Advertising is **gaining more popularity** in the marketing of products or services. While advertisements are considered to be advantageous, they can have numerous negative influences.

It is unquestionable that there are several benefits of advertising. **By dint o**f the **large-scale expansion** of advertising in almost every kind of **mass media** and nearly all**hoardings**, this **sector** is likely to **generate a diversity of employment opportunities**. In other words, it **provides occupations for** artists, painters or copywriters in designing and preparing logos, contents or ideas for advertisements. Another advantage is that advertising may enable the messages involved in products and services to **reach potential customers**, followed by an**increase in** sales for businesses. Additionally, only thanks to advertisements, can customers be **kept informed about** **newly-launched products**. Therefore, they have more choices to make about their beloved products, **contributing to** the enhancement of their comforts and **standard of living.**

However, advertising could cause several disadvantages for customers . No sooner might companies or business **exaggerate** or even **distort the facts** related to their products for **commercial purposes** than the customers can **experience feelings of confusion about**these items, making them **have troubles**  selecting the products to their taste. Furthermore, the facts show that the more **advertising expenses** increase, the higher the product price is. The reason can be that the **high cost of advertisements** is covered by the selling price of advertised items. As a result, the advertised products can cost more than they should. Finally, when customers cannot**resist the temptation** of products which are advertised **beyond customers’ expectations**, there is every likelihood of them purchasing products which may be unnecessary. This trend could be seen as a waste of money.

In conclusion, based on the above mentioned explanations, individuals may gain both **considerable** benefits and drawbacks through the growing prevalence of advertisements.

**First attempt**

**Advertising is gaining more popularity in the marketing of products or services. While advertisements are considered to be advantageous, they can have numerous negative influences.**

The proliferation of advetising has opened a wide range of opportunities for marketing of goods or services. Besides its advantages, many people believe that advertising bring back various disadvantages.

It is no doubt that advertising speeds the acceptance of goods faster than word of mouth. Due to the widespread presence of the internet, numberous advertisers are able to propagate their commercials in many forms such as lively videos or catchy images. Coca-cola , for instance, seems to support this ideo. This beverage profits is conspicously accelerating for several years eventhough it taste still remains unchanged. Therefore, it is also a symbol that demonstrates the unlimited creativity of human beings.

On the other hand, there are several drawbacks of advertising that consumers should not underrated. By constantly being bombared with marketing, many consumers fail to resist or refuse such progagandas as flyer or posters on the street or on TV. Therefore, this will lead to many people feeling like helpless, depressed, or even desperate. Secondly, people will lose their individuality because of impact of advertisment, which means that they look identical to one another by buying the same products advertised. For instance, those advertisements endorsed by film stars or sport professials will entice many teenagers to buy something that typically divergent form their personality.

In conclusion, on the whole, based on above reasons, although advertisng has a wide range of pros, these benefits can not outweigh the drawbacks.

Cố gắng dùng : followed by

**Second attempt**

Advertising is **gaining more popularity** in the marketing of products or services. While advertisements are considered to be advantageous, they can have numerous negative influences

The proliferation of advertising has already made an huge influence to our society. Besides its advantages, may individuals concerned about various detrimental impacts caused by it. This essay will discuss both perspectives and provide personal idea later.

On the one hand, it is no doubt that advertising two main benefits. By dint of the large-expansion of advertisements, nearly presented in mass media and all hoardlings, this sector enable to open a wide range of employment opportunities. Logos, commercial videos, for instance, consitute numerous work of desginers, artists or some careers related to marketing. Another reason is that, advertising help spread the goods faster then word of mouth, reaching potential customers, followed by an increase in sales. For example, many audiences many be informed by newly-launched blockbuster films which they are interested on. Also,via trailer, producers allow viewers to peep a little into their movies.

On the other hand, advertising is probably full of controversy. Firstly, by being constantly bombared with commercials, many people are not able to resit the temptation of advertisments. This can lead to the feeling of anxiety or disappointed or even depressed. Secondly, it is criticized that advertising manipulates people into the following will of advertisements, espcially in fashion industry. Commercials endorsed by celebrities or social influencers will entice consumers to make an implusive purchase even though this products are completely different of their pesonality.

In conclusion, based on above reasons, it is undeniable that advertising has pros and cons. From my perspective, the benefits seems to outweigh the drawbacks.