**Today the high sales of popular consumer goods reflect the power of advertising and not the real needs of the society in which they are sold.**

**To what extent do you agree or disagree?**

These days, advertising has direct impacts on increasing selling well-known products, regardless of existent demand for goods in community. Personally, I partly agree with this opinion for a number of reasons.

On the one hand, it is beyond doubt that the ultimate aim of advertising is to subtly persuade people to buy special things and it could create artificial wants. People can be easily influenced by products placement in movies and tend unwillingly to buy that special products. For example, if somebody is watching a movie that showing a person is drinking a cola, they might likely buy a cola. Also Little children pester their parents to buy certain products advertised on TV and social media.

On the other hand, there are several reasons showing advertisements help people buy their real needs. Firstly, Adverts help people save money by informing them about real bargains. For example, I remember, I wanted to buy a special motorcycle and I couldn’t afford it, but finally I found it in a bargain and bought it. Secondly, catalogues and brochures enable people to compare products and services at leisure and choose the best option. Finally, if people do not have time to shop around, they can rely on advertising to learn about new products.

In conclusion, it is my firm conviction that advertisements could help people to buy their special needs although advertising is often for products and services that we do not really need.