

## **Freud's affect on modern times**

Freud is considered by many to be the father of modern psychology, not only for his introduction of in depth medical and scientific experimentation, but also for the brilliant theories he deduced from these methods. This famous individual brought forth revolutionary new insights into human emotions and behaviour, and although his theories did modify throughout his life history, there does exist a main and most important structure to Freud's beliefs. These beliefs form the core of certain psychological analysis processes that exist as the core of clinical Freudian psychology.

Freud influenced much of what is taught today in modern psychology. Freud emphasised the role sexuality plays in one's life. The common belief of his time was that sexual instincts were only present in men, that women were above them, and that children were incapable of them. Freud went against this belief by arguing that both women and children do have sexual instincts. His about female sexuality triggered enormous controversy among psychoanalysts during the 1920s. Psychoanalysts had originally applied Freud's "Oedipus complex" to women's sexual development. According to Freud, the Oedipus complex occurs in boys between the ages of three and five. A young boy would observe that his parents have a special kind of relationship, and the boy would want to have that same kind of relationship with his mother. The father is in the way of achieving this kind of relationship, which creates mixed feelings about the father these being jealousy, hatred, as well as love. Having these mixed emotions creates fear in the child. He fears that his father will discover his feelings towards his mother, and punish him for having those feelings. In addition, these mixed emotions create feelings of guilt, and the young boy will try to identify with his father by incorporating his values and moral standards. The young boy identifies with his father in the hope that if he has the characteristics of the man his mother loves, he will have that relationship with her. The boy hopes that one day he will have a woman who reminds him of his mother.

Much of this theory is rejected today by many modern psychologists, although some of its principles are still used. The most well know theory to come from Freud's mind was his theory that the mind is separated into three parts:

- Id
- Ego
- Super Ego

Not only do psychologists know of this theory, it has become one of the basic areas that must be covered in every psychology class.

Large proportions of Freud's theories were based on sex. This being what he felt was the most potent of the human drives. This today is used in many aspects of advertising. The sex drive does more than any guarantee of editorial excellence to sell papers such as 'The National Enquirer', 'News of the World,' 'The People,' 'Sunday Sport,' etc. If one approached this issue tongue-in-cheek, the conclusion would have to be that a large proportion of the population have conflicts that require penance and provide pleasure at the same time. This all links into Freud's theories of the id, ego, super ego and unconscious mind.

Overall Freud still has an influence with the theories he came up with, on present times. These theories have been adapted by many modern day psychologists, as well as other things that affect our day to day lives. A lot of this is to do with the power of advertising and manipulative ways in which advertising can be done.

