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Exploring the history and origins of psychoanalysis, consider how the theory has influenced imagery used in advertising in the 21st century. Looking specifically at contemporary political advertising campaigns, determine whether elements such as gendered advertising still exists and the ethics of such techniques.

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Submitted in partial fulfilment of the requirements for the degree BA (Hons)
Photojournalism & Documentary Photography University of Wales Trinity St David,
Swansea, 11th December 2019.

Total Word Count

6,000 words

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Summary

This independent enquiry explores the history and origins of psychoanalysis theory and its introduction into the advertising world by Edward Bernays. The purpose of this enquiry is to establish whether psychoanalysis theory is still used in contemporary advertising, focusing specifically on political campaigns. The ethics of this kind of manipulation of the general population is also analysed, looking into controversial elements such as gendered advertising.

Introduction

Psychoanalysis was founded by Sigmund Freud as a method of making the unconscious conscious and was originally used to treat mentally ill patients. In 1928 Freud's nephew Edward Bernays applied his uncles' theories on psychoanalysis to the advertising world. Bernays (1928) in his book *Propaganda* describes his new psychoanalytic method as one that allows the minorities to influence the majorities, by use of a powerful tool that can mould the minds of the masses. The two main theorists of this enquiry are Sigmund Freud and Edward Bernays, their writings and ideas will be analysed in depth in both their historical context and their modern-day context.

The psychoanalysis theory can be applied to any aspect of visual imagery/advertisement and can be applied to any creative practice. This makes psychoanalysis such an interesting topic to be explored, as it highlights how everything that is shown in the media and campaigns is always going to be intended to portray a certain viewpoint or message to the public. It shows that being vigilant and mindful of what people of power desire us to feel is a must in the current age, otherwise the whole of society is at risk of falling under the influence of the psychoanalysis theory.

This independent enquiry is an attempt to address whether the psychoanalysis theory is still applied to modern day advertising, more specifically if it is applied to contemporary political campaigns. Having studied photojournalism and having a personal interest in visual culture it would be an interesting discovery to realise that the psychoanalysis theory is still being applied to contemporary advertisements and would give an insight into what modern day politics has evolved

into. I am interested to discover the lasting impact of Bernays on the advertising world and how his influence has changed the way people of power manipulate the public via their campaigns. Political campaigns such as the 2016 US presidential and Brexit advertising campaigns in the UK will be analysed, along with critical analysis of several other politically related campaigns.

The ethics of such manipulative techniques cannot go unmentioned therefore this enquiry will also evaluate the ethical implications psychoanalysis has and has had, with particular focus on the controversial topic of gendered advertisements and how society has evolved from such 'old-fashioned' techniques. It would be relevant to compare the opinions on ethics from its origins of debate up until its modern-day context. Opinions from thinkers and theorists from as early as 300BC will be analysed, where the ethics of manipulation to gain power was first debated, these theories will then be compared with the opinions/theories of modern-day thinkers/writers.

Chapter one will introduce and discuss the origins of the psychoanalysis theory and introduce how it was established by Sigmund Freud and then adopted by his nephew Edward Bernays. This chapter will aim to give an informative background of the theory and how it made its way into the advertising world. Chapter two will go on to apply the theory to a modern-day context by evaluating contemporary political campaigns then analysing how successful and unsuccessful the campaigns are in terms of their psychoanalytical approach. Finally, chapter three will discuss the ethics of using the psychoanalysis theory in order to manipulate the masses and will discuss the controversial topic of gendered advertising and argue that it should not apply to 21st century campaigns.

