

The Phenomenon of Aesthetics in the Advertisement in Femina Magazine as an Indication of the Culture of Sensation

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Abstract

The aesthetism of advertisement in FEMINA magazine is a representation of socio-cultural life of the society at the level of sensation culture. Its brings within it the values of the ideological system of capitalism and possesses great potential of power to construct consciousness. Advertisement has become an infrastructure of commodification which meanings tend to be destructive and bring concerns to the people. This destructive potential comes from the tendency of the advertisement to be manipulative and dehumanizing. At present the discourse on the importance of deconstruction for revitalizing ads towards the better should be considered by all related parties

Keywords: Sensation culture, ads representation, and aesthetics.