

Today, the high sales of popular consumer goods reflect the power of advertising and not the real needs of the society in which they are sold.

To what extent do you agree or disagree?

In today's world, advertisement is becoming an inevitable part of the modern societies. The range of companies' success will be evaluated by the quantity of goods they ~~salesell~~. Therefore, the role of advertising should not be underestimated.

Nowadays, advertisement is necessary in free-market economies.—
~~Moreover~~, companies introduce their products to consumers by means of ads. People can be informed about the choices they have, and they can choose the best which fits their needs. ~~Moreover~~, Advertisement is not only a modern art, but it also employ~~ees~~ lots of people.

On the other hand, advertisers aim to persuade people that buying a product with ~~a~~ special brand will make them happier. In other words, the more they buy, the more exciting life they have. Such attitude leads to consumerism, by which I mean, individuals just buy and do not pay attention to their real needs. Companies make a mistake and think that they are successful in their production; however, consumers are influenced by advertisement. For example, when viewers watch ~~a~~ special ad everyday they are more likely to buy that ~~good-item~~ even if they do not need it.

In conclusion, although in ~~the~~ 21st century advertising is vital for ~~the~~ economy, we should be aware of its effects on the consumer culture of our society. In my view, its advantages do not justify the negative

influences on the buying habits/consumer behaviour of people.
Authorities should impose strict laws about this issue.