

THE ROLE OF IMAGE PHOTO SHOPPING IN ADVERTISEMENT

OMOWALE ADELABU (PhD)
Mass Communication Department
Redeemer's University
Ede, Osun State
adelabuo@run.edu.ng
+2349050691210

&

AYOMIDE FAJOYE
Mass Communication Department
Redeemer's University
Ede, Osun State
Fajoveayomide@gmail.com
+2348165145978

Abstract

The role of Photoshop usage on an image in an advertisement has slightly led to a deceptive communication. This paper looked at image photoshopping in advertisement and its effect. The purpose of the study was to conceptually examine the role of image photoshopping in advertisement and discussing key issues related to the usage of photoshop in advertisement also discussing that the manipulation of images is used to boost the ego of those who use it personally and perfect already beautiful images (models). This has caused unrealistic images and expectations are what is being perceived by consumers as deception or false advertisement. Therefore, this study examined the research areas and scholars' opinions and contribution to Photoshop usage in advertisement. This study was backed up by the social comparison theory and objectification theory serving as the theoretical framework; opining that people like to think of themselves as objects for others to view and evaluate. This certainly gives the advertisers to use excessive manipulation in advertisement. It is concluded that rather than forbidding Photoshop, a better solution is to talk about unrealistic advertisements and promote positivity more realistic decision amongst advertisers. Moreover, photoshopped image gains more negative attention than regular and natural image shape, but regardless of certain freedom, it is to be exercised in advertisement, with room for artistic imagination and creation but not to be deceptive.

Keywords: Photoshop, Advertising, Deception, Image.

Introduction

The world is going through a new era where a massive flow of information is consumed and shared by internet users every day. The problem, however, is consumers are busy, and they have limited time for such a significant amount of information and offerings where involvement of image come into place. According to McSpadden (2015), a recent study from Microsoft shows that from the year 2000 until now, people's average attention span dropped from 12 seconds to only eight seconds. Well, we live in a world of permanent media exposure, where people are exposed to different forms of media and contents and are confronted with a never-ending stream of advertising messages. As a result, marketers (advertisers) must find a way of creating interesting enough information to capture consumer attention. An efficiently processed piece of information can help them quickly understand the messages and values one firm wants to deliver. Therefore, visual content is the critical solution in modern marketing (advertising) to adapt to that phenomenon (Gamble, 2016, pp.32–35).

Information is ubiquitous, and we as individuals and consumers have to deal with a vast amount of persuasive messages. It is impossible always to process all this information accurately, and this is where an image comes into play with the enhancement of Photoshop. It helps to process lots of information in little time. The advertising industry, for example is often criticized for presenting unrealistic images of fashion and beauty, which can negatively influence women and girls, especially (David, 2015).

Advertising and marketing are a vital part of selling products, and this is not just true in business but also for local authorities, charities, and educational establishments. Imagery in advertisements can perform many functions, from catching a prospective customer's eye, simplifying concepts, enhancing the appeal of a product or service, or just pulling together an idea. However, it is often the part of an advertising campaign left to last, but strong images in advertisement can make the difference between being just "okay" to being very practical and impressive through digital manipulation (photoshop).

Contemporary print advertising is distinctive in its reliance on the persuasiveness of pictures (McQuarrie, 2007). Pictures have come to occupy an increasingly large portion of the typical magazine or newspaper advertisement, and almost every print ad contains a picture (van Gisbergen et al., 2004). Concerning imagery in advertisements throughout history, people have been comparing their bodies to celebrities, leading to dissatisfaction, depression, and other negative consequences. Individuals tend to compare what they see in others (especially others in the media) to what they see in the mirror. In some areas the ultra-thin models and digitally manipulated images using Photoshop portrayed in the media are unrealistic and idealized, detracting from that Image in the mirror. There is little disagreement that images presented in the mass media tend to influence viewers' perceptions of body image.

In regards to body image, the media effect on the ideal body image has been a critical debate over the past decade. This is because body image is related to body dissatisfaction and has been linked to several critical physical and mental health problems, such as

depression, low self-esteem, bulimia, and anorexia. All these are governed by some specific software and medium, one of which is Photoshop. The portrayal of women in magazines adverts has been a research issue for many years, primarily focusing on stereotypes and the sexualisation of women (Baker, 2005).

