

Love and Happiness: Good Advertising Words, Not Real Emotions

Love, happiness, great words and noble objectives in life. But are they achievable? Not likely and here's why. Find the home site of author Bill Allin at <http://billallin.com>

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Oh, threats of hell and hopes of paradise!
One thing at least is certain -- this life flies;
One thing is certain, and the rest is lies;
The flower that once has blown forever dies.

- [Omar Khayyam](#), Persian polymath, poet, mathematician, philosopher, astronomer, and physician (1048-1131)

Love, happiness. Nice words. What does "nice" mean? Well, "positive." Except sometimes, such as when "What a nice outfit!" hides enough sarcasm to drown a rat.

How about the other words? Love. What does love mean? Again, it's positive, of that we can be certain. But is it? How positive would you consider love to be if a man love

s his neighbour's young son? Don't stalkers love the movie stars or ex-lovers they follow around everywhere?

What does the word "love" even mean? A wife and husband may love each other, but their love always differs one from the other. In fact, on close examination, every case of love is different from every other. The word usually takes more space in dictionaries than any other word in the English language.

How can we love if we don't know for certain what the word means? We do know that most of the time we like hearing it when others tell us they love us. It's a warm fuzzy with no substance behind it.

What is happiness? Most people have an idea, until you try to pin them down to words to describe it. The first dictionary I checked had this as its first meaning: "state of well-being characterized by emotions ranging from contentment to intense joy." The dictionary uses a description that isn't definite. Characterized by a range of emotions. A range?

Even the dictionary won't pin itself down to a meaning we can all latch onto.

I submit that love and happiness are not emotions at all. Religions use words such as "God" and "mother" to elicit warm feelings in their followers. Advertisers use "love" and "happiness" to arouse similar feelings, which people then associate with their product or service.

"Love" and "happiness" are advertising

and entertainment lingo that mean little, but that make people feel good and want to buy products or watch movies. Have doubts? Watch a few television commercials and see how many have people who are obviously "happy" or "in love." Broad smiles that make people look beautiful as well as happy are so common in advertising today that it's impossible to land a gig in a magazine ad or a television spot unless you have perfect pre-whitened teeth you are prepared to show off in a big grin the way women used to show off certain parts of their bodies to sell product.

I know, I am presenting good ideas in a coarse manner. I want you to understand how you are manipulated into believing things by comforting words that give you warm feelings but that have virtually no verifiable meaning.

In religion, the Judeo-Christian-Islamic concept of what God (presented as male) will do for you is what a devoted mother would do. If you are old enough to have left the home of your mother, no problem, as God will look after you. All you have to do is to believe, to have faith that God is with you always.

I'm not saying there is no God. There is, I have experienced God and have sufficient evidence that I could convince any jury in a court of law. But I have evidence of God, whereas most religions have no evidence that is irrefutable. I don't look for followers of my religious ideas because I have no intention of profiting from their donations. Religions do. Advertisers and advertising agencies do. They are professionals and they are good at what they do.

You need to know when you are being swindled, hoodwinked. If you don't, it will cost you money and emotional energy,

a part of your life. The science that studies these sorts of things is sociology. The people who use their knowledge and skills to twist minds--including those behind the leaders of major political parties--are essentially propagandists and brainwashers. They understand human nature and take advantage of those who don't.

I won't ask you to believe what I have said, because of what I have learned over many years in sociology and education. Learn for yourself. As I said, I don't want to make money off you or convince you of anything you can learn for yourself.

So, learn it. Then you will see how easily people around you are manipulated into thinking and believing what certain experts want them to believe.

They believe what they are told to believe. The more often they are told they should believe a message, the more likely they are to believe it. Now you know why the same commercials appear so often on television on the same night, for example. Tell people something often enough and a certain percentage of them will believe it as fact. Even if the message is an outright lie.

Bill Allin is the author of ***Turning It Around: Causes and Cures for Today's Epidemic Social Problems***, a guidebook for parents and teachers who want to understand all the ways children need to develop, not just the limited amount they learn in school. If you know kids with problems, you know kids who have not developed in all ways. They can be fixed, but it's better to prevent them from having problems in the first place by knowing what they need. The book tells you how.

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