

## **SIMULATED REALITY: A STUDY OF ADVERTISEMENTS AS IMAGES REPLACING REALITY**

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### **ABSTRACT**

*The revolutions in the sphere of communication led to the development of the mass culture—a culture developed and perpetuated by the mass media for the masses. Advertisements, being a part of the mass media, are involved in the generation of mass culture. Advertisements were initially viewed as an efficient method of mass promotion of products in that a single message could be disseminated to a large, heterogeneous and widely dispersed audience. It is precisely this very character of advertisements that makes its role significant in shaping the consciousness of a society. The paper analyses select advertisements as simulations using insights from Jean Baudrillard to discover how they help the postmodern society live with the trauma of a slipping reality.*

**KEYWORDS:** *Advertisements, Simulation, Post Modern*