Tiggemann et al. (2013) disclosed that more recently, with the development of advanced graphics editing programs like Photoshop, images can be changed, manipulated, and altered, resulting in an image that may be unlike the original model in an advertisement, which increases the unrealistic standard set by some advertising images. Many of the advertisements and commercials that are available for viewing today look incredibly unrealistic. They are unrealistic and impossible to achieve due to the use of Photoshop. Photoshop makes women appear thinner, wrinkle-free, pore-free, lighter-skinned, and ideal women when in reality, that ideal is not possible.

A cornucopia of studies has been made on the effects of advertising and body image, and all conclude to different variations that these unrealistic images affect the self-esteem of the consumer in a harmful way that is not encouraging for future generations. (Bailey, 2014). According to Nielsen 2010, eye-tracking research emphasized that internet users pay more attention to the piece of information-carrying images, and if those visual contents are relevant, they even spend more time looking at the picture than they do with the text on the page. Quality pictures, fascinating videos, and infographics are heavily used in the media consumption world, which leads to severe battles of drawing consumer attention (Gamble, 2016). The quote "A picture is worth a thousand words" has never been more accurate when using unrealistic imagery in an advertisement. Images are a vital part of any advertisement campaign, and no one can deny it. Moreover, consumers have limited time for traditional marketing, which relied heavily on text-only product descriptions. More than that, bombardments of imagery advertisements on media platforms even cause sensory overload, which leads to the distraction of consumer attention.

Using images in advertisements to connect and engage with an audience is nothing new. Via the medium of storytelling, propaganda, or advertising, humans have used images to illustrate a point for thousands of years. A strong image can speak a thousand words, and images communicate they thought and emotion while communicating a narrative so that words on their own can sometimes lack. People can choose what they want to see and how they perceive it. Sometimes, an image is even right in front of their eyes, but they never look at it or even notice its existence because that Image is not what they attended to see (Solomon, 2010).

According to Zakia's research (2017) about perception and imaging, technically, product photographers and marketers adopt different figure-ground enhancement methods to manipulate the way consumers pay attention to Images. Ideally, a subject's positive features should be enhanced while the negative aspects should be mitigated to control the figure-ground relationship. These techniques can include:

- Choice of colour, for example, monochromatic, faded, high contrast, saturated, to provide the desired effect for the subject.

- Different light sources enhance the figure's texture, detail, and dimensions and isolate it from the background.
- Viewpoint, to purposefully choose an angle can reveal the desired information about the subject.
- A focal point to bring a sharp focus on the area of interest while leaving others unfocused.
- Editing controls, such as altering existing images, tonal manipulating, to accelerate the figure.

Previous research has established the perceptual and persuasive advantages of using photoshopped pictures in advertising, either in comparison to or through their interaction with textual systems (Sojka& Giese, 2006). This negative effect, in turn, lowered their evaluations of product argumentation and resulted in less favourable attitudes toward the ad (Martin et al., 2007). Pictures have high attention-grabbing and keeping qualities; as opined by McQuarrie (2007), they are remembered better, influencing attitudes more than words alone.

Imagery processing is "a mental event involving visualization of a concept or relationship," and high imagery has been consistently shown to improve consumer attitudes toward advertisement (Bolls & Muehling, 2007). Accordingly, researchers have suggested using concrete pictures (visuals easily identifiable as a person, place, or object) as an essential means of stimulating imagery processing and improving consumer attitudes toward the advertisement.

The Purpose of the Study

According to Grace (2011), there has been some funny business circling in the realm of image integrity within various media. A photograph carries a message comprising an effective form of communication. No good results come when the ethical boundaries of that communication become blurred as the lines in Photoshop. When someone digitally manipulates a photo but pairs it with a message that indicates actuality, which is walking a thin tightrope over dishonesty. Furthermore, consequently, the viewers develop a distorted perception of reality. Advertisements, for instance, can twist our perception of what is expected, beautiful and natural. All one needs to do is go to the store and pick up a magazine. They are sure to be greeted by stick-thin superhuman, beautiful, and spotless models, but in truth, they are the masterpiece of digital imaging (Photoshop).

