

How come that nowadays we can find all information regarding products and services online, but the amount of advertising seems bigger and more all-pervasive than ever before?

Although there is an ubiquity of advertising critique, where business ethicists are suspecting persuasive advertising to be manipulative – the amount of advertising has still not decreased, and the centrality of consumerism in our society has not shifted.

Maybe we actually *want* persuasive advertising to stay: within capitalist society, ads support our fantasies and are hence a useful instrument for symbolization.