

**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?**

In today's commerce world, whether to introduce a new brand or to make a well-known brand survive in this competitive market needs the power of advertising. That the advertisement industry employs every approach to reach its aims may have negative or positive effects in the society. It certainly plays a key role in high sales of various goods whether they are really in need or not.

Helping both consumers to find the goods of their needs and producers to present their new commodity, advertisements stepped in decades ago. This that was an effective method for both sides. People had different choices to meet their needs~~select their best things they need~~. However, modern commercials are not merely catalysts matchmakers between of a product and a consumer but actively interfere with buyers' desire. Although they still help markets to stay thriving affluent and ease the selection, ads develop artificial needs.

What's more, our needs does-do not grow equally as fast as products and this is the time when advertisements reveal their power in operating society's attitude/mind. Not only do ads inform us about a new merchandise but also they tempt people to buy it them even if they do-are not actually necessary for their life. On the other hand, s commercials has-have plagued our new lifestyle with consumerism. People purchase new things-items/products/goods not because the old ones are no longer usable, but rather they want to be closer more-close to the image of successful or fashionable people flashing on a billboards or having been seen on media.

In conclusion, I admit the power of advertising leads the society to spend more money to benefit the producers. Although neither not the consumer nor the producer deserves the blame, it this is the responsibility of consumers to make an informed choice before buying goods.