Photoshop had been relative in creating false images of people, look at a certain stature, and show what is popular. And the manipulation of images is used to boost the ego of those who use it personally and perfect these already beautiful models. Unrealistic images and expectations are what is being perceived by consumers as they are bombarded with advertisements with Photoshopped models.

In line with the above statements, this research aims to conceptually examine the role of image photoshopping in advertisement.

Literature Review

Bailey Grotton et al. (2014) conducted a qualitative study on "Photoshopping in Advertisements and its Effect on Body Image." The purpose of the study is to evaluate and see if consumers really enjoy seeing perfect images selling products or if this step is only creating low self-esteem teenagers that need to learn to accept whom they are through the struggle of societies screaming ads. Figuring out whether untouched real-life models are good enough for consumers will help consumers' self-esteem and give advertisers a better idea of what consumers want to see, and make their job less demanding as they no longer need to hide an unwanted freckle with Photoshop.

Fifteen students at Southern New Hampshire University, both male and female, were interviewed ages 18 through 22. Each interview was taken separately on campus in different offices, dorm rooms, and the dining hall. During the interview, all candidates were very cooperative and very enthused in the content. Content analysis was carried out by going through each question and underling keywords that the respondents had answered. Most participants responded that the woman should be petite, fit, and small, with a clear complexion, while other participants said to embrace the curves and feel good in their skin. The perfect body of the man was mainly described as tall, muscular, and good-looking.

The people surveyed for the Body Image and its relationship with advertising and Photoshop demonstrated that they believe that this unobtainable perfect body cannot be obtained without using computer technology for manipulation. The participants expressed that they believed advertisers were airbrushing the model's skin and smoothing out the wrinkles and stretch marks. With Photoshop, models have their necks elongated, and waists shrink, a new nose put on, legs stretched for length, and are at least touched up twenty times. Participants also expressed where the line should be with advertising and suggested only to improve the lighting, scenery, and some blemish removal for those random bad days. It was made clear that the body remained untouched.

Phuong (2018) conducted a study on "the impact of product photography on consumer attention and perception," conducting an online survey with 80 chosen respondents. The survey starts with various questions about their gender, age, photography habit, consumer type, and familiarity with the test product. They were then asked to rate eight different photographs of the instant camera based on their impression or preference. The ratings were obtained with a 10-point Likert scale, with one disliked significantly, and ten is highly similar. The last section of the survey contains questions about consumer decisions, whether they want to buy the product or not. Despite the differences in perception of the two groups, the conjoint analysis revealed that an essential product photograph that affects respondents' choices was the textual information. It is fascinating because previous research showed that people like more images and as little text as possible. These different results conclude that consumers pay more attention to visual stimuli if they contain relevant and appropriate textual information. The conjoint test also revealed that people only appreciate textual information is presented in a suitable form; otherwise, it can negatively affect viewers' opinions.

Nilüfer Z et al. (2014) also in research conducted "show me the product, show me the model: effect of picture type on attitudes toward advertising," suggested that a consideration of consumer self-evaluations is fundamental to understanding the conditions under which it is more advantageous to present person or product pictures in print advertisements. We build on the primary human motives of self-enhancement and self-verification to propose that consumers' specific self-esteem level, in the domain relevant for the category, differentially affects their responses to picture type. Specifically, for consumers with low (high) domain-specific self-esteem, depicting a product (person) in the advertisement enhances attitudes toward the advertisement more than depicting a person (product). The two studies demonstrated the proposed matching relationships using two different consumer self-evaluation domains: appearance self-esteem and academic self-esteem. It also shows that an increased and more fluent generation of self-related mental imagery drives the advertisement's observed improvement in attitudes. Findings suggest direct implications for advertising design.

Theoretical Framework

Perhaps the most simple and obvious question to ask is 'why do intelligent consumers choose to use unrealistic images as a source of comparison when in actuality, only about 1 in 40,000 meet the traditional model's measurements? (Diana et al., 2014). In this Study, the theoretical underpinning that will be used is based on "Social Comparison Theory" and "Objectification Theory."

