

“PLEASING ILLUSIONS”



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“PLEASING ILLUSIONS”



**A PROJECT REPORT SUBMITTED TO
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By

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This research work is entirely original and has not been published anywhere else. I can confidently state that the research conducted by Kinza Azam is of the highest academic quality and is a valuable addition to the field of media studies.

All the changes suggested by examiners during defense are incorporated in this final copy.



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ANTI-PLAGIARISM DECLARATION

I hereby certify that this research work is the original work of myself, and it has not been presented elsewhere for assessment, either wholly or partially. Whenever external material has been used in this research, it has been appropriately acknowledged.

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ABSTRACT

Today, advertising bombards our senses with an ideological portrayal of life, depicting perfect models, spotless houses, and expensive automobiles. Although, there's no denying the power of advertising to shape our expectations and motivate us to buy a particular product because the researcher led to think it would help us achieve our goals. However, there is a lot more going on beneath the surface when it comes to the factors that influence our purchasing decisions. Today we are enslaved to mindless consumerism by the useless narratives that marketers push, which profoundly affect our culture and sense of collective worth. This documentary delves into advertising and examines how the creative process actively seeks to instill a need for perfection in us. This project has investigated the motivations behind these popular stories in depth, zeroing in on the idea of perfectionism in advertising and its potential influence on the public. The documentary takes an informative narrative approach, including insights from several interviewees on this critical subject with a mix of creative footage and ads. Bringing a fresh viewpoint to the topic, the documentary encourages thoughtful consideration of the role that advertising has had in shaping modern culture. The essay stresses the need of not taking advertising at face value due to their inaccuracy.

Keywords: *advertising, perfectionism, societal impact, consumerism, manipulation, documentary, awareness.*

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CHAPTER 1

INTRODUCTION

The worlds of marketing and advertising significantly impact our culture, influencing how people see the world, process information, and interact with one another. The continual barrage of advertising that it is subjected to produces a vision of society, shaping how people see themselves and what many of us desire to be. Real, negative consequences might result when advertising encourages unsafe practices.

Advertising can significantly affect us by moulding our goals and purchasing habits. Setting unhealthy or unachievable expectations can cause a lot of pain. Oversexualized, underweight, and photoshopped to 'perfection' are common portrayals of women in mainstream advertising. Studies show exposure to this unrealistic, slender, sexualized ideal to disordered eating attitudes, decreased self-esteem, negative mood, and depression symptoms in young girls and women (Kiley 2023). Things that brand strive to offer the consumer are what the people rely on for survival in the modern world. People are faced with a fresh challenge regarding the effectiveness of consumer-specific advertising. Commercials promote more than just products; they also promote an unattainable ideal of physical beauty. As consumers, the researcher can not fully see this commercial promotion's unintended consequences. It has such a negative impact that it seeps deep into your mind. Today, it might be challenging to determine if something is genuine or phoney due to technological advancements (Soetekouw and Angelopoulos 2022). The epidemic of unrealistic ideals of beauty promoted by advertisements has affected people of both genders. An alarming increase in customer reports of psychological and physical distress is more evidence that the pressure to present a "perfect" image is harmful (Flett et al. 2022). Society is advancing at a breakneck pace in the digital realm in the current day. Every one of our movements now seems to be interrupted by an advertisement. These advertisements often have a light-hearted or endearing tone (Stevens 2022). However, this might vary by the target audience. From the beginning of advertising till now, there has been a disturbing tendency to depict men and women with exaggerated body proportions (K and Chithra 2022). There is a widespread perception that advertisements promote an idealized ideal of perfection in terms of appearance, implying that the society must strive for an idealized standard of our physical selves, appearance, and sense of personal style.

1.1 One-liner

An illusion of Perfection & its impact on society - A narrative on modern Advertising.

1.2 Basic Idea

The documentary, "Pleasing Illusions," has delved into the ways in which modern advertising platforms sell idealistic stories to consumers. It explores how people often buy into these narratives without questioning the underlying agendas of the advertisements. The purpose of this project is to uncover the hidden motivations and goals of some of today's most pervasive advertising campaigns and to examine their potential impact on ordinary people. By shedding light on the manipulative tactics employed by modern advertising, this documentary aims to inspire viewers to think critically about the messages they are receiving.

