

Some people say that advertising encourages people to buy things they do not need. Others say that advertisements are important sources of information about new products. Discuss both views and give your opinion.

The most common belief is that advertisements inform the public of the existence of new products and services. It is claimed that no matter how creative or innovative a product is, it may not be able to help large numbers of people without advertising. In addition, some believe that advertisements also help customers become aware of various brands producing the same product. Thanks to this knowledge, they can make decisions about where to buy more easily based on prices, functions or even locations.

\_\_\_\_\_

The most significant reason is that advertisements often make consumers feel inadequate. Watching images of successful people driving luxurious cars and wearing expensive watches may cause people, especially the young, to spend large sums of money on clothing and accessories. An additional drawback of advertising is that it creates desire in consumers' minds. Exciting and glamorous images of a new product can make people buy it even though it is not a necessity for their lives.

To sum up, despite the believed value of advertising in terms of providing information for the general public, customers are often tricked into buying products which are of little use in their lives. From my perspective, people should ignore advertisements and buy only what they need.