Social Comparison Theory, initially proposed by social psychologist Leon Festinger in 1954, centers on the belief that there is a drive within individuals to gain accurate self-evaluations. The theory explains how individuals evaluate their own opinions and abilities by comparing themselves to others to reduce uncertainty in these domains and learn how to define themselves. According to Festinger postulation, there is a suggestion that while consumers may understand that the images of skinny models in the media are unrealistic, they are still likely to compare themselves to these models. The result of this comparison can be an overall increase of negative feelings about one's body image due to what has been put out in advertisement and a corresponding drop in confidence and self-esteem; the comparison is likely to result in lower levels of satisfaction with one's body image. Holmstrom (2004) postulates that images of thin models have become so common that women may well engage in comparisons. Holmstrom suggests that younger women (who are less likely to be overweight) might be comparing themselves to more overweight images and thereby increase their levels of body satisfaction.

Objectification theory also explains why image Photoshop in advertisements has been continuity and affects consumer body image. According to Fredrick et al., (2007) suggest that women constantly receive signals from friends, peers, family, and the media, suggesting that their physical appearance is under constant scrutiny and is a significant determinant of their body image. Fredrick et al. (2007) also contend that women report greater appearance surveillance and lower body satisfaction than men. It is hypothesized that this objectification takes place due to interpersonal encounters and 'sexually objectifying gazing.' The latter refers to viewing television programming, music videos,

women's magazines, and sports photography in which women's bodies are more objectified than men's bodies. One result of this constant objectification is that both girls and women will begin to think of themselves as objects for others to view and evaluate largely due to photo-shopped images seen.

According to the review, it quite clear that women tend to internalize the thin, physically fit, and typically white images of models shown in mass media advertisements. It is also reasonable to assume that it is likely that women often use their perceptions of how others see them in determining how they perceive themselves. However, it is essential to look into the role of image photoshopping in advertisement.

The Importance of Image in Advertisement

The importance of Image can be understood from two different perspectives: the manufacturers' and the consumers' (Becker, 2005). The most important aspect of a photo is the messages, the stories that marketers want to deliver. One perfect compositional picture with eye-catchy elements can attract the short attention of customers. However, a meaningful one makes the difference.

The right Image in an advertisement can make an audience feel the excitement, trust, romance, freedom, or fear. An advertising photographer knows how to craft images to stir up the right emotions to achieve marketing goals. They help develop the brand's reputation and cultivate relationships with consumers. Few things can do this more effectively than excellent imaging.

Customers are more likely to buy a product they have seen in detail. This means companies need good pictures. This, in turn, requires a good advertising photographer. By applying in-depth expertise to lighting, angles, imagery, and advertising techniques, the photographer allows the company to achieve its marketing campaign goals. These, of course, are to deliver a message about their product and entice customers to buy it.

Image is believed to influence product ratings of consumers of all ages, even young children. A recent study by Robinson et al. (2007) provides initial evidence for this. They supplied 36 children with a mean age of 4.6 with fast food wrapped in either McDonald's or a no-name packaging. Of course, the food was all from the same McDonald's restaurant around the corner. The results align with the previously reported findings: Children liked food wrapped in McDonald's packaging much better than no-name food. This held even for carrots, a product that cannot be ordered at a typical fast-food restaurant. The Study of Robinson et al. (2007) has a design flaw because it is not the same to compare a well-known brand name like McDonald's to a no-name condition as to compare it to another well-known brand name. Nevertheless, if the results of Robinson et al. prove true, they would enrich the previously discussed findings with an exciting nuance: One might say that even young children use brand images to infer product quality.

To be remembered, information needs to be reappeared, but in the case of chunking, it reduces long and complicated information into easy-to-remember chunks. Texts are helpful

to convey information but fade away fast in respect to memory. Advertisers, therefore, can save much money by making the right picture with the right message, rather than repeating the message alone many times. (Solomon, 2010). Good use of photography can tie a whole advertising concept together. Now stock photography has a place in advertising and marketing, but it can also portray a lack of originality of the product or service. Poor use of photographs and pictures can weaken or destroy a campaign because it does not have a Real Impact. Photography (actual Image) can bring that Impact. (Martin, 2015).

