**ABSTRACT**

There are a few factors which influence the awareness and culture of the modern man. The most essentials include: religions, developing globalization and advertisements. The mentioned elements are related to each other and mutually restricted. Authors of advertisements still often use elements of religious life in order to encourage customers to buy particular products or make them loyal to a particular brand. Developing globalization allows for using multicultural elements, including the elements related to all major religions. We should point out that religions which promote self-restriction, renouncement and devotion remain in opposition to the developing advertising industry. In this world of advertisement, which seems unavoidable, religions have no choice but accept them. By setting forth justified ideas they make people think over the methods and limits of using religious elements in advertisements of products.