

**THE EXISTENCE OF SUBLIMINAL ADVERTISING AND THE AD INDUSTRY'S  
AND PUBLIC'S REACTION TOWARDS THIS TECHNIQUE**

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**ABSTRACT**

*One of the core reasons for common public distrust towards advertising is the use of subliminal advertising. The authors shed light on the definition of advertising, its history as well as the relationship between art and advertising. Consumers' reactions to some advertising techniques have been analyzed and common ethics and morals regarding advertising standards have been listed.*

**KEYWORDS:** *Advertisement; Subliminal Advertising; High Culture; Popular Culture; Ethics; Regulations.*

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