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**Advertising**

We live in a comfortable world where you can buy whatever you want. Thousands of companies around the world are ready to help you buy their goods. But how do you find them if media space is just huge. In that case companies use advertisement. We see adverts everywhere in our life: walking through the streets, scrolling the phone and even doing math. Let’s talk about advertisement.

Advertising is a strategy that company use to get an attention to their product or service with mostly selling purpose. Actually, advertising plays very huge role in our life, modern ads use target strategies to be shown to categories of people who can be interested in the service the most. For example, I want to buy new sneakers and I tell my friends about my wish. I also search for it on the internet. My phone understands that I am interested in new sneakers and shows me specified adverts about shoes. Thereupon, I consider that modern advertisement has a strong influence on our choice of goods and services in everyday life.

As an information product, advert can be made good or bad. Let’s take a look at the example of good advertisement, McDonald’s. Firstly, the half of success is having an instantly recognizable logo. McDonald’s logo is the yellow “M” on the bright-red background. The “M” symbol is strongly identified with its company. Secondly, McDonald’s advertisements on TV are always colorful and energetic, they bring to a listener a strong motivation to go and buy some fast food. It helps people to escape from the reality and take away the ordinariness of everyday life as well. Finally, McDonald’s ads are full of catchy jingles and phrases, therefore, they attract attention easily.

Companies often use various software programmes to make images digitally retouched. It’s also called “photoshopping”. Photoshopping is used to make someone look more physically perfect so beautiful versions of images attract more customers.

However, manipulating images causes a great deal of controversy. Lots of people consider that using adverts with photoshopping promotes an unrealistic and distorted image of human beauty. Thus, photoshopping may break people’s perception of beauty standards and can be the reason of mental deviations. Otherwise, companies and celebrities assure that photoshopping is not that bad as it could look. According to them, photoshopping doesn’t break people’s mental health because we always use critical skills when viewing images and can recognize the fact of photoshopping. As a consequence, we don’t take these photos personal. I personally think that photoshopping is a good way to make ads better and can be used. But it shouldn’t be too unrealistic. The extent of photoshopping have to be low so people may not even be aware of photoshopping.

Advertising aimed at children and young people is the separate kind of adverts and it requires increased attention. Young mind has always been an attractive target for companies because of children’s curiosity. Therefore, companies use unacceptable methods in ads targeted on youth to go their product viral. Such as showing an advert many times and making the TV commercials louder than the programmes. Sometimes “youth ads” don’t even have a persuasive message to a listener. It’s a general fact that this kind of adverts is very damaging to children’s mental because children don’t have critical skills and they can’t separate truth and fake.

Youth ads is a big problem for the society, so we have got to have common approach to the problem. Mainly, government should have strict legal controls on ads, targeted on youth. Companies vast sums of money on ads trying attract as much children as possible, so we also should impose controls on advertising to not allow its excessive impact.

To summarize all the things, advertisement is an important and useful part of our lifestyle that makes our lives much more comfortable. It may seems annoying, but in moderate amount ads is a definitely good thing.

***Active Vocabulary: 24, Grammar Structures: 31, Linkers: 15. Total: 653 words***