Chapter One: Origin of Psychoanalysis in Advertising

Psychoanalysis theory was constructed by Sigmund Freud in the 1890's, Freud believed that it was possible to make the unconscious conscious. Freud's theory of psychoanalysis developed from him believing individuals have three core aspects to their personalities: the 'id' (the unconscious part of the mind), the 'ego' (responsible for dealing with reality and is present in both the conscious and unconscious), the 'superego' (provides judgements and moral standards is present in the conscious and unconscious) (Gay, 1995). Psychoanalysis was used by Freud to bring out his patient's unconscious fears, this method was specifically aimed to speak to his patients id, the unconscious part of the mind (Akhtar and O'Neil, 2018). Thus, showing that the purpose of the psychoanalysis theory in its origins was solely to communicate with fears and emotions that a person may repent, the id is clearly the part of the mind that the psychoanalysis theory is designed to communicate with. Furthermore, suggesting that the psychoanalysis theory must hold the potential to be used in reverse effect, meaning that it has the ability to connect with an individual's unconscious desires.

Webster (2005) opposes Freud's theory of psychoanalysis stating Freud offered many insights with explanations however, lacked any hard evidence and scientific proof to prove his theory on components of personality. This suggests that Freud's psychoanalysis theory cannot be considered a scientific truth and the ability to influence the unconscious mind through desire is imaginative, not the successful theory that Freud had implied it was. However, it would be unjust to disregard Freud's theory over an opinion that does not offer a solution to Freud's lack

of scientific evidence, Freud's ideas and theories were highly regarded among psychologists and theorists at the time. This allegation from Webster can be deemed obsolete if Edward Bernays' success with psychoanalysis is considered as proving the psychoanalysis theory.

Edward Bernays, the nephew of Freud took Freud's ideas on the unconscious and introduced them to the advertising world during the first world war. Bernays changed America's mindset to wanting their desires instead of their needs, by using unconscious emotional connections to products by huge corporations (Curtis, 2016). Furthermore, in his book *Propaganda* (1928) Bernays explains how manipulating the masses is an important element in democratic society, and those who possess this intellect create an invisible government which he describes as the "true ruling power of our country" (Bernays, 1928). This shows that Bernays had a huge influence in how the government was portrayed to the public during the first world war, being able to change a country's mindset and the way they view products and certain topics can be considered signs of a very powerful man. Furthermore, demonstrating the beginning of a new era for advertising and how the public have become so easily influenced by what they see and marking the beginning of those in power manipulating the masses. Bernays created the first psychoanalytic ad in a campaign to encourage women to smoke, he branded cigarettes as 'torches of freedom' to appeal to women's desire of freedom in society.

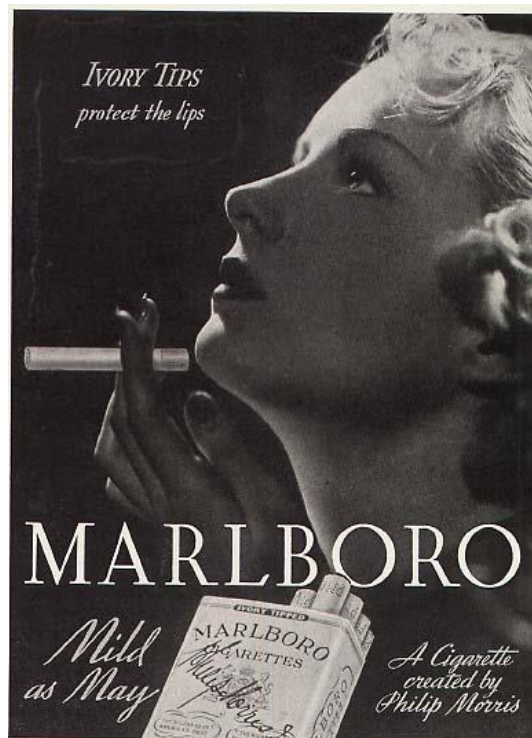


Fig. 1 (Marlboro, 1929)

An advert with such a well thought out hidden intention had never been used before, Bernays was truly putting his stamp on the advertising world. Bernays believed appealing to women's sexual desire would be successful, he was advised by psychoanalyst Abraham Brill that cigarettes were a sign of the penis. The intention of the advert was for the cigarette to be thought of as a penis and therefore women would be encouraged to smoke because women subconsciously desire their own penis (Freud, 1933).

