

**МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РФ  
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## **СТАРТ В НАУКУ**

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## HOW DOES ADVERTISING AFFECT OUR BRAIN?

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Advertising is information about a specific product or service that is communicated to the consumer by various methods to attract the attention of the masses and popularize a particular object. Advertising is also the most productive, prepaid method to deliver the information developed by marketers to consumers. Advertising forms a positive perception of a company and encourages people to take certain actions: purchase products, or order a service.

Today, 18% of airtime is taken up by advertisement. The virtuoso promotion develops a habit among the buyer to use products of a certain brand. In the middle of the XX century, a serious study of advertising began. According to recent research, 2783 people all over the world suffer different sorts of mental disorders caused by the impact of advertisement. People still do not realize the dangers and continue to watch «funny ads.» Thus, the problem of the impact of advertising on people is very relevant.

The purpose of this paper is to consider the main methods of the influence of advertising on people. First, our brain always processes the emotional factors, and then creates a connection that will not be easy to erase, because the more we see the same thing, the more it takes root in our brain. My work is devoted to the effects of advertising on a person and their brain, both from a biological point of view and from a psychological point of view. Several advertising methods were studied; conclusions about the methods which affect best on the human brain were drawn. Also, I evaluated several product labels, which helped me figure out which ads attract a larger number of people.

I came to the conclusion that advertising is rightly considered one of the most powerful means of influencing the mass consciousness. Advertising is increasingly interfering in our lives, controlling us at conscious and unconscious levels. And I would like to give a piece of advice to all buyers: buy not advertised goods, but the goods you need and those of high-quality.

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