

Fatemeh- TPO 17.task2

Do u agree or disagree with the following statement?

Most advertisements make products seem much better than they really are. Use specific reasons and examples to support your answer.

Nowadays advertisements have an important role ~~for in~~ effective businesses. In fact, the way of advertising can attract consumers incredibly. Most notices try to show products more appropriate than the reality. Some people argue that advertisements quality ~~are is as~~ equal ~~to as~~ their items. However, others claim that most of them try to show their products more properly than the reality. In my belief, there are so many advertisements encouraging individuals to buy for having worthy ~~sell sales~~, and it is a necessary knowledge for marketing to ~~tell inform~~ about materials in a properly efficient way without any ~~lies~~.

First, many a person is magnetized ~~d~~ by attractive announcements, as well as becoming a nearly insistent costumer. Actually, not only do notices have a crucial role in drawing buyers, but also ~~it they~~ can be beneficial for sellers. Meanwhile, there are a lot of goods turning ~~into~~ a popular item because of their specific advertising. In contrast, they have equal or even lower quality than their competitor products. For instance, most of the people prefer to buy a soap which has appeared in a TV notice with suitable properties. ~~Although, although there it~~ may exist a lot of soaps ~~s~~ with higher quality. Hence, the soap with that positive point will be worthy for its company and salesperson. In addition, it can be a helpful competition for producers to have ~~an~~ effective advertisements for having more money and costumers than other candidates, ~~and~~ also they can have hope to further their trade by investing ~~in~~ agreeable announcements.

Second, in this day and age, marketing is a sensitive practice having special methods. Businessmen can notice these strategies, thereby turning ~~into~~ winners. In other words, the methods to provide advertisements are important. In fact, they can ~~be~~ telling the truth in a notice but let ~~ting~~ their audience understand another concept in these strategies. By and large, there are two main methods for this goal. Firstly, repetition is a key job for magnetizing buyers and misleading individuals. To illustrate this more clearly, people know that a car in an advertisement does not have enough space, but it emphasizes ~~es~~ that the car ~~have has~~ space for all of my friends and families and its sentence has ~~been heard being listened~~ fifty times. Therefore, individuals will believe that the space of the car is ~~admirable sufficient~~. Secondly, merchants can invite celebrities in their notices, honest though they are, they show the manufactures more valuable than they really are. To exemplify, a celebrity drives ~~s~~ a car with classical speed and claims ~~s~~ that ~~I he~~ would like the modern cars with a fast speed. After hearing this sentence, people tend to buy that car, and they misunderstand about its speed. Besides, if ~~the~~ businessmen use these methods, they will be successful in their jobs.

By way of conclusion, advertisements are ~~cheated cheating their~~ audience in fairly ways, as well as profiting a large number of costumers. From my perspective, not only can it have legal ways to

implement, but also it is necessary among diverse products. If merchants get used to guide-  
guiding people to the beneficial direction, they will be winnerss in their situations.