

Credence (n.)

If we, as individuals who possess critical thinking skills, do not always give credence to all information provided in advertisements, I am confident that we will continue to benefit from what advertising provides to society.

Exert (v.)

Therefore, advertising **exerts** a positive impact on society, as it keeps the general public informed of underlying social issues and prevents people from being apathetic to, if not entirely ignorant about, their surroundings.

Lavish (adj.)

While many consider that the advertising industry plays an indispensable role in generating awareness on social issues among the public, others maintain that manipulation through advertisements precipitates materialism and leads to **lavish** spending habits.

Manipulation (n.)

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Materialism (n.)

While many consider that the advertising industry plays an indispensable role in generating awareness on social issues among the public, others maintain that manipulation through advertisements precipitates **materialism** and leads to lavish spending habits.

Perceived (adj.)

Yet, it is a widely accepted notion that advertisements cannot be absolutely honest and realistic because of the need to maximize the **perceived** attractiveness of the product.

Precipitate (v.)

While many consider that the advertising industry plays an indispensable role in generating awareness on social issues among the public, others maintain that manipulation through advertisements **precipitates** materialism and leads to lavish spending habits.

Propaganda (n.)

Having discussed that advertising is a vital tool for organizations to launch their **propaganda** and that it urges buyers to be more selective in order to settle for the best, I strongly believe that the advertising industry should be given credit for making our lives more convenient.