Photoshop

In today's world, the excessive use of Photoshop can be found in most of the photos we see, like advertisements in magazines, we are endlessly surrounded by unrealistic images. In a society that promotes a flawless physique and features as the "norm," young girls and women often feel the pressure to conform to the unrealistic expectations promoted through digitally altered photos (Alexa, 2013).

Although Photoshop is an actual program, the term "Photoshopped" has changed over recent years. With so much editing software available, it has never been easier to manipulate a photo. That is why this term does not necessarily mean that the photo was edited in Photoshop itself, but rather it has been manipulated beyond real life. Things like body enhancements, skin smoothing, or swapping background are standard adjustments you will see in everyday media. People edit their photos to enhance parts of an image that are not quite perfect. A picture deserving the term "Photoshopped" will become completely unrecognizable from the initial photo. The problem is, this edited Image is passed off as the real thing. When it comes to models, in particular, this can become a troubling issue. Rather than having rolls, stretch marks, blemishes, or acne scars like real people do, Photoshop, a fake, creates an alternate reality. Since most people cannot tell the difference between a natural photo and a Photo-shopped one, the line becomes blurred between real and what is not.

Deception And Photoshop In Advertisement

In most countries, the industry and government attempt to regulate and control deceptive advertising in all its forms to protect the community (David, 2015). According to the legal dictionary section of The Free Dictionary, false advertising is "any advertising or promotion that misrepresents the nature, characteristics, qualities or geographic origin of goods, services or commercial activities" (Lanham, Act 15 U S C A, 1125a).

Nevertheless, capturing consumer attention is not an easy-going task because of its fundamental characteristic: situation-specific. It means that consumers pay attention to different stimuli in different situations. Youth is by far the most impressionable age group, and Photoshopped images can leave a lasting impact on them. Whether it be a magazine cover, advertisement, or celebrity online, Photoshopped images surround youth every day. The problem is, nobody can tell the difference between what is real and what is fake.

A continuing complaint against advertising is that many advertisements are misleading or untruthful and deceive consumers, resulting in a general mistrust of advertising (Darke&

Ritchie, 2007). While some advertisers have made overtly false or misleading claims, it is their legal and social responsibility, to be honest (O'Neil, 2014). Nevertheless, deception can occur subtly due to how consumers perceive the ad and it's Impact on their beliefs. The difficulty of determining just what constitutes deception, along with the fact that advertisers have the right to use puffery and make subjective claims about their products, tends to complicate the issue (Haan & Berkey, 2002).

Photo-shopped image is ultimately like false advertising to consumers to make them believe that this is how people are supposed to look. Split views said that some consumers wanted to purchase the products that the models advertised because it will make them look like the model. Others knew they could not live up to the morphed Image, so they did not even bother. (Bailey et al., 2014).

According to (Bailey et al., 2014), false advertising refers to how marketers make their models look. They have such a Photoshopped and enhanced body that it is utterly unobtainable for regular people to have. "Alteration of photos like this should be considered a form of false advertising and be prohibited by the FTC," People have goals to look like what they see in advertisements, and it cannot be done; people cannot have the body of Photoshopped people. This leads to diseases such as eating disorders, depression, and low self-esteem, which can lead to people seriously harming themselves. It comes down to the fact that people are not satisfied with body and will try to do anything to obtain what people see in the media.

According to (Lodhi, 2015), deceptive advertising utilizes misleading, false, and wrong advertising of a product that may negatively affect consumer's loyalty; deception can be confirmed when a consumer individually consumes or experience the product service. If consumers are not being informed about the complete information or being revealed images that oppose a product or service's fundamental qualities, they are unsure of composing the best decisions for themselves (Ray, 2018).

A Photoshopped image has become an industry standard, but is the ability to Photoshop creating unrealistic expectations? Most people say, "Yes." These Photoshopped images are considered false advertising because a Photoshopped ad has the ability to make consumers believe the product being advertised will make them look and feel the same way the ad presents it. (Diane, 2014).

Photoshop: Effect and Prospect

There is no denying that Photoshop has played a considerable role in how we consume content as a society. The effects it has been far-reaching and constantly changing, but is it for worse or better? As a photographer myself, Photoshop has become an essential tool that I cannot imagine working without (Brendan, 2020).