However, Elliott and Frosh (2002, p.8) would disagree with Bernays' proposition that appealing to specific gendered desires is a successful point of advertisement, they explain that gendered subjectivity in contexts of power is unable to be analysed as individuals have particular differences that would need to be eradicated to give a reliable analysis. This suggests that assuming members of the same gender all have the same unconscious sexual desires is inadequate as each individuals' unconscious desires is individual to them, because no two people are the same and have undergone different situations in life which will shape their own

unconscious desires. Hood (1997, p.45) would support this statement as described in a *Feminist's Critique of Freud*, Freud's seduction theory was found to de-moralise women and painted them as inferior to men. Feminists claim that Freud lacked self-analysis which is what they believe led to his theory that women were more subjected to being seduced via sexual seduction. This suggests that psychoanalysts such as Brill were following Freud's original seduction theory to connect with women's unconscious desires, which is viewed strongly as being sexist and demeaning towards women. Bernays's support for this theory indicates his lack of consideration for equality among men and women of his time, following on from Elliott and Frosh's (2002) point highlights again that the assumption all women can be persuaded through an unconscious sexual desire is viewed as inaccurate by many parties.

Helene Deutsch would support Bernays' use of objectification in this campaign as she believed that women were only born to reproduce, building on Freud's theories of young women desiring penises (Sayers, 1991). This source is an interesting standpoint to consider, Deutsch is a female herself which suggests that she has felt this desire and believes it has some credibility to it. Furthermore, it could suggest that feminists only try to deny these allegations due to feeling inferior to men and due to a reluctance to give up their fight for equality. However, it is important to consider that Deutsch herself has previously admitted to being too caught up in Freud's writings, and has blamed her controversial views on women on her damaged relationship with her own mother. It would be a mistake to consider Deutsch's views as credible as they appear to take a biased standpoint to Freud, she admits openly that they are influenced from her personal life, which suggests Elliott and Frosh

(2002) were right in their theory that individuals harvest different opinions due to their own individual experiences.

Chapter Two: Applying the Psychoanalysis Theory to Contemporary Contexts

This chapter aims to follow on from the first by applying the historical context of psychoanalysis theory to a contemporary context. The second world war is a historic point in advertising history and is where people of power utilized propaganda to influence the masses. Bernays had introduced psychoanalysis into the advertising world prior to the second world war, which therefore gave the theory time to evolve completely into the world of advertising by the time the second world war had begun. Trump has often been compared to Adolf Hitler over his duration of time in the White House (Bloom, 2016) and after having a closer look at both parties' methods of advertising, some similarities can be drawn between them such as the way they created lies around their enemies. Trump's psychoanalytic advertising campaign in the 2016 election are in fact similar to the propaganda the Nazis put out against the Jews during the second world war. This is a propaganda poster produced by the Nazis during WWII to portray the Jewish community as being in a conspiracy to provoke war with allied powers, the caption reads "Behind the enemy powers: The Jew".



Fig.2 (Eschwege, 1942)

The image below was used in Trumps 2016 presidential election campaign, designed by Cambridge Analytica. It was revealed Trumps success was aided by Cambridge Analytica who took the Facebook data of 87 million people, the reasoning was to analyse people's subconscious biases. Learning the publics subconscious biases allowed them to apply the psychoanalysis theory to their advertising (Hern, 2018).



Fig. 3 (Cambridge Analytica, 2016)

These advertisements were strategically placed on the public's Facebook news feeds. A closer look at these advertisements will show that Freud's theory that everyone has fears we keep suppressed in our unconscious, can be brought out via psychoanalysis to our conscious (Gay, 1995). This, much like the Nazis world war II advertising against the Jews, deterred the American public against voting for Hillary Clinton just as the German public were deterred from the Jews. As demonstrated both parties portrayed their 'enemy' as someone who was mixing with enemy lines, this technique would of course raise the public's eyebrows and make them question their trust for these figures.

