

**The society would benefit from a ban on all forms of advertising because it serves no useful purpose, and can even be damaging.**

**To what extent do you agree or disagree?**

In today's competitive market, it is undeniable that different types of advertisements are playing a vital role in company's sale figures. However, some people believe that not only do they disturbing most of the time, but also sometimes they are completely unreal and deceiving. In this essay, I will explore both bright and dark sides of this phenomenon before giving my own opinion.

On the one hand, when the authorities do not have any observation on an unknown company's advertisements, faking its products with numerous of freaking lies, many people might fall in trap. To make it crystal clear, imagine a swindler who just places an appealing advert on a huge billboard in the most crowded street of the city. Many people, passing this path, might become interested in that product and pay an extravagant amount of money for something worthless without even investigating or thinking properly about it. Furthermore, commercial breaks are becoming more and more disturbing day by day. Initially, it was supposed to be a TV program or a movie with few minutes of advertisements in between, but nowadays it has reversed completely, especially for those popular and famous programs, having many spectator. Therefore, some people think that the government must ban any kinds of advertisements.

On the other hand, when a small company starts its new business, no one knows it. It is obviously needed to somehow introduce itself to its potential customers. Otherwise, there are always some other stronger rivals out in the market whose products were previously known to people. Hence, without this weapon any small company would rarely become successful, breeding a more monopolized market. Since in this scenario larger companies would become in charge of the whole market, neither the prices nor the qualities could be controlled by the government, totally a disaster for a country's economy.

In conclusion, from my vantage point, although we have witnessed many frauds through the advertisementsadvertising, we cannot ignore its advantages. Consequently, if the government sets s some fundamental rules and controls on

**it, it would become not only a lucrative business, but also a trustful way for companies to introduce products to their target audiences.**