

Advertising is all around us; it is an unavoidable part of everyone's life. Some people say that advertising is a positive part of our lives while others say it is a negative one. Discuss both views and include your own opinion. Give reasons for your answer and include any relevant examples from your own knowledge or experience. You should write at least 250 words.

Nowadays the advertisement has become an essential element of modern life in such a ~~the~~ way that nobody can imagine the world without it. Some people believe that this new trend has many negative impacts on society, while others consider it completely useful and indispensable for a modern community.

To begin with, different kinds of advertisements have **given rise to consumerism** which causes many irreparable harms to ~~on~~ quality of human's life in that it has changed every person to a robot which was created just for earning and spending money, so it might considerably flaw the quality of ~~the~~ life. Moreover, consuming more commodities means more production which in turn means using more initial-raw materials and energies that leads to stepping towards depletion of (running out) our natural resources more dramatically. to put it simply, The advocates assert that not only does publicity encourage people to overuse ~~over their needs~~, but also it stimulates people into unnecessary needs.

On the other hand, some individuals maintain that publicity has colored our life. Without advertising customers might not find proper products. In addition, advertising will increase a sense of competition between different companies. Consequently, they try to do their best for better quality. Besides, for the sake of publicity new ideas and views will **flourish** which plays a vital role in pushing the boundaries of science and technologies.

In conclusion, although some critics think advertising ~~the~~ items will to a large extent completely mislead the members of communities, some others believe that it advertisements might help people access ~~to~~ quality products. I, myself, believe that publicity is the main need of any modern society and cannot be omitted. Nevertheless, we should strike ~~the~~ a balance in consuming and producing new products, and we should take into account that our natural resources are limited /finite and we are responsible for next generation as well.