1.3 Scope

Documentaries are great sources of information, inspiration, and entertainment because they highlight crucial but sometimes neglected issues and reach a wider audience. This documentary has the potential to be watched by everyone at any level. Thus, it should be made available to the public. The researcher intends to contact many media centers in the hope that they will include the work on their sites. This will make it simpler for the public and practitioners to comprehend the scope of modern advertising. Moreover, a documentary film can improve the general public's literacy.

1.4 Need of the Project

The purpose of this project stems from the constant exposure to countless advertisements in our daily lives. These ads hold the potential to either uplift or undermine human beings and their freedoms by presenting a diverse range of positive or negative views of society (Eppard and Giroux 2022). The cultural impact of advertising lies in its ability to sway public opinion and offer a platform for presenting narratives (Jhally 1989). However, the popular narratives presented through advertising have undergone significant changes regarding the portrayal of human beings in the modern world. Thus, this project takes a step back to dissect these narratives and reveal the reasons why they require reconsideration. Through this project, the researcher delves into the world of advertising and explore its impact on societal values. By analyzing popular narratives and their potential implications, the researcher aims to raise awareness of the manipulative tactics used in modern advertising. This project has

undertaken the task of deconstructing popular narratives and presenting a fresh perspective on their impact on society. Rather than projecting unattainable ideals, the researchers aim to promote critical thinking and empower individuals to make informed decisions. By doing so, the researcher aspires to inspire a more positive cultural influence on society.

1.5 Clarity of the topic

To a large extent, society allows advertising to shape our aspirations and purchase decisions (Crisafulli, Quamina, and Singh 2022). Anxiety and suffering may be brought on by setting goals that are unhealthy or impossible to reach. Women in modern advertising are often shown as hypersexualized, underweight, and airbrushed to "perfection." Exposure to this unrealistic, slim, sexualized ideal has been linked in studies to disordered eating habits, low self-esteem, low mood, and depressive symptoms in young girls and women. Today, our very life depends on the goods and services companies work tirelessly to provide (Ibidapo 2022). However, a new obstacle is standing in the way of us achieving success with targeted advertising. Advertising campaigns promote more than simply items; they also promote an unrealistic standard of physical attractiveness. Society, as customers, are blind to the long-term effects of this ad campaign. The harmful effects of this are long-lasting and pervasive. Due to technical developments, it may be hard to tell whether anything is authentic or fake. Both sexes have fallen prey to the media's plague of false beauty standards. Evidence that the pressure to portray a "perfect" image is damaging includes a startling spike in complaints of customers' psychological and physical suffering. Today, society is making rapid strides in the digital sphere. It appears as if advertising is constantly barging in on our activities. Such commercials often have a humorous or warm tone. However, this may depend on who one is writing for. There's been a worrying trend in advertising from the beginning of the medium to use caricatures of grossly disproportionate male and female bodies. Many people believe that commercials push an unrealistic standard of physical perfection and convey the message that society should all try to emulate the models and actors that appear in them (Brown 2022). This documentary is an effort to provide viewers with the insights the audience need to protect against the misinformation they are regularly exposed to. The documentary accomplishes this goal by providing a variety of perspectives on the subject, all which experts in the field hold. The documentary has an instructive and explanatory format, including interviews, narration, and a montage of recent advertising that has been both successful and influential. This documentary also investigates the consumer to find out how these beliefs impact them and how

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they manage to get by, to achieve a more profound comprehension of the public's actions and attitudes.

CHAPTER 2

LITERATURE REVIEW

A literature review is a critical analysis of a subject's written material (Meyer et al. 2022). After a comprehensive and rigorous search for relevant sources such as academic papers, books, and other published materials, each source must be assessed for quality, relevance, and value. A literature review uncovers gaps, discrepancies, and disagreements in a subject's literature and suggests new research avenues (Yadav and Lenka 2022). This part of the report explores the relevant material of the topic based on which the documentary shaped itself.

The daily number of commercials that the typical individual is exposed to ranges from 280 to 310. Commercials effectively raise public awareness about various topics, from specific goods and cause to broader social concerns. The question is whether or not advertising has become a social concern. Everyone is familiar with commercials that claim a product will improve one's life by a factor of five and that one's life will remain unchanged unless one purchases the advertised product (Ahn, Kim, and Kim 2022). The goal of every advertisement is to permeate one's consciousness and influence one's actions. Commercials for automobiles, health care products, alcoholic beverages, and political candidates aim to sway viewers' opinions (Munsch, 2021). Considering its pervasive impact and perfectionist image, advertising is detrimental to society. As a result of our economic system, individuals will resort to whatever means necessary to increase their profits, including dishonest or deceptive methods of promotion like those used in the advertising sector (Burgoon, Manusov, & Guerrero, 2021).