Photoshop has affected the society in both a negative and positive light; it has created a culture of unrealistic perfection that does not exist in a negative sense. With retouched models, thinned stomachs, and spotless skin, this serves as a direct hit to many people's self-esteem. On the other hand, Photoshop has created a positivity by allowing artists and photographers to get more creative with images. From an artistic standpoint, Photoshop is a valuable creative asset (Brendan, 2020). Contemporary print advertising is distinctive in its reliance on the persuasiveness of pictures (McQuarrie, 2007). Pictures have come to occupy an increasingly large portion of the typical magazine or newspaper advertisement (ad), and almost every print ad contains a picture (Gisbergen et al., 2004).

In Advertising

As mentioned in the previous section, Photoshop in advertising builds the perfect "lifestyle" associated with the brand, the standard for advertisers to promote a particular type of flawless content is high. As a perfect example, sports advertising typically promotes a lot of unhealthy processed foods, and you get photos of fit people eating Doritos or drinking Pepsi when it is known to us that, that is not the way to get a shredded six-pack. The lifestyle a brand builds around itself is what sells products and generates revenue (Brendan, 2020)

With photo advertisements, certain advertisers may send mixed messages with the use of Photoshop. By showcasing a lean, fit, and beautiful man or woman, you are more likely to buy into the product and want to get it for our self. Imagine, you probably would not feel as enticed to buy a bottle of Pepsi if it were in the hands of an overweight person on a couch. Instead, you see a Photo-shopped athlete on the field. This builds a subconscious divide between winning and losing, and nobody wants to feel like a loser. That is why advertisers work hard to maintain perfection and flawlessness in their promotional materials. With the help of Photoshop, they can create an unrealistic brand identity that sells more products.

So far, only the doom and gloom that Photoshop brings has been examined. Surely there cannot be anything positive after all that, right? The truth is that many amazing things have come with the rise of Photo-shopped images. These advantages ultimately come down to a means of becoming more creative with images. Just because an image was Photo-shopped does not mean it automatically hurts whoever sees it. For example, some people make incredible composite images and digital art that inspires. Turning a regular image into dreamland is a fun escape for the viewer and an excellent creative outlet for the artist. In other forms of photography, such as landscapes, photographers can merge multiple photos of a particular location to create the most flawless lighting conditions possible. Not every Image edited with Photoshop has to be of altered bodies or enhanced skin. It can be far more fun and light-hearted than that. Ultimately, Photoshop is just software, and it is up to the artist to decide what is done with a photo.

So with some pros and cons to Photoshop, how has it changed society as a whole? Although there may not be one definitive answer, it has made both a positive and negative impact. In a negative sense, Photoshop has allowed people to create unrealistic expectations of

body image and lifestyle. By enhancing reality, it begins to blur the line between what is real and what is not. Eventually, this makes people compare their own lives to something that does not exist, which can be damaging to your self-esteem or mental health.

On the other hand, not all Photo-shopped images create these types of unrealistic standards. Photoshop is also a creative device for artists and photographers to enhance their images in more unique ways. From sky replacements to composite images, you can create a ton of fun effects with Photoshop. These artistic images are enjoyed by viewers of all age groups and work as inspiration both creatively and in life.

Discussion and Findings

This Study has successfully examined the Image Photo-shopping in Advertisement and Its Effects. The objective of the Study was to examine the role of image photo-shopping in advertisements conceptually. Photoshop has been a medium to reshape and modify images and elements in advertisements to propagate the message to the targeted audience, but we should remind ourselves that what we see is simply an illusion and not reality. Hopefully, if more awareness is brought to light, we can stop using Photoshop for good advertisement. Images act as storytellers, can be used to evoke emotion, a dream, or a vision simply by using a well-placed, carefully composed image. Although quality, well-written text can be persuasive, some well-placed images can take it one step further. Photoshop is just a piece of software. It is not making any wrong decisions to create unrealistic body standards or affect people's mental health. That is solely the responsibility of the artist who is creating the content. Photoshop should not be banned because it does not do anything inherently wrong?, it only provides a means to edit and enhance photos, but it is up to the individual's discretion to choose how much.

