

**Advertising is all around us; it is an unavoidable part of everyone's life. Some people say that advertising is a positive part of our lives while others say it is a negative one. Discuss both views and include your own opinion. Give reasons for your answer and include any relevant examples from your own knowledge or experience.**

Advertising is a branch of marketing with communicating to customers about products, brands and services which plays a key role in to persuading persuade people into purchasing a particular good or service. Due to widespread utilization utilize of Advertisement in business, it that is regarded as an industry which may have some pros and cons in our life. I tend towards the viewpoint that by producing new products in this changeable world which affected the treatments of consumers, advertisement can help people have freedom and information to choose their requirements among the variety of goods.

In this rapidly changing world, Advertising educates consumers about new products that can help them to improve their lives. Not only does it increases the sales which renders the development in economy but also companies produce commodities/goods /things in lower cost to triumph against advertising invasions that surrounded individuals. In addition, without advertising some free radio and TV-channels wouldn't be able to exist and afford their responsibilities. Ticket prices in either sporting events or cinema would be lower than that of the real world so it that can have a major contribution to providing the entertainment of society.

Besides the major benefits of advertising it can have some detrimental influences on society. It is taking people away from reality. The brilliance of new products urges people to buy unnecessarily which leads ... get them into debt. Moreover, attractive announcements only show one side, the best side of product, and simply hide the negative aspects. For example advertising cigarettes or alcoholic drinks appeals immature youth to use these unhealthy products.

Despite these negative (not dangerous) influences on our daily life there are lots of positive and mentionable effects on society. Without recognition of products, we feel a sense of loss lost among various and plenty of goods that advertisement can be a key that opens opening our mind to anything new.