Advertisements aim to make one feel bad about yourself to sell one something by illuminating the benchmark of excellence and forcing one to evaluate their life against it (Burns, Laskowski, & Tucci, 2021). The brands use this strategy to make one doubt their worth as a person, bringing one closer and closer to the conclusion that one isn't attractive, intelligent, self-assured, etc. The goal is to lower one self-esteem so one can control one emotionally (Munsch, 2021).

Advertising also has the significant downside of teaching us that we can buy happiness and that material wealth is the primary indicator of success. Commercials will have one believe that one will never be happy until one makes a purchase. Unfortunately, this means that commercials encourage one to toil like a slave to buy items that will leave one feeling empty and unfulfilled.

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A change is occurring in our sense of self-worth. In most commercials, the male models are idealized versions of themselves, with six-pack abs, beautiful hair, and white teeth (Bakri, 2020). It's much more deplorable for females. It's absurd that marketers have such a stranglehold on our perception of what it means to be beautiful. Yet, even when the brands show compassion, they continue to produce commercials that skew disproportionately in favour of attractive women (Duralia, 2018). Dove's "campaign for true beauty" is an admirable effort, but the advertisements still don't always reflect the campaign's ideals (Martins, 2019).

Most advertisements promote useless items that nobody needs. Don't dismiss the idea out of hand. People who need products and services to maintain their lives and prosper do not need an advertising campaign since they are already in high demand. For this reason, gas and utility companies seldom ever run advertisements (Aggarwal & Williams, 2019). But when it comes to the "things" that we surround ourselves with, advertising may instil a strong desire for those items. For example, a new vehicle is essential, and one should get one. This diamond ring will make a massive difference in your life. How can one even function in society if one doesn't have an iPhone? With advertisements for everything from the newest vehicles and music players to the most decadent delicacies and junk meals, people's tastes may be swayed by ads (Mohamad, 2018). Advertising often uses overt sexualization and violent imagery to appeal to a younger demographic. Furthermore, advertising, particularly political advertising, has the power to influence public opinion by spreading false information.

Invasive and ubiquitous, advertising is everywhere. That stuff is all over the place. There are a lot of flashing advertisements on the streets right now. Pop-up advertising is very annoying and disruptive since it interrupts your browsing experience without your permission, slows down the page load time, and may be challenging to shut down (Guitart, Gonzalez, & Stremersch, 2018). Commercials permeate every medium we use, from radio and television to the things we buy. To circumvent commercial interruptions on platforms like YouTube, Hulu, and the radio, it comes as no surprise that monthly membership prices have risen to astronomical heights.

Advertisements aim to trick us into believing that only their goods and services can restore our sense of self-worth after destroying them to rephrase, commercials cause issues that we don't even know we have, so the brands can sell us products that fix them (Mohamad, 2018). For example, after the brands have successfully made one feel unattractive, the brands try to offer one something to improve your appearance (Guitart, Gonzalez, & Stremersch, 2018). The

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brands and adverts make one feel insignificant and provide costly clothing to make one stand out. Furthermore, this continues indefinitely. In a nutshell, advertising guarantees one pleasure, but only if one part with your cash (Ber & Parminder, 2013). Spending money on things one doesn't need and encouraging the manufacture of trash in landfills both contribute to environmental degradation.

The literature study makes many claims about the negative effects of advertising on society. The review highlights the pervasiveness of advertising by revealing the high frequency with which people are bombarded with ads. Advertisements often use manipulative or dishonest methods to get people to buy things they don't need. Advertising is widely acknowledged to encourage a consumerist mindset, associated with detrimental effects on people's psychological well-being and the natural environment. This is because success and happiness are equated with financial possessions, and an unrealistic ideal of perfection is presented. This study discusses how advertising might lower one's sense of worth, focusing on how certain ads portray "perfect" people as a means of selling their wares. The report argues that marketing, especially political commercials, may spread misinformation and sway public opinion. Literature lends credence to the idea that advertising has become a pressing public issue that needs to be investigated carefully.