Conclusion and Recommendation

Rather than forbidding Photo-shopped images, a better solution is to talk about unrealistic advertisements and promote positivity more realistically. Since it comes down to the artist's choice, changing the way we think as individuals ultimately influences what we see in media and advertisements. If people no longer are drawn to the unrealistic Photo-shopped images, advertisers would change their tune. There have been many movements around body positivity and mental health. We are transitioning from pursuing the "perfect" lifestyle to the pursuit of fulfilment and joy in your real life. Many advertisers have become aware of this, leading to a rise in more natural photos of models on magazine covers and honest people in advertisements. Usage of Photoshop and all its offers creatively can have its downsides; the program itself is not doing anything wrong. However, we, as consumers, influence the media we see.

Moreover, by rejecting unrealistic standards and supporting brands that align with values, we can have our say in supporting or denying Photoshopped images in society. Some consumers in online communities are not fully happy with the promotion of manipulated images on adverts. It is discovered that photoshopped image gains more negative attention as opposed to regular and natural image shape. This paper recommends that certain

freedom are to be exercised in advertising, with room for artistic imagination and creation but not to be deceptive all the time.

References

- Arooj, R., (2019). The Media Effect: Implications for Manifesting Maintainable Body Image in the Context of Global Fashion Industry.
- Bough, B., (2013). "Rethinking Super Bowl Advertising: It's About Not Just the Creative but how Creatively You Use It." *Forbes*.
- Martin, N. (2015). *Why is photography important in advertising and marketing?*
www.martinneeves.com/photography-in-advertising-and-marketing
- David, S.,(2015). Photoshop and Deceptive Advertising: An Analysis of Blog Comments. *Studies in Media and Communication*, 3(1). <http://dx.doi.org/10.11114/smc.v3i1.841>
- Diana, L., Parker, R., Carol, M., Ivonne, M., (2014). Body image and ethnicity: A qualitative exploration. *Journal of Management and Marketing Research*, 17.
- Show me the product, show me the model: Effect of picture
<https://www.sciencedirect.com/science/article/pii/S1057740814000308>
- Fichter, C., (2008). Image effects: how brand images change consumers' product ratings. *University of Zurich*.<https://doi.org/10.5167/uzh-4549>
- Apeagyei, P.R., (2011). The Impact of Image on Emerging Consumers of Fashion. *International Journal of Management Cases*, 13(4).
- Diane, K., (2014). Photoshop: Is it Considered False Advertising?
<https://www.fashiondocket.com/single-post/2015/01/16/photoshop-is-it-considered-false-advertising>
- Photoshop and Deceptive Advertising: An Analysis of Blog
<https://opus.lib.uts.edu.au/bitstream/10453/36004/1/waller>
 StudiesInMediaAndCommunication-PhotoshopAndDeceptiveAdvertising.pdf
- Holmstrom, A. J., (2004). The Effects of the Media on Body Image: A Meta-Analysis. *Journal of Broadcasting & Electronic Media*, 48(2), 196-217.
- Phuong, H., (2018). The impact of product photography on consumer attention and perception.
- Sharma, A., (2012). Consumer Perception and Attitude towards the Visual Elements in Social Campaign Advertisement. *IOSR Journal of Business and Management*, 3. p.pp. 6–17.
- Nilüfer, Z., Aydinoglu, Luca, Cian., (2014). Show me the product, show me the model: Effect of picture type on attitudes toward advertising. *Journal of Consumer Psychology*.
- Zakia, R.D. &Suler, J., (2017). *Perception and Imaging: Photography as a Way of Seeing*.
- The Media Effect: Implications for Manifesting....
<https://www.intechopen.com/books/promotion-and-marketing-communications/the-media-effect-implications-for-manifesting-maintainable-body-image-in-the-context-of-global-fashi>

- Saira, I., Danish Ahmed., (2019). The impact of deceptive advertising on customer loyalty: A case of Telecommunication industry in Karachi, Pakistan. *Karachi University Business School*.<https://mp.ra.ub.uni-muenchen.de/93038/>
- 7 Ways to Make Your Commercial Cleaning Marketing Dollars....
<https://www.janitorialmanager.com/blog/7-ways-to-make-your-commercial-cleaning-marketing-dollars-go-further/>
- Photography in advertising and marketing | Martin Neeves.
<https://www.martinneeves.com/photography-in-advertising-and-marketing/>