

Some people say that advertising encourages us to buy things we don't really need. Others say that advertisements tell us about new products that may improve our lives. Which viewpoint do you agree with?

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

We are living in a world full of colorful products where ~~advertisement~~ advertising plays a pivotal role in the way we select a product to buy. While many a person argues that advertisement is leading us to purchase the products which are not, in fact, necessary, the opponents subscribe to the view that not only can advertisements create jobs, but ~~it~~ they also paves the way for higher standards of living by introducing new products. When it comes to this notion I hold the latter viewpoint owing to its positive impacts on both society and individuals.

A considerable body of evidence shows that an overwhelming majority of people nowadays spend a good deal of their income on the commodities or services they arguably ~~did~~ would not buy if they were not under the heavy bombardment of advertisements. Large companies in this day and age are spending extravagant amounts of their financial resources ~~to produce~~ producing influential commercials to encourage ordinary people to buy their products regardless of whether they need them or not. My mother, for example, bought a fruit dryer from a well-known vendor two years ago, but has not used it yet.

Though advertisements s can lead to many purchasing what they do not necessarily need, ~~but, on the other side of the coin,~~ they ~~it~~ can broaden potential customers' horizons to find new products to make life easier. The Digital blood pressure monitor was an outstanding example for me when I saw the advertisement on a large billboard which made me buy it for my father for his 62nd birthday. Since then he ~~can~~ has been able to monitor his blood pressure without asking others to assist him.

To cut a long story short, I must confess that despite strong criticisms s, I opine that the benefits of advertisements s outweigh the disadvantages if authorities in charge of commerce can monitor advertising, and introduce appropriate laws to prevent them from overacting.