Psychology

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 Sigmund Freud (1856-1939) was a famous Australian neurologist and psychologist that contributed a lot towards the field of psychology. In fact, he is known as the founder of modern psychology due to his immense contribution to the subject, as he devised the most important treatment therapy for psychological patients, psychoanalysis (Freud, 2015). One of the most important theories presented by Sigmund Freud is the Theory of Unconscious and Sexuality. Sigmund Freud suggested that humans are greatly controlled by their unconscious elements of Ego, Id, and Super Ego. In addition to this, Freud significantly believed that sexual perceptions are developed in an individual, in the very early stages of childhood and grow up with the age of the person themselves. He considered the attention of the other gender as the symbol of great empowerment and thus proposed the five distinct stages of the psychosexual development (Freud, 2012).

Marketing and advertisement industry has taken great advantage of Sigmund Freud’s work and many advertisements can be seen in the market that are made keeping in mind the theories of Freud. Some of the examples have been given below:



 The above-shown advertisement belongs to Bernay’s, the well-known brand for cigarettes. They highly encouraged the female section of the society to smoke. It was found out by the psychoanalyst hired by the cigarette producer that females consider cigarettes as a symbol of male power. Hence, this advertisement was developed which showed a female holding a burning cigarette, which depicted a powerful, independent and self-sufficient image of a woman.

 Another industry that takes complete advantage of the beliefs of Sigmund Freud is the perfume industry. It has been significantly observed that perfume advertisements consist of only 10% of the marketing of the actual product and 90% of it is the objectification of a body (mostly female). Some of the examples of such advertisements in print have been given below:





**References**

Freud, S. (2012). *The basic writings of Sigmund Freud*. Modern library.

Freud, S. (2015). WHO IS FREUD?