

**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 this day and age, no one can deny that the power of advertising in every aspects of our lives from our votes to politicians to choosing a detergent for washing. Therefore, huge international companies cannot ignore it and invest various newly various methods in developing them. Thanks to new technology, they can meet their expectations and shape our tastes towards their benefits.

First and foremost, there are some role models who we try to be like **them**. Such as film stars, pop stars or sports professionals. For instance, when we see them in different types of advertising such as highway billboards or TV advertising which are shown someone is drinking special brand of juice or using a particular commodity, we are interested in trying those **products activities**.

Secondly, some products become popular. Moreover, many people tend to buy them even without any real need. When advertising cannot affect us **in to** buying them, our members of families see them in our relatives' houses and desire them. I call this situation **a** social epidemic. After **a while few time**, we remain with a huge number of useless goods.

However, some of ~~this~~ these products are necessary for us and we are faced with different problems without them. Besides, we use them because not only do we see them in the advertisements advertising, but also they can make us feeling better.

To sum up, nowadays, the majority of people highly care about to their choices and try to select best quality with most basic needs. As a result, big corporations should be very careful about the value of their products from the viewpoints of health~~y~~, price and other important factors.