include targeting advertisements to specific audiences, placement of goods on certain shelves in stores, and application of the SWOT model to determine a company's marketing strengths and weaknesses as well as opportunities and threats. How does marketing and advertising affect the consumer? Advertising informs consumers of products and services that can improve our lives. But advertising can promote materialism by creating markets for nonessential goods and services. The media is also affected by the market, since the media needs advertisers for financial support. How can we, as consumers, be more aware of fallacies and rhetorical devices used in advertising? Many ads rely on fallacies and rhetoric rather than credible information and rational argumentation. By being aware of fallacies such as scare tactics, popular appeal, snob appeal, and inappropriate appeal to authority, we will be less likely to accept fallacious arguments about a product. Awareness of rhetorical devices such as hyperbole and the use of euphemisms