

**Do you agree or disagree with the following statement? Most advertisements make products seem much better than really are. Use specific reasons and examples to support your answer.**

Advertising is one of the notable factor in our modern life which means advertising has a significant impact on human's life. Nowadays products' advertising are more powerful than products that I feel this is for some main reasons which I explain in this essay.

The first and main reason which can be on the top and covers other reasons is " Money benefits " which means companies just thinking about their personal profit and making their own money. They will sell their products in low quality because they want to earn more money by spend less cost. they always point out the weaknesses of the people and know about people's interests which cannot resist them. For instance, the weight loss pills. All persons are looking for a fit body without any exercise, so they see colourful and illusive advertising with good-looking man and six packs who is advertise slimming pills thereupon you ~~purehast~~ purchase the pill regardless of the side effects or the ingredients.

Another important point is that, with exciting advertising, advertisers want to increase people's willingness to go shopping because they figure out people go shopping when they are cheerful or cheerless, so they attract people with gorgeous advertising. when you hang in the supermarket, you can find various shining package on the goods cage and most of the time the pictures printed on the packages are compeletely different with the product inside. For example, most ice cream is different from their cover photo like a Aroosaki Ice cream.

Ultimately, we might finally draw a conclusion that most of the advertisements make products seem much better than they really are and although advertisers try to sell their unrealistic products for their own benefits, is the only way to sell them and because of the human's desire to beauty, we are always looking for luxury staffs regardless of efficiency.