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# **Why Do Advertising Affects Only Women?**

Probably there would be no advertising in the world if there were only darkly suspicious men and did not exist delightfully-naive women.

It is explained very simply. First, almost everything that is advertised is for women: pantyhose, pans, caps and gaskets, perfumes, irons, fur, mops ... And what is designed specifically for men? May be it is a cure for baldness and all known contraceptives. Secondly, a woman is a storehouse of valuable qualities, on which can count only the creators of advertising. First of all, advertising is counting on female power of imagination. And it expects rightly. A woman can easily and happily identify themselves with the beauties on TV. And she is ready too as a long-legged girl to go in the footwear, in which the "foot rest", as well as cute girl to feel "a deep fresh breath.

Advertising relies on a woman's curiosity. Women are very curious - whether it is enough a half of the dose for dramatic effect. It is very interesting for woman- if this trick really have «unique steady taste"?

The advertising is also counting on women's love that is to say that the phrase "a woman likes ears" means love, not only to men, but also to all other surrounding objects. So when enchanting voice about the magical perfume joins in the open for all good women's ears, woman falls in love with this perfume unconditionally and recklessly.

Advertising relies on women's credulity. A woman's trust is tantamount to credulity of a child. If, for example, a woman is reported that "the best dentists of the world say", the woman does not think absolutely what these dentists, which are the best, are she listens confidently and hurry to buy. Or, if the advertisement, for example, promises that wrinkles are smoothed by 56 percent from next unsurpassed cream, «the woman has not the slightest doubt too.

And finally, the ads against a woman uses another simple, but precise calculation, which Maclay tested for the Papuans of New Guinea: it is enough to show a naive child of nature a mirror or beads - and the business is done, they cannot tear their eyes from the trivial things and will not rest until she gets hold of it.

It should also be noted that advertisers not only calculate rightly interest of women to the advertising, but just take into account women's interests across the television program.

As a result of another study the traditional question: what do we - men? Are not advertising for us and not about us?

No, man watches advertising too. But he wants to understand it, he tries to analyze it, he requires evidence, in short, a man comes to advertising with the mind. And it is absolutely vainly. A woman is right again.

Inscrutable woman, who, paraphrasing the famous lines of the poet, knows for sure: the mind does not understand advertising, you can only believe in advertising!

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