Trump's political advertisement campaign was built around "crooked Hillary" a story Cambridge Analytica played on after they found that the public had concerns about having a crooked president. This shows a clear use of psychoanalysis theory in today's context, by speaking to the public's unconscious fears. A supporting point can be drawn by looking at Layton's (2008) analysis of American politics, describing it as a politics of attack in the modern world, where the government's aims are to exploit people's fears and anxieties. This can be directly associated with Cambridge Analytica's stunt in aid of the Trump campaign. This shows that in the modern world fears and anxieties will be used against those who have them, suggesting that while playing off fears and anxieties is viewed as beneficial by political campaigners, reverse psychology is used on the public to make them feel shameful for having those fears and worries. Furthermore, enlightening Cambridge Analytica's complex method of psychoanalysis performed on the public and can be seen as a successful performance of Bernays' implication on the advertising world in present day context.

Trump's success in the Presidential campaign would imply a successful psychoanalytic advertising campaign from Cambridge Analytica however, closer analysis into the campaign could suggest otherwise. Cacioppo and Hawkley (2012) claim that as a part of human evolution, humans have recognised the art of engaging in the interests of a social group to gain acceptance and have developed to learn the long-term benefits to oneself if a part of a social group. At the same time humans have evolved to understand that violations will be held against those who do not comply to group norms. This suggests that evolved humans are more likely to side with the same decisions as close associates, in order to feel included and accepted in a modern society and suggests the fear of going against societal norms is too great to oppose. Relating this point to the Cambridge Analytica campaign it raises the question was their psychoanalytic campaign the real reason for their success? Cacioppo and Hawkley's (2012) claim would imply that the reason for success was not because of the campaign itself but the influence of decision from different social groups however, an important point to consider is that if Cambridge Analytica's campaign was able to influence the decision of select members of different social groups and the rest then followed suit, it would still be a success on their part. It would still be a credible example of the psychoanalysis theory in advertising as well because by exposing several individuals' unconscious fears it then produced a domino effect on to the rest of those who were not influenced, social compliance may have aided their success but ultimately all success stemmed from the psychoanalytic advertisement.

A similarity can be drawn back to Bernays by looking at how he sold the war to the public as one that would "make the world safe for democracy" (Bernays, 1928), to justify America's interference with the first world war to the American public.

This similarity of events would suggest that during times of fear and uncertainty the public look to its 'leaders' for guidance, it would appear that governments and public relations realise this and use it to their advantage. Furthermore, providing evidence that Bernays shaped a new age for democracy and political advertising.

It is apparent that Bernays' mark left on the advertising world today can be visible in political campaigns, where another contemporary example of psychoanalysis application can be found in the United Kingdom and occurred in the 2016 Brexit campaign. The Brexit campaign was built around striking fear into the British public in the attempt to sway the public into a majority vote for Brexit, similar to that of the Trump Cambridge Analytica campaign.



Fig. 4 (Lythgoe, 2018)

The above image is an example of the Brexit campaigns tactical and controversial advertising during the lead up to Brexit. The Brexit party took the same approach as the Trump party and advanced on the public's fears in the advertising campaigns, an in-depth analysis of these advertisements reveals the party's intentions of turning the British public against immigration. Volkan (2014) explains

how in times of feeling small and powerless people can be eased by identifying in a large group, which coincides with Cacioppo and Hawkley's (2012) theory of human evolution. Volkan goes on to explain that trauma can be eased by a promise of an illusionary product or outcome, which gives communities a sign of hope. If this is applied to the Brexit campaign it would imply that the reduction of immigration and minority groups was used as the public's 'illusionary product', and the public's fear of essentially being overrun with immigrants was what led them to side with the vote for Brexit.

