

How does advertising influence people's behavior? Use reasons and specific examples to support your answer.

Due to the new forms of economy which have been raised this day and age, it seems to be impossible for a modern city resident to finish a day without facing an advertisement. In fact, this word is used in market more than any other area and it can take many forms from beautiful banners on cities' walls to the frustrating pops-up on your laptop 's monitor which have enormous effects on people facing them.

To begin, we can point to the positive aspect of them. First of all, they hand out useful information about a product and help customers to decide being more aware of their purchases. Beside, advertising is progressing everyday artistically, in a way that some of them can be considered as pieces of art. Owing to the accessibility they have, every people can be influenced by these flowing arts in their life, hence a more sensitive artistic taste and aesthetic understanding for them.

In the following, there are many pieces of factual evidence showing the other side of this coin. People are disturbingly under the pressure of companies' attack to their public and private life encouraging them to consume more and more and consequently spend more money to-for the sake of companies' benefits so that for lower economic classes it can deprive themselves from-of save-saving and investing ing their money and hold ing them back in- where they are.

It will not finish here simply. Scientific studies show that advertising impresses people as much as it could deteriorate their self-esteem and even change their character. For example, for children who are second learner from the others, advertisement contents can build their main role models which they are seeking to imitate them. Therefore, not only attaining those false goals would not help them to live a better life but also not gaining them puts the future of these children in a hard stressful position. For more information, we can point to the six young people out of ten who are unsatisfied with their appearance in American high schools or those poor girls following fashion s' models trying hard to reach the weight, which can be considered malnutrition.

To make a long story short, advertising like many other concepts could serve as a double-edged sword which has tremendous potential to go to its harmful side in my opinion. Accordingly, laws should help to fade it more in everyday life and we need to be more careful of them especially in raising our children.