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The influence of advertising on our life

With the development of the advertising [1] industry, many people hold an idea that advertising bothers them in their normal life. However, there does exist many advantages for advertising. It spreads knowledge and concept to the public people. And it shows the changes of science and technology every day. Besides, it provides us a lot of choices. Without any doubt, advertising plays an important role on many different aspects in our life.

Advertising plays a significant role in spreading knowledge and concept. Public service advertising [2], for example, spreads the common sense of commonwealth and reminds people of what they should do or not. Take an example of the slogan, “Save water, starting from the intravenous drip”, it tells us that we should save water every now and then. And the slogan, “To protect animals is to protect ourselves [3]”, tells us that we should not hurt animals and we should protect them. These ads restraint our own bad behaviors and supervise others. All in all, advertising plays an immeasurable role in forming a harmonious social atmosphere.

What's more, advertising may help people get the newest information in the world. Nowadays, changes happen every day 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. Except for the changes of medicine, advertising can also show us the changes of technology. We can know the iPhone6 Plus has come out, the apple watch has appeared to people’s eyes and so on. All these information come to our sides through advertising. As a matter of fact, without advertising, people may not get much important information and solve the problem in an effective way.

In addition, advertising can provide us with a majority of choices for clothes, food and so on. It is very obvious that we are looking forward to getting what we really in need with the help of advertising. Before we get into a supermarket, there will be some advertisements coming out from the supermarket about what are on sales. We can make comparison among the basic needs on the advertisements and choose the best ones to buy. Besides, there are also some advertisements about the basic conditions of different driving schools on the streets. They provide us with a great many choices so that we can choose the one which is cheaper, more convenient and faster to get the driving license. In this way, we can lead an economic life with the various choices provided by advertising.

As we can see, advertising, with the rapid development all over the world, is becoming one of the easiest way to get useful information in our life. By spreading knowledge and concept, providing the newest information and various choices, it has been recognized by us. However, we need to choose to get the useful ones but not something worthless.

Reference

[1] Nelson P. Advertising as information [J]. The journal of political economy, 1974: 729-754.

[2] O'Barr W M. Public Service Advertising [J]. Advertising & Society Review, 2006, 7(2).

[3] Clough G, Wallace J, Gamble M R, et al. A positive, individually ventilated caging system: a local barrier system to protect both animals and personnel [J]. Laboratory animals, 1995, 29(2): 139-151.