CHAPTER 3

SIGNIFICANCE OF STUDY

Advertisements significantly impact our self-perception and expectations of how we should appear. Likewise, they have a significant role in shaping negative self-perception and discontent. Approximately half of the advertisements in adolescent magazines employ "sexualized beauty" to sell items, teaching young girls that they can only be beautiful if they conform to a particular ideal of appearance and behaviour (Sadia, Jibon, and Parvez 2022). Photos of women's and increasingly men's bodies convey meaning in addition to the textual content. For over a century, commercials have played on women's fears (or added to them) to offer them a remedy. Women are more likely to respond negatively to questions like "How attractive do you find yourself?" and "How satisfied are you with your body?" after viewing images of products like shoes, perfume, or deodorant in the context of fictional ads, as opposed to viewing the same pictures in a neutral context. Customers are less interested in purchasing things that make them feel uneasy, despite the common belief that viewing photos of underweight women make normal or overweight women feel horrible about themselves (Puhl and Heuer 2010). However, seeing overweight models had a comparable depressing impact on women's self-esteem likewise on men and teens.

The pressure to conform to unrealistic standards of beauty and success is one of the most significant challenges we face in modern society. Unfortunately, many of us fall victim to this pressure, leading to negative consequences for our self-esteem and overall well-being. The documentary is very important and practical for our modern world. The documentary sheds light on the detrimental effects of advertising on people and the larger society, providing a detailed study of a prevalent yet often disregarded facet of contemporary culture. The documentary aims to educate audiences on the advertising industry's use of misleading and manipulative practices to encourage them to think critically about the messages they encounter in advertising. To safeguard customers against deceptive or damaging advertising efforts, the video calls for more oversight and control of the advertising sector.

There is a lot of pressure on people and groups now to live up to the ideals of success, happiness, and physical attractiveness promoted by the media. As a result, docs are more important than ever before. The documentary's forthright treatment of the topic may encourage viewers to reevaluate their views on the value of stuff and inspire them to make meaningful changes in their lives. The documentary aims to broaden and improve societal debate by,

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among other things, giving underrepresented groups a voice and presenting different points of view. In a nutshell, this documentary effectively stimulates introspection, extends horizons, and inspires social transformation.

CHAPTER 4

NARRATION

آجکی اس تیز رفتار دنیا میں ہمیں ہر لمحہ پرفیکٹ ایکیجز دکھائی جاتی ہیں جو خوبصورتی اور کامیابی کی ایک بے عیب کہانی سناتی ہے

ایڈورٹائزنگ کا دائرہ ہمیشہ سے ہی خواب بیچنے کے گرد گھومتا رہا ہے۔

مگر سوشل میڈیا کے دور میں یہ حسین خواب نہ صرف لوگوں کی رسائی سے بالاتر ہے بلکہ یہ لوگوں میں احساس کمتری بھی پیدا کر رہا ہے

-

CUT

Interview

(Mr. Hasan Zuberi – Advertising and PR Professor @ BNU)

کمپنیاں اپنے کاروبار چکانے کے لیے پرفیکٹ تصاویر اور ویڈیوز ایسے انداز میں ناظرین کو دکھاتی ہیں کہ ان سٹینڈرڈز کا حقیقی زندگی میں

حصول قریباً ناممکن ہے

فیشن انڈسٹری ہمیں ہر بار یہ بتاتی ہے کہ خوبصورتی اور پرکشش دکھائی دینے کے لیے آپ کو ایک خاص سانچے میں ڈھلنے کی ضرورت ہے

-

آٹوموبائل انڈسٹری ہمیں اس بات پر قائل کرنے کی کوشش کرتی ہے کہ کامیابی تب ہی آپ کے قدم چومے گی جب آپ ایک خاص

برانڈ کی گاڑی سے اتریں گے۔

اور ساتھ ہی اشتہارات میں دکھائی جانے والی فوڈ پوڈیکٹس ہمیں یہ یقین دلاتی ہیں کہ صحت مندر ہنے کے لئے آپ کو ایک خاص برانڈ

سے ہی کھانے کی ضرورت ہے۔

در اصل یہ نظریات لوگوں کو اپنی حقیقت پر سوال کرنے پر مجبور کر دیتے ہیں کیونکہ ایڈورٹائزنگ انڈسٹری کے پیدا کردہ یہ سیراب، کاروباری منافع کے لئے تو فائدہ مند ہیں مگر انسانی نفسیات کے لیے نقصان دہ ہے۔

CUT

Interview

(Dr Zainab – Psychologist)

ہمیں اشتہارات میں بارہا یہ دکھایا جاتا ہے کہ دکھائی جانے والی اشیاء کو خرید لینے سے ہم ایک بہتر، کامیاب اور خوشیوں سے بھرپور زندگی جی سکتے ہیں

