Do advertisements play a positive or negative role in our society?

Hello, every one, it is my pleasure to stand here and state my viewpoint that Advertisements play a positive role in our society to you.

21世纪经济结构的变化，产品同质化现象严重，必然导致广告诉求的中心从产品的物质层面转移到精神和文化传播层面。广告文化进入经济领域，并转化为一种经济，成为产业，广告文化产业比重上升，对社会影响力激增

As we know, with 21 century changes in the economic structure, there is a serious homogenization problem with product, Advertisements will inevitably lead to demands from the center of the material aspects of products transferred to the spiritual and cultural dissemination level. Advertising culture go into the economic sphere, and transform them into an economic, social influence surge.

20多年来我国社会风气的变化、思想观念的解放、生活方式的改变，无不与广告息息相关。广告传播的重复性与强力性，极易造成社会时尚，有什么样的广告，就有什么样的流行时尚。经典的例子是李奥·贝纳代理的万宝路香烟广告。

Secondly, 20 years our society changes, ideas of liberation, lifestyle changes, these are closely related to advertising. Advertising repeatability and powerful, vulnerable trigger social fashion, what kind of advertising what kind of fashion. The classic example is the Benetton agents Marlboro cigarette advertising. Because the great example we can know the AD will lead the fashion.

At the same time, AD is a good way to transmit message, there is growing public service advertising such as the hope project, care of AIDS patients and family love were boardcast around us.

It means AD can save sales and spark demand and promote competition.

Overall, AD plays very important and positive role in our society. Without AD, we will lose many thing in our life.