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Abstract Manipulation in advertising has a significant impact on the assessment of the world as seen by a potential consumer. It imposes a certain picture of reality upon a specific recipient, which certainly affects one's way of thinking and acting to become a kind of lawlessness. Above all, advertisers seek to achieve the desired aim, which is to sell their product, often without regard for the consequences of their actions. Therefore, it seems to be essential to put some fundamental questions concerning the reality created by advertisements. Firstly, it is worth considering what, in general, manipulation through advertising is, and to what extent it influences anyone who experiences it. Another issue worth pondering is the impact of subliminal techniques on the recipient's subconsciousness, and thus the ethical dimension of such practices. The last yet certainly very important issue is the answer to the question of how children perceive the advertising message and how the manipulation it contains affects them?