



As a part of the research project at the Faculty of Media a presentation was developed to highlight the suggestive techniques used in modern media today that influence consumers subconsciously. Demonstrations include the introduction to subliminal suggestions and the effects suggestions have on emotions when media is consumed. Relaxed and info-overloaded states are especially demonstrated because they enable advertising and news content to bypass the critical factor and install



new behaviors without consumer consent. Since you cannot escape media in modern world, revealing these secrets can enable you to consume

media differently. Only by knowing these techniques you can really understand what is actually going on and how media influence really works. For many participants this presentation is opening their eyes. Waking up many reconnect to their core values and to what is really important to them and not for advertisers.