

- ◆ Advertising is influencing people more and more.
- ◆ Is this a positive or a negative trend? Give your own opinion and examples

Nowadays, advertising is a well-known solution to guarantee the high turnovers for manufacturers. While the benefits accruing to the company's revenue are conspicuous, it may cause inevitable negative effects on company's reputation. I believe that the benefits of advertisements outweigh the drawbacks. (the focus should be on people NOT companies)

Every new product of almost every ~~companies~~ company, even predominant companies, are being introduced by advertising. Make Making use of different methods of advertising, for instance using cartoon's characters, famous celebrities or vivid colors and exaggerating the advantages grab children's attention and brings about sharp rises in company's outcome. Being susceptible to the effects of advertisements, children and young people are more liable to perform impulsive purchases while adults assess them without considering advertisements. Yet, if company ~~dissatisfied~~ dissatisfies its consumers and lures them by such methods, next time ~~less~~ fewer consumers take the risk to challenge new products, since they feel distrusted toward them and this adversely affects s company's reputation and revenue.

However, one of the major features of advertising is paving the way for competition. ~~Advertisings~~ Advertisements deliberately set out to magnify the distinguishing features and ~~represent~~ as more valuable in comparison to similar samples. Thanks to the competitive market, so various are the products that, not only can consumers gather a great deal of information through advertisements, but also it becomes a must for a company to develop their products, otherwise ~~they will not be able to~~ cannot keep up with market.

In conclusion, I personally think although advertising might have misguided young people, it forces manufacturers to improve their products precisely. If they fail to do so, they will simply fade away from the market.

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