

In these days we can see an advertisement everywhere we look around. We can easily say that it plays a very strong rule in this world, sometimes is stronger than human being. Why? Advertisement is just manipulate with us, its trying to change a typosal image of woman in lifestyle magazines for women. Effect to my graduation theses will be discover how much we can apply a critical theory of massmedia to analysys of advertisement. I will show that in magazine Harper's Bazaar, which is a women's monthly magazine and advertisements there are very similar to any other womens lifestyle magazines.

The main advertisement function is not only to give an information but change the object motivation.

There is only one main aim – buy the product, nothing else. How is the process happening? I will try to show that on some philosophers ideas like Flusser, Baudrillard, McQuil or McLuhan.

My graduation theses has got two basic parts. Philosophy part, which contains philosophy analysis in media and advertisement effect, specially on women, which is very strong.

In my praktikal part I will try to analyse some of the advertisements in magazine Harper's Bazaar.