However, it has been tested that online interpersonal influence is less effective than face to face interpersonal influence, and that online mediums can heighten one's self-awareness (Sassenberg, Boos and Radbung, 2005, p.372). Implying that social media advertising campaigns actually do only influence each individual and do not play apart in influencing group decisions, this would suggest that Volkan's (2014) theory of people being eased by identifying as a group is actually inadequate when applying it to social media campaigns. Therefore, suggesting that the Brexit parties' campaign was highly successful in its goals as Sassenberg, Boos and Radbung (2005) would support as it would prove that each individual targeted by the campaign made a completely solo decision to vote for Brexit.

Yet, it is relevant to include the statistics of this referendum with the final outcome of the Brexit vote being extremely close with 48.1% of the public voting to remain and 51.9% voting to leave. This was an incredibly close vote with the decision for Brexit only winning by a tiny margin, this would imply that perhaps the Brexit parties' psychoanalytical campaign was not as successful as originally hoped. Therefore, implying that because the public were so torn on their decision for Brexit,

Cacioppo and Hawkey's (2012) theory that the public are influenced by their peers' decisions, was not applicable in this political campaign as there was not a big enough majority to carry that influence. Furthermore, it also suggests that in some cases influences and worries that lie outside of the advertising world can influence the public's decision making, showing that the psychoanalysis theory may not be relevant to all advertising campaigns.

The most relevant contemporary example of psychoanalytic campaigns in the UK is happening right now in the 2019 snap general election.



Fig. 5 (Conservatives, 2019)

This image has been taken from the official conservative parties' website. The conservative campaign for this election has been built around Brexit and "taking back control", the wording of this campaign is where the psychoanalysis application can be found. By telling the public voting for Boris Johnson will essentially give them back their 'control' it plays on the theory Bernays had, of appealing to the public's desires through psychoanalytic advertising. Evans, Shapiro

and Lewis (1993, p. 255-273) believe that all individuals desire some level of control in life however, the level of control desired differs from individual to individual based on their personality components. This implies, that the conservatives were attempting a Bernays style psychoanalytical advertisement where they are appealing to the public's unconscious desires, in this case the desire being control. The advertisement could work in the reverse effect of this by also communicating with the public's fears, as seen in the previous political campaigns. The advertisement implies that if the public were to vote for their rival party, that being Jeremy Corbyn in the labour party, would take away the public's control. Therefore, this particular campaign is proving that it is using the psychoanalysis theory to speak to both the public's unconscious fears and unconscious desires.

Burger (1992) would support Evans, Shapiro and Lewis's (1993) point that people desire some level of control, as Burger believes that people are "motivated to feel as if they are in control of the events in their lives". This suggests, that the conservative party are smart to base their psychoanalytical campaign around giving the public back their control, suggesting that the outcome of this election should sway in the conservative's favour given the apparent successful approach in their advertising campaign. Furthermore, showing that the use of advertising appealing to the public's desires is still visible in modern-day advertising, demonstrating people's desires can equally be as powerful and influential in decision making as their fears can.

Braver *et al* (2014, p. 443-472) state that desire for control is immeasurable and such as Elliott and Frosh (2002) previously stated it is unique to each individual, therefore assuming that every individual has a strong desire for control is only considered as an opinion not a fact. Further implying that basing a

political campaign around that opinion is a risk however, a risk like this has the potential to either succeed or fail. It can be assumed that the conservative party has some form of intel that goes into the making of their political campaigns, suggesting that they could have been advised to base their campaign around “taking back control” as that is what they believe the public desire.

This inquiry has found that advertisements appealing to individuals’ unconscious desires have triggered a successful outcome, it is relevant to note that Braver *et al* (2014) do put forward a valid argument that desire is immeasurable. However, as established many psychologists have conducted reputable studies around desire and have found that everyone has some element of desire for control in their lives. The true measure of success from this approach to psychoanalytic advertising will be found on election day, if the conservatives win the general election this can be classed as a successful psychoanalytic advertisement.

