**Bài này lấy làm bài mindmap được**

**We live in a world in which we are constantly exposed to advertisting. To what extent does advertisting influence our choices as consumers, and what effect does it have on our lifestyles ? Discuss this issue and give your opinion**

The proliferation of advertisting are gaining poplularity recently. Although advertisting has a wide range of prominent advantages, many individuals feel uncomfortable to be bombared with commercials. This essay will discuss both perspective and provide personal opnion.

Firstly, It is observed that advertisement can spread the word about goods faster than the word of mouth. Due to the widespread of the internet and the available of state-of-the-art gadgets, providers are able to run their commercials via mass media .Take Amazon, one of well-known selling platforms as an example, consumers are likely to find suitable products from kicthen tools to contructive marterials. Secondly, it is no doubt that advertising is educational in nature as it can bring the issue of importance to light. For example, there are numberous alarming signs about texting while driving on the highway, which are sat up by the government to raise citizens’ awareness.

On the other hand, it is undeniable that advertising is fraught with controversy. Most commercials are unrealistic and unattainable because providers often present their products in the most idle environment which can not be achieved in real life situation. Moreover, many companies allocate a great deal of investment in commercials, which in turn pass on consumers in form of high prices.

In conclusion, on the whole, based on above reasons. Though adverstisement has a wide variety of advantages,it seems to me that cosumers should stay alert of is influence.