3530901/20004 Gainutdinov Marat

Total – 646

Lexical units –25

Grammar constructions – 4

Linkers – 14

Advertising

Once David Ogilvy said - "A good advertisement is one which sells the product without drawing attention to itself." To begin with, Advertising is everywhere we look. From television and radio to billboards and magazines, it's hard to escape the barricade of advertising messages that are constantly bombarding us from all directions. But what is advertising? Is it good for us?

Firstly, advertising should attract one's attention easily, it is about selling products or services by making them attractive to potential customers. Secondly, it needs to be more focused on the product, in other words, it's about creating an image in people's minds of how a product or service can make their lives better or easier. Good adverts are purely informative and use creative visuals, clever copywriting and persuasive techniques to capture attention and encourage viewers to take action. Good advert as well may influence my choice when I really can't decide between two similar products.

A good advert should have an instantly recognisable logo and needs to be memorable so everyone could identify the symbol with the company; it shouldn't escape from reality to much but stand out among the other ads vying for our attention while still conveying its message clearly and concisely. It also needs to motivate to go and buy a product and target at the right audience – if you're trying to sell luxury watches, don't target bargain hunters! Finally, it should evoke an emotion from its audience – take away the ordinariness of everyday life, whether that's excitement, humour or nostalgia – so they remember your brand long after seeing your ad on TV or online.

One technique which is often used by advertisers - manipulating images and that have already caused a great deal of controversy among the society; As far as I know, Companies make Images that are digitally retouched by using various software programmes such as Photoshop, so they can make someone look more physically perfect with flawless skin who appear slim yet toned - something which isn't necessarily achievable in real life! Regular people say that it promotes an unrealistic and distorted image of beauty. So nowadays when people view any images they should be well aware of that kind of tricks and use critical skills to distinguish a fake from reality.

This kind of manipulation has been criticized for setting unrealistic expectations which can lead young people (especially girls) feeling insecure about their own bodies; this has resulted in some companies taking steps towards more realistic portrayals of beauty in their advertising campaigns.

It's widely known that Kids are an attractive target for advertisers. In fact, they see a bright image and think, that this is cool, then this becomes a word-of-mouth advertising. To continue, Children love all, which go viral and big company use it. They spend vast sums of money on animation in ad of toys, show an advert many times, make the TV commercials louder than the programs.

But we must have a common approach to the problem and impose controls on advertising. I think, this should have a governmental control on advertising. For instance, time limits of ad display and list of available products, which can display on TV at kids channels and in time of display kids shows at all channels must be introduced. Also, programmers of different apps must have a different limit for kids or another version of programs for kids, which have functions of parental control.

then there are both positives and negatives associated with advertising but ultimately it comes down personal opinion on whether you believe ads do more harm than good or vice versa! Ultimately though I think it's important that we become aware consumers; understanding how advertisers manipulate us into buying things rather than simply accepting everything we see without question will help ensure we make informed decisions when purchasing items both online and offline.