Outline

Topic: The influence of advertising on our life

Introduction

Thesis statement:

Advertising plays an increasingly important role on our daily life.

Body

Body 1: Topic sentence: Advertising can spread useful information and position concept to us.

1. Public service advertising

2. Advertising shows us things we should do or not.

Body 2: Topic sentence: Advertising helps us know the newly changes in the world.

1. Advertising for health
2. Advertising helps patient get treated with the newest ways.

Body 3: Topic sentence: Advertising may stimulate consumption with various choices it provides.

1. Advertising for different products give us a variety of choices to decide which items to buy.
2. Advertising helps people buy their personal goods which may stimulate consumption.

Conclusion

Thesis restatement:

In a word, advertising has become an irreplaceable part of our life.

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The influence of advertising on our life

-------Introduction

With the development of the advertising industry, many people have an idea that advertising bothers them in their normal life. However, there does exist many advantages for advertising. As you can see, we get many important messages through advertising, like ‘Smoking. Pleasure for you. Poison for your family’. Without any doubt, advertising plays an important role on many different aspects in our life.

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-----Body 1

Advertising plays a significant role in spreading knowledge and concept. Public service advertising, for example, spreads the common sense of commonwealth and remind people of what they should do or not. In recent years, many advertising is deeply rooted in the hearts of people, which give them a warning. There are some impressive slogans, such as “Save water, starting from the intravenous drip”, “Send out a love, receiving the sunshine”, “To protect animals is to protect ourselves”. These ads restraint our own bad behaviors and supervise others. All in all, advertising plays an immeasurable role in forming a harmonious social atmosphere.

-----Body 2

Nowadays, changes happen everyday because of the fast development of science and technology. Medicine, which is crucial to everyone, may be made improvements to help cure the illness every single day. But how can we get the information? Of course, we can know it by advertising. According to the advertising, we may grasp the main function of the new medicine and after comparison, we may choose the right one to cure us. As a matter of fact, without advertising, people may not get too much important information and solve the problem with an effective way.

-----Body 3

The reason why advertising is so popular is that it can provide us with a majority of choices for clothes, food and drinks, books, magazines, etc... It is very obvious that we are looking forward to getting what we really in need with the help of advertising. In addition, advertising can help us know what we need by showing what the item can do good for our daily life. Here is an example: one day you feel extremely dry because of the terrible weather but don’t know what to do. Accidentally, there is an advertisement on TV which shows a machine to deal with the problem. Then you can get the one you need. In this way, it may stimulate consumption.