

Do you agree or disagree with the following statement?

Most advertisements make products seem much better than they really are.

In the industrialized societies people every day encounter various advertisements not only ~~in-on the~~ radio, TV or billboards, but also in some areas where they do not expect ~~them~~ such as scientific websites or magazines. A runaway increase of products ~~compels necessitate~~ the companies to advertise more effectively in order to take over their rivals. In this regard, although some believe most advertisements present the products better than what they really are, others ~~s~~ disagree with this opinion. I personally adopt the position in line with this statement and among numerous reasons, I will outline the most important ones.

First and foremost, in ~~the~~ past, there were one or two companies in each specific area which monopolized the products. However, these days, countless factories are producing the same commodities. As a result, they demand ~~advertising to be an advertisement~~ as impressive as possible to attract and entice more consumers and capture/~~dominate~~ the market. Hence, they endeavor to exaggerate the advantages and understate or even ignore the demerits. As we all know, the high sales of ~~a-some~~ merchandise is dependent more on innovative ~~advertisement-advertising~~ rather than its quality, so that ~~the~~-advertising psychology has played an important role in this story and each company encompasses various parts among ~~them-which~~ the advertising section has become one of the vital categories. Companies are in quest of innovative ideas in order to present their goods ~~s~~ efficaciously.

~~The secondly reason I want to mention~~, there are innumerable supermarkets ~~where-which~~ are awash with colorful products and most of the time the consumers get confused ~~as to~~ which commodity is better. In this case, the majority of time people choose the one, which is more attractive regardless of its quality. In the last ten years, the number of academic papers, which ~~have dealt~~ with this issue ~~have increases-increased~~ dramatically and this is one of the favorite subjects in cognitive psychology to identify the features of a merchandise, which cognitively affect ~~the~~-decision-making. For instance, most ~~of the~~ academic research indicates ~~s~~ that the products with ~~the~~-glossy covers leads to more purchase. The various publications in this field represent the companies' inclination toward these issues. However, on the other hand, there are some scientific findings for consumers to know how they can select their products consciously and diminish the effects of advertisements in their decisions. What a mess!

To sum up, I believe that technology has ~~made-built/created~~ a platform for companies to use the state-of-the-art techniques in order to present their goods ~~s~~ more effectively. Besides, ~~the-psychology-psychological~~ findings ~~have~~ help them to get better understanding of the consumers' ~~'-s~~-desire and the ways they can impress them.