

Consumerism (n.)

With the growing prevalence of **consumerism** in the world, whether or not advertising properly serves the needs of the general public has sparked off a lively debate.

Convey (v.)

From the social perspective, having different advertising channels enables non-profit organizations and the government to convey messages about important social issues that deserve public attention.

Exposure (n.)

Apart from public interest announcements, constant exposure to advertising encourages consumers to compare and contrast different brands with a view to determining which products suit their needs the most.

Indispensable (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.

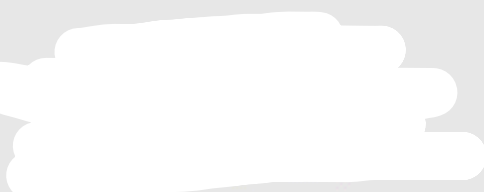
Pressing (adj.)

Similarly, NGOs can more effectively raise people's awareness on **pressing** issues in the world by advertising their campaigns as well.

Notion (n.)

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.

Prompt (v.)



This, as a consequence, creates healthy competition among businessmen and **prompts** companies to create better products for their potential customers in the long run.

Undeniably (adv.)

Undeniably, the advertising industry is often blamed for exaggerating certain features and leaving out important details.

Universally (adv.)

For instance, Orbis International, a worldwide blindness prevention charity, could not have made its programs **universally** known if there were no advertisements.

Apathetic (adj.)

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.