19. An artificial transcription factor comprising a polydactyl zinc finger protein targeting specifically the FCER1A promoter fused to an inhibitory or activatory protein domain and a nuclear localization sequence.

20. A pharmaceutical composition comprising an artificial transcription factor according to claims 1 to 19.

21. The artificial transcription factor according to claims 1 to 19 for use in modulating the reaction of cells to external stimuli and to other soluble signaling molecules.

22. The artificial transcription factor according to claims 1 to 19 for use in treating diseases modulated by the binding of specific effectors to receptors, for which the polydactyl zinc finger protein is specifically targeting the receptor gene promoter.

23. The artificial transcription factor according to claims 2 or 6 to 16 for use in influencing the cellular response to endothelin, for lowering or increasing endothelin receptor A levels, and for use in the treatment of diseases modulated by endothelin.

24. The artificial transcription factor according to claims 3, 6 to 15 or17 for use in influencing the cellular response to endothelin, for lowering or increasing endothelin receptor B levels, and for use in the treatment of diseases modulated by endothelin.

25. The artificial transcription factor according to claims 4, 6 to 15 or 18 for use in influencing the cellular response to lipopolysaccaride, for lowering or increasing Toll-like receptor 4 levels, and for use in the treatment of diseases modulated by lipopolysaccharide.

26. The artificial transcription factor according to claims 5 to 15 or 19 for use in influencing the cellular response to IgE, for lowering or increasing IgE receptor levels, and for use in the treatment of diseases modulated by IgE.

~~27. A method of treating diseases comprising administering a therapeutically effective~~ amount of an artificial transcription factor according to claims 1 to ~~26 to~~ a patient in need thereof, wherein the disease to be treated ~~is modulated~~ by the binding of specific effectors to receptors, ~~for which the~~ polydactyl zinc finger protein is specifically targeting the ~~receptor gene promotor.~~

28. A method of treating a disease modulated by endothelin comprising administering a therapeutically effective amount of an artificial transcription factor according to claims 2, 3, or 6 to 17 to a patient in need thereof.