NEGATIVE AND ADVANTAGES OF ADVERTISMENT

In the modern technology era, the booming of advertisement has a huge influence on our society. Although it has brough wide range of benefits, many individuals concern about an increasing adverse effect on the community. This essay will discuss both perspective.

On the one hand, it is observed that advertisement creates a diversity of employment opportunities. Those vivid propagandas such as flyers, posters are constituded by the work of many occupations like artists, designers or countless careers related to marketing.Moreover, it is also symbol that demonstrates the unlimited creativity of human beings. Since eventhough there are myriad of commercials on the market, they are still capabale of inventing new apperances to meet requirements of providers. Another reason is that advertisng speeds the acceptance about goods faster than word of mouth. This is often linked to the fact that advertisers use the mass media and nearly all hoardings to propagate their products. This, therefore, enhaces the power of consumers’ chocies, followed by an increasing in quality of lives. A new car , for example, has better safety, pollute less and better control of gas consumption.

On the other hand, advertising is full of controversy. In spite of being an intrumental tool promoting amenities, advertisers manipulate consumers into the following will of marketing. As they often exaggerate the brighter side of products or import false benefits of goods. Take dietary supplement as an example. According to recent articles, the number of consumers buys this product is growing whereas it is proved by many health experts that the only way to control weight is through proper diet and exercise. One of my friends bought this product and immediately repented.

In conclusion, based on above resons, although advertising has various pros. It seems to me that the disadvantages outweigh the advantages.