

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?

Nowadays, due to the speed of ~~the~~ growing world and industrialization, the rate of producing commodities has been increased. All of new companies try to find their market for the sale of their products among the world full of various markets. It is a fact that, today, the act of marketing is going to be more complicated than the past. In addition, there is an optimistic ~~event-view~~ that the people's needs are rise-rising mostly in a modern lifestyle. Meanwhile, nobody can deny ~~that~~ the benefits of the presence of advertisements. Although advertisements s can induce the members of public to purchase ~~neither~~ necessary or unnecessary goods, the presence of new technology like the internet can guide them to buy the best products with high quality, instead of just paying attention to the ads.

On the one hand, obviously, commercials, press, websites and other types of the ads can entice individuals immediately to buy useless and luxurious goods which they do not need. This trend cause them significant issues such as monetary financial which is the most important ones and also maybe the lack of proper space to ~~settle-place~~ them in their home. People who ~~do-are~~ not aware of their needs and just intend to follow fashion trends, constantly get stuck in ads' trap. They always desire to buy the latest devices or gadgets, not only because of the high qualification or option they had, but also due to satisfying their luxurious tempts. Smart phones are the best example of this situation. They merely try to show off their new possessions to others. No matter what ~~is-the~~ cost for them or whether these are a necessity for them.

On the other hand, some socio-theorists say that there is no blame just for ads' companies to affect individuals' mind while they purchase goods with their interest, which can induce a specific brand, a proper quality, suitable combination with their possessions and an offering from their friends. Today, people are free to have their choice in different kinds of products. As a result, ~~-~~ an enormous data base of the internet ~~which-lets~~ people compare various types of specific items together, such as cell phones, clothes, cars, furnishings. Sometimes, the essence of adverts due to ~~acknowledge-enlightening~~ every walk of life with new technology in the health area, for instance, people who suffer from back pain can find new equipment through Television ads to soothe their pain or maybe there is an advert of a usable application in a different job area.

To sum up all the statements above, I have to say, the essence of ~~advertisement-advertising~~ is fruitful both for ordinary people and companies' managements. Naturally, this is not an inappropriate act and has benefits s in every aspect of life. Nevertheless, governments can educate citizens some citizenship rules and promote culture through some animated ads. Occasionally, some types of media are used for the sake of presidential election which is not acceptable. The influential matter of purchasing is to consider our needs and taste with latest trend of markets.

