Some people think that advertising discourages us from being different individuals, as all people want to do the same and look the same. To what extent do you agree or disagree?

According to the speaker, the main reason why advertising discourages people from being different individuals is that all people want to do the same and look the same. Although I agree insofar as that advertising contributes to let people buy the same products, there are far more factors that make individuals unique, by both nature and nurture. Therefore, the speaker overstates the comparative significance of advertising as a means of economy.

One reason for my fundamental disagreement with the speaker is about the main function of advertising. As WordNet, a lexical database for English built by Princeton University, explains that advertising is a public promotion of some products or services, as well as the business of drawing public attention to goods and services. What it means that the main function of advertising is to encourage consumption. It is merely a kind of economic behaviour, not for discouraging people from being different individuals. In addition, there are millions of different companies around the world selling various kinds of different products each year, yet billions of people in the world, and everyone has different tastes on these products or services, thus it is impossible to let all people do the same and look the same.

Another reason why I essentially disagree with the speaker is that what I have learned about genetically determined human traits. Many human traits-not just physical ones but psychological ones as well are predetermined at birth. In other words, all people are genetically unique individuals, with respect to both nature and nurture. Although people can wear the same clothes bought from the same company, however, it is hard to change one’s appearance, such as face, stature, as well as the skin colour. All of these have been genetically decided since we were born, which is unlikely to be easily changed merely via the influence of advertising.

In conclusion, the speaker’s claim overstates the influence of advertising. The primary purpose of advertising is to stimulate consumption and make profits, not to make people look the same and do the same. Besides, all we are unique individuals in the world, regardless of the inner genes or outward appearance. Thus I think that although people want to do the same and look the same, advertising cannot discourage them from being different individuals.