

advertise their companies. Taxes now go towards advertisements for larger businesses instead of the departments of education, health, law enforcement, and agriculture. This is an effort by the government to level the playing field for all businesses to become more involved and competitive in the United States economy. Many have become upset by this decision and are out on the streets protesting government buildings such as the post offices, fire and police stations, city council buildings, and etc.

The government has also allowed data collection from credit cards, internet browsing, and other sources of personal information to be attained by large companies in order to personalize and specifically target viewers with their ads. Through this gathering of information, privacy has been invaded and exploited to benefit the effect of advertising for corporate businesses. The perspective of what one needs to have the satisfaction of life and oneself have changed drastically since the abundance of ads in everyday life. Eva Larson, a college



Pic Credits:<https://blog.flydealfare.com/romaming/>

“Everything has been been changing.”

-EVA LARSON, UNIVERSITY OF CALIFORNIA BERKELEY STUDENT

student from the University of California, Berkeley, adds, “ Everything has been changing; from the norms of society, usage of electronics, and the way our daily lives are lead.It’s not the same. You can’t go anywhere without some company trying to tell you that this product or this procedure would make you happier with yourself or your life.” Ms.Larson is

one of the many students who take time out of their days to protest the exploitation of their privacy to benefit corporate businesses.

Angel May, an 85-year old seamstress, who owns a small boutique store, also noticed a drastic decrease in the number of people who walk in to her store. “Since everything can be done virtually and ordered to the front of your door, no one wants to come out in person and see what they’re buying. It’s not convenient and you can often find prices that are better online. Especially since the saturation of advertisements, people have become convinced that what they see online will be the equivalent of what they will receive in real life in terms of quality and fit,” Angel May comments. The deception of consumer products has become another leading problem with the unreasonable increase in advertisements. Angel May hopes to bring awareness to buyers, consumers, and lawmakers alike about this serious problem at these protests. Ms. May strongly believes that when advertisements are no longer endorsed and paid for by the government, “People will wake up from a long spell that has blinded them for so long about the true nature and lies behind these advertisements.”

Currently, the two main parties that are actively competitive with ads are the Kardashian-Jenner family and Amazon. Initially many smaller companies were bought out by larger brands or smaller companies began to team up with each other in order to stay afloat within the competitive economy. However, due to intensive advertisement on mobile devices, billboards, buildings, and etc., Amazon has risen above most companies and have bought them out due to the massive increase in customers and regular users. The Kardashian-Jenner has been able to stay afloat through their reality TV shows and many appearances in popular magazines, advertisements, and businesses related to the family. Through constant appearance in headlines and news media, they do not need to invest as much money into their advertisement of family related businesses. With the family’s strong influence in the cosmetics industry, fashion, and overall beauty, they are the leading models for trends and the latest fashion quota. All eyes are constantly on their continuously growing family that lead the influence on and challenge the world’s norms and fashion. The Kardashian-Jenner family within their era of reign have already changed beauty standards for women with their famous, curvy, hourglass bodies. Leading by example, Kylie has increased the number of lip enhancement procedures across the United States.