حالانکہ ان دعووں کی حقیقت اس سے زیادہ کچھ نہیں کہ یہ سب کنزیومرازم کو فروغ دینے کے ہتھکنڈے ہیں۔

CUT

Mr Adeel Sattar

(Creative Head – BTL Advertising Agency)

ہمیں یہ احساس دلانے کے لیے اشتہارات ایسے ڈیزائن کیے جاتے ہیں کہ زندگی میں خوش رہنے اور مکمل محسوس کرنے کے لیے ہمیں دکھائی جانے والی اشیاء کی ضرورت ہے، اور یوں خوشی اور تکمیل کا انحصار چمکتی ہوئی چیزوں پر ہے۔

یہ ہمارے تحفظات کو بنیاد بنا کر ہمارا شکار کرتے ہیں اور اس بات پر آمادہ کرتے ہیں کہ دکھائی جانے والی پودیکٹس خریدنے سے ہم وہ

زندگی جی پائیں گے جو اشتہارات میں دکھائی گئی ہے۔

CUT

Ms. Komal Iqbal

(Featured as a Consumer)

پر فیکشن حاصل کرنے کی مسلسل جستجو نے کنزیومر ازم کے کلچر کو فروغ دیا ہے، جہاں ہم اس امید پر مسلسل چیزیں خرید رہے ہیں کہ شاید اس آئیڈیل زندگی کے قریب پہنچ سکیں جو ہمیں اشتہارات میں دکھائی جاتی ہے۔

اس سب میں قابل فکر بات یہ ہے کہ دکھائے جانے والے یہ سراب کس طرح نا صرف ہماری قوت خود شناسی اور معاشرتی اقدار کا رخ متعین کرتے ہیں بلکہ کبھی نا ختم ہونے والے کنزیومر ازم کے سائیکل کو بھی غذا مہیا کرتے ہیں۔

CHAPTER 5

AUDIO VISUAL BOARD

Sr. No.	Audio	Video	Time Duration
1	آجکل اس تیز رفتار دنیا میں ہمیں ہر لمحہ پر فیکٹ ایمبیجوز دکھائی جاتی ہیں جو خوبصورتی اور کامیابی کی ایک بے عیب کہانی سناتی ہے	Opening shot > drone shot of MM Allam road > emphasizing ads	4 seconds
2	ایڈورٹائزنگ کا دائرہ ہمیشہ سے ہی خواب بچنے کے گرد گھومتا رہا ہے۔	Wide shot of shot of billboards	5 seconds
3	مگر سوشل میڈیا کے دور میں یہ حسین خواب نہ صرف لوگوں کی رسائی سے بالاتر ہے بلکہ یہ لوگوں میں احساس کمتری بھی پیدا کر رہا ہے۔	screen of a person using phone and scrolling	8-9 seconds
4	انسانی تاریخ اور اشتہار کا ایک مختصر جائزہ؟	SOT (Mr. Hasan Zuberi – Advertising and PR Professor @ BNU)	20-30 seconds

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5	کمپنیاں اپنے کاروبار چکانے کے لیے پرفیکٹ تصاویر اور ویڈیوز ایسے انداز میں ناظرین کو دکھاتی ہیں کہ ان سٹیٹرز ڈز کا حقیقی زندگی میں حصول قریباً ناممکن ہے	Billboard footage featuring Models with products (Beauty products etc)	10 seconds
6	فیشن انڈسٹری ہمیں ہر بار یہ بتاتی ہے کہ خوبصورت اور پرکشش دکھائی دینے کے لیے آپ کو ایک خاص سانچے میں ڈھلنے کی ضرورت ہے۔	A montage shot of Sana Safinaz shoot featuring perfect models.	5 seconds
7	آٹوموبائل انڈسٹری ہمیں اس بات پر قائل کرنے کی کوشش کرتی ہے کہ کامیابی تب ہی آپ کے قدم چومے گی جب آپ ایک خاص برانڈ کی گاڑی سے اتریں گے۔	A shot of luxury cars at a showroom	45 seconds
8	اور ساتھ ہی اشتہارات میں دکھائی جانے والی فوڈ پوڈیکٹس ہمیں یہ یقین دلاتی ہیں کہ صحت مندرہنے کے لئے آپ کو ایک خاص برانڈ سے ہی کھانے کی ضرورت ہے۔	A shot of people sitting in hotels eating. - Footage of fast-food chains and people eating on the street. (Comparison)	10 seconds
9	در اصل یہ نظریات لوگوں کو اپنی حقیقت پر سوال کرنے پر مجبور کر دیتے ہیں کیونکہ ایڈورٹائزنگ انڈسٹری کے پیدا	People buying at mall/store - Cashier and payment	15 seconds

