

Annotation of the paper

1. Title The art of commercial manipulation
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5. Content (max. 25 lines)

In my presentation I am going to talk about the ways of how they force people to spend more and more on things they don't even need. In the first part I would like to show the communication tools of marketing and how they use them. Nowadays every single enterprise apply influential marketing equipment and most of the cases we don't even notice them. I am planning to introduce some examples for hidden advertisements, too.

In the second section mainly I'm going to explain how the online marketing really works. Surfing on the Internet has become the part of our daily routine, especially the use of social media (Facebook, Instagram, Twitter). In the topic of online marketing I'm going to explain the main properties of facebook advertisements, furthermore I will explain the steps of how to create vendible ads. You will see some little tricks from the department stores trying to sell everything, using their "super magic" to force to shop.

6. Key words (3-5 words)

advertisements, Facebook, manipulation