It was previously established in this enquiry that Bernays had designed a psychoanalytical advertisement, made to be specifically aimed at women. Investigating contemporary advertisements has found evidence of such techniques still being used in today’s society. In the 2012 presidential election Barack Obama used his wife Michelle Obama in many of his campaign videos, this was potentially done to gain the votes of women. In one video Michelle speaks directly to women:

This November, there is so much on the line for all of us, but especially for women. Our votes will determine whether we will keep fighting for equal pay in the workplace, whether we keep supporting women small business owners, and whether women will be able to make our own decisions about our bodies and our healthcare.

(Obama, 2012, <https://www.youtube.com/watch?v=loWeNi6k424>)

This is a clear contemporary example of the psychoanalysis theory being applied to advertising directly aimed at women, this can be related back to Bernays' 'torches of freedom' campaign. Suggesting that even in the modern age women still desire to be equal to men and still long for social equality, proving that advertising campaigns are still built around the same concepts as they were when Bernays was in charge of public relations. Holman, Schneider and Pondel (2015) explains that political advertisements designed to convey a message that specifically benefits women, in this case equal pay for both genders, has a high success rate in women's votes but a low success rate of votes from men. This implies that similar to what was seen in the torches of freedom campaign, women feel inspired and empowered when specifically targeted in advertisements and become more aware of their independence and right to stand up for themselves in society. Furthermore, suggesting that men in the modern age still want to be the superior group in society and reject chances of equality presented in political campaigns. This can draw a difficult conclusion for political advertising as although psychoanalytic advertisements aimed at women have a high success rate with women, it is not reciprocated in men who form the other half of society and therefore the other half of voters. This indicates that gendered psychoanalytic campaigns are still controversial in the modern day.

Brady and Johnston (2006) would argue that a number of experimental political campaign studies were carried out to look for pro-female and pro-male bias in voting patterns, but the results were in fact inconclusive when looking for biases. This shows that gendered political campaigns would be ineffective and suggests that Obama's campaign for women voters should have been unsuccessful and un-

needed in the campaign. However, it is important to note that the study was carried out on hypothetical political campaigns and not in real-world settings, which would therefore not give legitimate credible research as an opposing view.

Although, Huddy and Capelos (2002) would agree that the public would not be influenced to vote for women politicians as they view them as more nurturing than aggressive, and lack ambition compared to male candidates. This implies that not only men but also women would view a female political figure this way and suggests that applying psychoanalysis theory to campaigns aimed at women would not influence them, as it suggests that both males and females share the same repressed opinion that women are less superior than men. Furthermore, working in accordance with Freud's seduction theory that women are associated by all as being less superior than men. It is important to note that this could be considered as quite a sexist view of women and perhaps one that holds a male bias, as Freud has since been strongly critiqued on his seduction theory.

Chapter Three: Ethics of Applying the Psychoanalysis Theory to Advertising

Applying the psychoanalysis theory to advertising and political campaigns is a controversial topic when considering the ethics to manipulating the masses, is this an ethical way of advertising or un-ethical?

The Greek philosopher Aristotle is still highly regarded as one of the greatest thinkers in politics and ethics. Gross and Walzer (2000) when re-reading Aristotle's *Rhetoric* explain how Aristotle was only opposed to irrelevant appeals to emotion, implying that he considered there to be an acceptable amount of influence

on individuals' emotion and decision making. Gross and Walzer (2000) add that this would leave room for certain emotions that are reasonable within the given case, suggesting that Aristotle believed that select emotions of individuals were there to be manipulated and guided by higher forms of persuasive techniques. However, Aristotle's view presents a contradiction as it implies that individuals' personal emotions are able to be manipulated to a certain degree, but the extent of this 'degree' is not explained or touched upon by Aristotle himself. Therefore, leading to the assumption that Aristotle would view psychoanalytic forms of advertisement as ethical up until an unspecified point.

