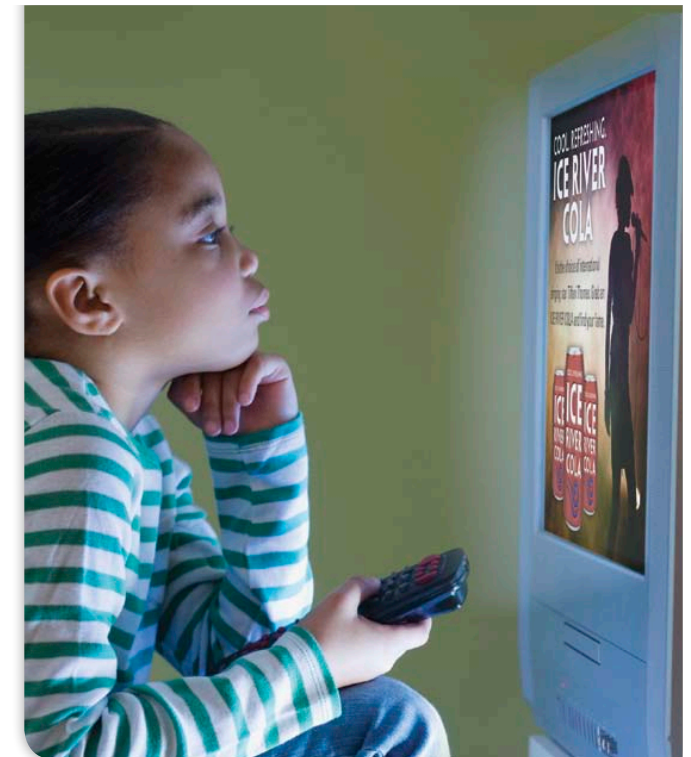


Advertisements are all around us. They are on television, on billboards, in magazines, and online. According to studies, the average American child, for example, sees more than 3,000 ads per day. That's more than a million ads a year!

Billions of dollars are spent on advertising around the world each year. Companies spend this money to try to persuade consumers to buy the things that they are selling. While advertising has always targeted adult consumers, in some countries advertisements are increasingly targeting kids. Why? Because kids not only spend their own money, but they also often have an impact on how their parents spend money.

2



Advertisers have many clever techniques to get kids to want to buy their products. Have you ever decided that you wanted a product after seeing an advertisement for it in a magazine or a commercial for it on television? If so, the techniques used in the advertisement may have worked on you!

Advertising techniques are designed to make you believe certain things about a product. Some of these things may be true, but some may not. By understanding advertising techniques, you can figure out what is and isn't true in an advertisement. This can help you make smart choices about what to buy—and what not to buy.

3

Facts About Models in Advertising

Almost all models in advertisements in beauty and fashion magazines have something in common: They look beautiful. In fact, they usually look perfect. They never have pimples, their hair is gorgeous, and they are usually incredibly thin. The models look this way because the advertisers want to sell a product. The ads are designed to make people think that they can become as perfect as the model if they buy the product.

Many teenagers, especially teenage girls, spend time looking at and comparing themselves to these images. Not looking like the models in the magazines can have an impact on teens' self-esteem and confidence.



But no one should compare themselves to images in magazines because these images are not real. The models look far more perfect than they really are. The lighting is perfect, and the models' makeup is put on by professional makeup artists. But what really makes the models look perfect happens *after* their picture is taken! Almost all photographs of models in magazines are "digitally enhanced," or "retouched." This means that a computer is used to "fix" everything about the model that is not perfect.

It's impossible to look like the models you see in the magazines because even the models don't look that way in real life. A famous model named Cindy Crawford once said, "I wish I looked like Cindy Crawford!"

So when you see a "perfect" model in a magazine, remember that he or she is not really perfect. No one is. And that's part of what makes us beautiful.

Original

Retouched