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	<p>کردہ یہ سیراب، کاروباری منافع کے لئے تو فائدہ مند ہیں مگر انسانی نفسیات کے لیے نقصان دہ ہے۔</p>		
10	<p>Effects on Mental Health – beauty standards and perfect living standards</p>	<p>SOT (Dr Zainab – Psychologist)</p>	
11	<p>ہمیں اشتہارات میں بارہا یہ دکھایا جاتا ہے کہ دکھائی جانے والی اشیاء کو خرید لینے سے ہم ایک بہتر، کامیاب اور خوشیوں سے بھرپور زندگی جی سکتے ہیں</p>	<p>A shot of models with makeup.</p>	14 seconds
12	<p>حالانکہ ان دعوؤں کی حقیقت اس سے زیادہ کچھ نہیں کہ یہ سب کمزیر مزاجوں کو فروغ دینے کے ہتھکنڈے ہیں۔</p>	<p>A shot of model without makeup</p>	10 seconds
13	<p>Talking about how companies manipulate the consumer with ads</p>	<p>SOT Mr Adeel Sattar (Creative Head – BTL Advertising Agency)</p>	20-25 seconds
14	<p>ہمیں یہ احساس دلانے کے لیے اشتہارات ایسے ڈیزائن کیئے جاتے ہیں کہ زندگی میں خوش رہنے اور مکمل محسوس</p>	<p>A compilation of TV commercials in collage format/or in any aesthetic format.</p>	10 seconds

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	<p>کرنے کے لیے ہمیں دکھائی جانے والی اشیاء کی ضرورت ہے، اور یوں خوشی اور تکمیل کا انحصار چمکتی ہوئی چیزوں پر ہے۔</p>		
15	<p>یہ ہمارے تحفظات کو بنیاد بنا کر ہمارا شکار کرتے ہیں اور اس بات پر آمادہ کرتے ہیں کہ دکھائی جانے والی پود کمپنیز خریدنے سے ہم وہ زندگی جی پائیں گے جو اشتہارات میں دکھائی گئی ہے۔</p>	LED Billboards	10 seconds
16	Consumer Insight on the Ads	<p>SOT</p> <p>-</p> <p>Komal Iqbal</p> <p>(Consumer)</p>	45 seconds
17	<p>پرفیکشن حاصل کرنے کی مسلسل جستجوے کنزیومرازم کے کلچر کو فروغ دیا ہے، جہاں ہم اس امید پر مسلسل چیزیں خرید رہے ہیں کہ شاید اس آئیڈیل زندگی کے قریب پہنچ سکیں جو ہمیں اشتہارات میں دکھائی جاتی ہے۔</p>	<p>People with shopping bags</p> <p>- Food deliveries</p> <p>- retail stores</p>	18 seconds
18	<p>اس سب میں قابل فکر بات یہ ہے کہ دکھائے جانے والے یہ سراپ کس طرح ناصر فہاری قوت خود شناسی اور معاشرتی اقدار کا رخ</p>	A timelapse of mall	16 seconds

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	متعین کرتے ہیں بلکہ کبھی ناختم ہونے والے کنزیومرازم کے سائیکل کو بھی غذا مہیا کرتے ہیں۔		
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CHAPTER 6

TECHNICAL METHODOLOGY

Documentaries use a technical approach incorporating audio and visual aspects to tell their stories and communicate their intended meanings effectively. Documentary emotional impact may be amplified via interviews, narration, archival footage, and dramatizations (Chanan, 2013). Documentary filmmakers usually use various production equipment and technology to create compelling results. Using digital editing software and visual effects is one example of such equipment. Documentaries' goals, including narrative, delivering a message, and engaging the viewer, have remained mostly intact, even though technology improvements have affected the genre's technical approach (Winston, 2015).

6.1 Approach

The documentary makes extensive use of visual explanatory techniques to thoroughly explain its subject. Hasan Zuberi - professor at BNU, Adeel Sattar - creative head, Dr. Zainab - psychologist, and Komal Iqbal – as customer, were all interviewed for this documentary. The participants discuss how "perfectionism and consumerism" has permeated our culture and contributed to the rise of erroneous beliefs.