Hobbes was a political theorist and thinker and much like Aristotle held an understanding view of the use of fear used in manipulation. Hobbes believed when a person feels fear, the fear does not prevent voluntary action (Zagorin, 2009), suggesting Hobbes would view the psychoanalytic political campaigns as reasonable and fair when exploiting the public's unconscious fears as he believed fear does not distort one's ability to understand their actions. An interesting view to take on board as Hobbes was born centuries after Aristotle and yet he clearly valued Aristotle's view, this shows that ethics of persuasion and manipulation have been being considered from as early as 338 BC.

Plato another of the great Greek philosopher, Plato would oppose Aristotle's and Hobbes' view of persuasive techniques. As he believed that a leader worthy of his leadership should not have to use persuasive techniques in order to win over supporters, he was opposed to leaders begging for support (Warman, 1983, p. 48-54). It is an interesting find to see that a theorist of the same repute as Aristotle, holds an opposing view to his as they were both Greek theorists within a close proximity of time to each other. This can be considered a representation of

modern-day opinion on psychoanalytic advertising, as even in today's society the ethics of manipulative advertising are still torn between viewing it as ethical or unethical.

This inquiry has previously evaluated the 2016 presidential election and Brexit political campaigns and established that both advertising campaigns used the psychoanalysis theory to act on the public's unconscious fears. Kligyte *et al* (2013, p. 301) describes that when feeling fear people are more likely to make impulsive decisions and are less likely to evaluate the implications of their actions, signifying when unconscious fears and anxious emotions are exposed via the psychoanalysis theory people are not thinking about what they're doing but acting on fear in order to dispose of it. If this is applied to the presidential and Brexit campaigns it opens up the possibility that the public did not understand what they were voting for but instead voted for what they believed would rid them of their fears, looking at the current state of politics in the UK and the USA this would provide a credible answer. Furthermore, implying that both the presidential and Brexit campaigns were unethical in their psychoanalytic advertising campaigns, instead of acting on truth they chose to act on the public's fears and anxieties to manipulate the public's decision making to sway in their favour. "Deception is an ethical violation of human dignity" (Lipschultz, 2018) supports Kligyte *et al* (2013) by agreeing that distorting the public's knowledge and view on political figures and situations is unethical, by saying 'violation of human dignity' it suggests that politicians in positions of power are stripping the public of their independence and their own voices, similar to Bernays convincing America that the world war was good for democracy.

Looking over Freud's theory of the superego, Chatzidakis (2015, p. 84-85) would argue that the fear presented to the public was in fact a representation of

the public's unconscious guilt, as Freud's outlook on the superego states that it is the higher form of human's morality acting on a person's guilt when taking part in moral decision making. This implying that when faced with a psychoanalytic advertisement people make a moral decision based on the amount of inner-guilt they feel for the cause. To apply this to a contemporary context such as the Brexit vote, it suggests that the public felt a sense of guilt towards the Brexit campaign's standpoint. This could be due to the public feeling a sense of responsibility and guilt for the high level of immigration the UK has undergone, and therefore made what would be perceived as an ethical decision to vote to redeem themselves from the unconscious guilt they feel towards their country.

As previously explored in this inquiry the use of gendered psychoanalytic advertising holds a lot of questions around ethics. Zayer and Coleman (2015, p.260) would take a viewpoint of gendered advertising being sexist as they claim advertisements continue to misrepresent and misunderstand gender, by utilizing outdated and inaccurate stereotypes. This suggests that the decision to create an advertisement aimed at one gender, in the case of this enquiry that would be women, is considered in the modern age as outdated and irrelevant in the state of the contemporary world. When referring to 'outdated' stereotypes this can be related back to how Bernays demonstrated the first psychoanalytic advertisement aimed at women, in the time that it was carried out this was actually considered a success however, adopting such a technique in the current age would most likely be considered as outdated. Gender identification has evolved a great deal since the 1920's and one could argue that to think of advertising in this way now is inaccurate, as it is important to note that people do not only identify as two genders anymore. It

would be considered highly sexist to advertise in such a way in the modern world and therefore leads to the conclusion that gendered advertising is unethical.

