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Essay: «To what extent do you think people are influenced by TV advertisements?»

Television advertisements are a common feature in our daily lives, and many wonder about the extent to which they influence people. I believe that TV ads do have an impact, but I also believe that individuals have the ability to resist this influence to some degree.

Firstly, TV advertisements have a way of catching our attention with flashy visuals and catchy jingles. This can lead us to remember products or brands and consider purchasing them when the need arises. **Additionally**, the repetition of ads can create familiarity and trust with certain brands, influencing our preferences.

Furthermore, advertisements often showcase aspirational lifestyles, leading us to associate certain products with success or happiness. This can influence our desires and purchasing decisions based on these ideals portrayed in the ads.

Some may argue that individuals have the power to ignore TV advertisements and make rational decisions based on their own needs and preferences. However, I disagree with this view because the subconscious impact of ads can be significant, even if we believe we are immune to their influence. The constant exposure to advertisements can shape our perceptions and desires without us realizing it.

In conclusion, while individuals may have some control over their responses to TV advertisements, it is important to recognize the subtle ways in which ads can influence our choices. By being aware of this influence, we can make more informed decisions and not let advertisements dictate our every move.

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