**We are surrounded by all kinds of advertising, which significantly influence our lives. Do the positive effects of advertising outweigh its negative effects?**

The world we live in is now flooded with all kinds of advertisements. Indeed, advertisements could be seen on television, the Internet, billboards, and even our beloved cellular phones. Although there are a few complaints regarding the obsession caused by its existence, I believe that advertising's positive aspects have been gradually overshadowing its detrimental effects.

First of all, the advertising industry brings many benefits to both businesses and consumers. From a business perspective, advertisements can help companies in raising awareness among people about their new products and services. Without advertising, consumers would have fewer choices when shopping or be even oblivious of the existence of new products. For consumers, especially those with low income, advertisements give them the opportunity to access copyrighted online entertainment services for free. Take Spotify, the world's most popular music streaming service, as an example: instead of paying a subscription fee of up to 70,000 VND per month (including VND 59,000 of this service and VND 11,000 of foreign transaction fee), Vietnamese users can listen to high-quality copyrighted music on the free version with occasional ads.

In addition, the advertising sector provides many advantages to society and contribute to countries' economic development as well. First, advertising is one of the most important factors contributing to the creation of more job opportunities. For example, it can provide a variety of jobs such as graphic designers, advertising photographers, printers, copywriters and many other professionals. Second, the advertising operation also makes significant contributions to the sustainable development of nations. To be more specific, with a huge amount of tax revenue from advertising agencies together with other businesses, the government can use this fund to improve infrastructure, provide public health care services and many other social safety net programs.

In conclusion, for numerous positive benefits given above, I suppose that the advertising industry will continue to expand strongly when people are gradually getting used to its presence for the time being.