Expert opinions are helpful in providing context for the pervasive use of advertising to sell things to consumers. The documentary delves into the far-reaching effects of this phenomenon on shoppers and investigates viable countermeasures. The documentary's concluding question is a thought-provoking provocation that encourages viewers to reflect on the content and reconsider their position.

6.2 Genre

The style of the project is documentary. Documentaries are films that aim to educate or preserve history via accurate depictions of real-world situations rather than entertain an audience. Documentaries are films that aim to educate and teach audiences about a particular subject via the use of objective evidence and first-hand accounts. The documentary investigates how exaggerated depictions of perfection in marketing campaigns influence customer behavior and ultimately lead to more purchases being made.

6.3 Target Audience

This documentary is produced for anyone interested in thinking deeply about how advertising shapes ideas about beauty, identity, and consumerism in the modern world. Those concerned about advertising's effect on people and culture may come from a wide range of backgrounds, including but not limited to teenagers, professors, and politicians. The documentary's criticism of advertising practices has the potential to appeal to those with a leaning toward social justice and activism since it strives to raise awareness and inspire positive change. The documentary is aimed at those willing to engage in thoughtful conversation and introspection about the impact of media on their worldviews and actions.

6.4 Shots/ Camera angles

The camera is the primary tool for creating electronic media productions. The documentary is interview focused, thus the filmmaker intended to capture mid shots, close shots, and extreme close views of the interviewees, all of which are standard documentary camera angles. The montage was filmed using a variety of camera lengths and angles to provide the most engaging and informative experience possible for the audience.

6.5 Location

Following are the locations of shoot for the interview & footage work:

- Beaconhouse National University.
- BTL Advertising Agency
- Psychologist Clinic.

6.6 Equipment

- Sony HX80 compact camera
- Nikon D850 DSLR Camera with AF-S 24-70MM F\2.8E ED lens
- Canon D70 Camera with 85mm lens
- Moza Lite 2 Premium handheld Gimble.
- MicW i218
- Light
- Reflector
- Extra batteries

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- Microphones
- Tripods
- Gimble

6.7 Lighting

The documentary was filmed using a combination of natural and artificial light.

6.8 Treatment

The documentary has opened with a captivating voice-over, delving into the process behind several well-known advertisements. Subsequent close-up shots further develop the narrative, highlighting essential points. The graphics and typography have been carefully designed to enhance the final product of this project. The color grading has infused a sense of hope into the documentary, while the score has been deployed in perfect harmony with the tenor of the narrative. To better comprehend this topic, the researcher has conducted interviews with art direction, digital management, and documentary filmmaking experts. The video content, contextualized by the powerful narration, fills in the gaps, providing a comprehensive understanding of the impact of perfectionism in advertising. This documentary stands as a testament to the art of filmmaking and its ability to inform and inspire audiences.

6.9 Pre-Production

In the pre-production phase, the director of the documentary works on the following list of things to bring out the maximum potential of the documentary.

- Questionnaire development for interviews: The director was able to collect a wide variety of viewpoints and ideas on the topic at hand thanks to the invention of questionnaires for conducting interviews with specialists in the fields of psychology, advertising, academia, and consumer behavior. Because of this, the show was guaranteed to provide an in-depth examination of how advertising affects people.
- Narration script: The narration script of the documentary was meticulously crafted to complement the documentary and effectively convey the story in an engaging manner.
- Voiceover trials: Experiments were conducted to evaluate the efficacy of the narration's voiceover in order to ensure its auditory quality.
- Locations: The process of location scouting prior to filming involves capturing footage of billboards, commercials, and merchandise displayed in malls and on roadways. The

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filmmaker was successful in obtaining compelling visual material to substantiate the central arguments of the documentary.

- **Scheduling Interviews with experts:** In order to ensure a seamless and efficient production process, it is necessary to arrange interviews with subject matter experts well in advance of the filming. The following are the experts that will be interviewed for the documentary purpose.
 - Dr. Zainab (Psychologist)
 - Mr Hasan Zuberi (Academic Expert)
 - Mr Adeel Sattar (featured as Creative Head)
 - Komal Iqbal (featured as a consumer)
- **Technical Equipment:** The director successfully captured high-quality audio and video during principal photography by meticulously selecting appropriate technical equipment.