Shields and Heineken's (2002) research on the male gaze found that men do not view women being sexualized in advertising as unethical or immoral, they in fact see it as appreciating attractive women and that by advertisers showing women in that way actually help define their male identity. Implying that men in the contemporary age still potentially view gendered advertising as acceptable and ethical in modern day society. This study does hold a male bias and it can be assumed that many males would enjoy seeing a 'sexy' women advertised and see no problem with it however, this is a difficult stand point to evaluate as it does not contain a females perspective on their own gender being sexualised in advertising which would be likely to hold an opposite viewpoint. Therefore, the validity of this source might not to be considered as credible in the ethical debate as it lacks diversity and does hold a sexist viewpoint.

Conclusion

In conclusion this inquiry has explored the proposed question in some detail looking at the relevant thinkers/theorists in order to gain the history and origins of psychoanalysis. It has been established that Freuds theories on psychoanalysis were utilized by Bernays and were introduced into the advertising world in order to manipulate the masses, the technique proved successful in the 1920's and paved the way for a new generation of advertising. Applying the psychoanalysis theory to contemporary political narratives proved that Bernays' mark was still present in modern day context, with it being found that the 2016 presidential and Brexit campaigns were both built around exposing the publics unconscious fears. As

Layton (2008) described it as “a politics of attack in the modern world”, the campaigns proved to be even more intrusive than examples Bernays had set, with Cambridge Analytica hacking over 87 million Facebook users to gain insight into the public's unconscious fears. One can argue this demonstrates how unethical and immoral modern-day politics has evolved to be, proving that political parties will go to great extents in order to sway the public in the parties desired way. Analysis of contemporary political campaigns has shown that in the modern age political figures/parties seem to play on the public's unconscious fears much more than their desires, showing that since the 1920's psychoanalytical advertising has evolved into a more hostile technique of manipulating people's decisions.

In some circumstances it was found that the psychoanalysis theory was not as successful as expected, the 2016 Brexit campaign resulted in an almost totally split public vote. This would suggest that the vote to leave campaigns advertising against immigration did not appeal to the public in the parties desired way. However, many factors could have affected this vote as Brexit was very poorly described to the public and not many people fully understood what Brexit would mean to Britain. Therefore, it would be unjustifiable to put the blame completely on the psychoanalytic advertisement, but it does show that in some cases factors that lay outside of the advertising world can also influence the public's decision making.

It has proven difficult to analyse the ethics around psychoanalytical advertisements as both sides of the argument held credible viewpoints and ultimately there is always going to be split opinions. The most challenging topic to form a conclusive view point on was the ethical debate around gendered advertising however, given how far humans have now evolved with their identifying genders, gendered advertising can be considered as unethical. It was found that using

gendered psychoanalytic advertisements in the modern age was considered as a misrepresentation of gender and use of outdated, inaccurate stereotypes (Zayer and Coleman, 2015). It would be difficult to disagree with this point as acknowledged in the current age humans have evolved to identify as more than two genders, any advertisement that tries to manipulate just one gender can be considered as inaccurate and obsolete. This was the most noticeable difference in the inquiry from when psychoanalysis was first established in advertising up until now, as it was clear that a successful campaign from the 1920's such as Bernays' 'torches of freedom' campaign would not have the same successful impact if it was launched in today's society.

Overall, it has been found that the psychoanalysis theory is still present in today's society, more specifically it appears to be used in many huge political campaigns. Therefore, showing how successful the psychoanalysis theory is when applied to advertising and demonstrates the impact of manipulation and influence it has on the public. This inquiry has shown how political leaders use the technique in order to win over the public in large political campaigns, it also signifies the similarity in opinion these political figures share with the likes of Bernays. As it would appear contemporary politicians view psychoanalysis in advertising is a very useful and powerful tool.

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