

People are surrounded by advertising, which has an increasing effect on our lives. Do you think the positive effects of this outweigh the negative effects?

Advertisement is like medicine not nice but necessary. In this concurrent world, we are surrounded by various type of advertising, which has an increasing effects on our day to day life. Although, advertisement has downside such as it attract people to buy unnecessary things, I assert that advertises avail information about various kind of features of product and also improve country's economy. Thus, advantages of advertisement outweigh any drawbacks.

On the one hand, the forms of advertisement is TV, Radio, banners and internet. Sometimes attractive advertisement can mislead the viewers. Many big shopping malls and online shopping sites give huge discount on cloths and accessories in order to attract viewers. Many youngsters are influenced by advertise of alcohol, cigarette and drugs because advertiser shows only positive effect of product. For instant a survey was conducted by Times of India, 2011. Use of cigarette has been increased among youngsters owing to heavy amount of various advertisement of cigarette on TV and internet. However, it should be controlled by proper handling of censorship and government.

On the contrary, at present, through the different type of forms of advertisement people can acquire about various features of products and compare distinct brands of product. Now it is possible to people select right items according to their need within a few minutes. Advertisement make buying-selling process very fast and easy. Also, this can improve country's national economy. For example, one survey was held by department of economics in India, in India more than 20% of national revenue has been increased in the form of taxes which is earned from the manufacturing taxes and it is possible through the huge advertisement of consumer goods.

To wrap up, Albeit, Advertisement has some adverse effect on viewers, I deem that the benefit of national revenue and awareness about different features and cautions of products outweigh any drawbacks.