6.10 Production

The complete documentary, including shooting, post-production, and finalization, was made in a span of less than 8 days. The director gave the camera operators and crew members specific directions, and they carried them out to the letter. During production, we used two different cameras—a Sony a6500 and a Nikon D5300—to capture all of the footage you see. A mixture of artificial and natural light was used to achieve the desired mood. A pair of tripod stands were used to maintain steady photography. The shooting went off without a hitch since the whole cast and crew were there and on the same page the whole time. Every piece of equipment was tested to ensure it was operating properly, and it was placed strategically to best serve the needs of the space. We made care to record every relevant fact and save every useful clip and still for use in the editing process. The skilled line producer coordinated the effective use of reflectors, lighting, and microphones, as well as any other equipment or special requirements that occurred during shooting. A more interesting and engaging visual composition was achieved by shooting in both indoor and outdoor settings.

6.11 Post-Production

During the post-production phase, the researcher has been diligently working on all the editing and compilation work required to create a polished final product. The documentary has been crafted to perfection, with meticulous attention to detail ensuring that it has been brought out in its finest position. The researcher has used a creative and aesthetically pleasing format

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for editing the documentary. The fresh grading style adds an extra layer of appeal to the visuals, while the minimal voice-over complements the footage by allowing it to speak for itself. Chunks of interviews have been seamlessly woven into the narrative, creating a cohesive and engaging viewing experience. In summary, the researcher has already completed the post-production phase, and the final product has been edited to perfection. With its captivating visual style, minimal voice-over, and well-crafted interviews, this documentary promises to be a thought-provoking and inspiring piece of work.

CHAPTER 7

BUDGET

Project Name: Pleasing Illusions

Shooting Location: Lahore

Genre: Expository Documentary

Duration: 8 minutes

Language: Bilingual

No. of Episodes: One Time

Pre-Production	Quantity	Name/Description	In-House	Out-House
Director	1	Kinza Azam	-	Yes
Producer	1	Kinza Azam	-	Yes
Character	3-4	-	-	Yes
Production				
Equipment	2 Camera 2 Tripod 1 Light	-	Yes	
Meals	3-5 persons	For 10-15 days shoot	-	7000/-
Transport	3-5 persons	1 Car	-	4000/-
Communication	3-4 times a week	Mobile Cards	-	1000/-
Camera Men	2 persons	-	-	20,000/-

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Voice over Artist	1	-	-	1500/-
Postproduction				
Editing	1 person	Kinza Azam	Yes	-
Printing	Standee Poster CD Cover Thesis Copy	-	-	6000/-
Miscellaneous Charges				6000/-
Total Expenses				35,000-40,000 Approximately

CHAPTER 8

CONCLUSION

The documentary explores the possible negative effects of advertising on people and society at large, drawing attention to the dangers of consumerism and the media's cultivation of false standards of beauty, wealth, and satisfaction. The documentary focuses on the widespread deception used in corporate advertising. The documentary aimed to explain how complex webs of deception affect our daily lives.

The documentary sheds light on a range of societal concerns that are connected to advertising, such as the marketing of products that are harmful to the environment and the use of graphic sexualization and violent imagery to attract a younger demographic. There is a correlation between consumers having poor self-esteem and engaging in unhealthy comparisons due to the unrealistic standards that are presented in advertising.

Despite this, the documentary does provide some cause for hope as well as a path forward. The primary objective of the documentary is to raise awareness about the dearth of representation in public spaces afforded to underrepresented groups and points of view. All of the above shows the need for tighter regulation and oversight of the advertising industry in order to increase consumer protection against deceptive or damaging advertising techniques.

The documentary serves as a rallying cry for individuals and groups to fight against the prevailing cultural narrative that praises consumerism and materialism. By asking viewers to evaluate the many marketing messages they see on television, the program teaches children how to develop their critical thinking skills.

The documentary "Pleasing Illusions" contributes considerably to the discussion of the ways in which individuals are influenced by the media, for the most part. It highlights the need for improved understanding, thinking, and connection with this essential subject, which offers a firm basis for positive change in our community.

LIMITATIONS

- Primary restrictions included a lack of time.
- Personal information security concerns also slowed down the content delivery process.
- Third, the brands were not cooperative in allowing the documentary to utilize their insights.

RECOMMENDATIONS

- Based on the findings of this documentary, there are several recommendations for future research. Firstly, there is a need for further exploration of the relationship between advertising and societal ideals. This can include investigating the impact of advertising on specific demographics, such as youth or marginalized communities.
- Secondly, future research can also examine the positive impact of advertising on society, such as its role in promoting public health and social change.
- Finally, there is a need for the development of ethical advertising practices that prioritize consumer well-being over profit margins. This can include the implementation of stricter regulations and the adoption of ethical advertising standards.

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