoughts and actions were influenced by these advertisements. But after reading this book, I clearly saw how the messages and images of the media had a huge impact in my life. Until I read this book, I was sort of unconscious of this influence. I just went shopping as though it was a ritual and followed the mainstream culture. I went out drinking and pretended to have a good time while engaged in superficial conversations in loud smoky bars. Essentially, this book brought me to many realizations and my mentality started to shift for the better. I started to see things for what they are. Jean Kilbourne does an excellent job of analyzing numerous ads and clearly demonstrates the manipulation and false promises imbedded within these cleverly designed ads. Corporations spend millions of dollars on advertising and psychological research. As the targets of these ads, we as citizens need to be critical thinkers and

media literate. In this day and age, we need to have an understanding of how the media industry works and in particular, the advertising industry, which constantly bombards us with messages on how we should live our lives and what is considered "normal." I highly, highly recommend this book. It's clear, concise, understandable, and will definitely have a positive impact in your life.

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