Q:

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?

Answer:

The consumer culture has ~~been~~ spilt over _into_ human societies in recent years. People subject~~ing~~ to the trend have spent lots of money unconsciously to _aggressively_ follow up ~~aggressively~~ the latest fashion. From my vantage point, advertising has remarkable influence on persuading people to purchase merchandise~~s~~.

To begin with, advertising is one of the main driving forces steering people into shopping malls. Although the majority of people claim that they merely buy their needs not more, the result of surveys, conducted by the well-known organizations going deep into the roots of the issue, _have_ released ~~the~~ unpalatable facts. In the light of these facts, it is known that there are some hidden massages in the ads playing on people to buy more. Never do people realize the mean trick perpetuating to buy. To eradicate ~~from~~ this behavior, all aspects of the overconsuming implications should be brought to ~~the~~ light for people. It should be presented openly in societies ~~that~~ _where_ people are prone to such games deluding people.

Last but not least, not only does _the_ advertising industry apply psychological techniques to manipulate people, they frame~~s~~ new demands for people which ~~are~~ _were_ not before. For instance, in daily life, we are subject~~ing~~ to some TV's programs enforcing us the meaning of _a_ healthy body shape and persuading us to buy some ~~piles~~ _pills_ or sport tools. Moreover, some ads are trying to dictate people the meaning of happiness by drinking a specific beverage such as Red bull. Consequently, people are swarming to the markets to provide these products. With hindsight, it would have been much

wiser ~~that~~ if governments ~~to~~ had ban**ned** these ads before presenting in media.

To sum up, advertising has incredible impacts on the rate of sales which are not reflecting people's real demands. Psychological techniques and creating new requirements are two fundamental strategies that **the** advertising industry have applied to achieve its goals.