



The Happiness Illusion: How the media sold us a fairytale

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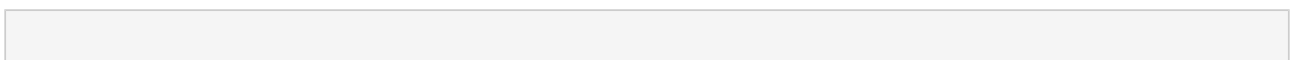
The West has never been more affluent yet the use of anti-depressants is on the increase to the extent that the World Health Organisation has declared it a major source of concern. How has this state of affairs come about and what can be done? Television and advertising media seem to know. Wherever we look they offer countless remedies for our current situation - unfortunately none of them seem to work.

The Happiness Illusion explores how the metaphorical insights of fairy-tales have been literalised and turned into commodities. In so doing, their ability to educate and entertain has largely been lost. Instead advertising and television sell us products that offer to magically transform the way we look, how we age, where we live –both in the city and the countryside, the possibility of new jobs, and so forth. All of these are supposed to make us happy. But despite the allure of ‘retail therapy’ modern magic has lost its spell.

What then are the sources of happiness in our contemporary society? Through a series of fairy-tales *The Happiness Illusion: How the media sold us a fairytale* looks at topics such as age, gender, marriage and rom-coms, Nordic Noir and the representations of therapy on television. In doing so it explores alternative ways to relate to the world in a symbolic and less literal manner – it suggests that happiness comes by making sure we don’t fall under the spell of the illusionary promises of contemporary television and advertising. Instead, happiness comes from being ourselves – warts and all. This book will be of interest to Jungian academics, film, media and cultural studies academics, social psychologists and their students, as well as reaching out to those interested in fairy-tale studies, psychotherapists and educated cinema goers.

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Nadi Fadina is a media entrepreneur and a managing partner in an international film fund. She is involved in a variety of arts and media related projects, both in profit and non-profit spheres. She teaches Film Business in the University of Bedfordshire, however, her academic interests outreach spheres of business and cover ideology, Russian fairytales, sexuality, politics, anthropology, and cinema. www.nadi-fadina.com



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