

Good and bad effects from advertisement



**ASSIGN
BUSTER**

Even if you are just sitting in front of your desk, you may also find that advertising is almost everywhere: at the bottom of today's newspaper; on the final page of your favourite magazine; in the corner of the web page which you are looking through. Advertising is a kind of communicating form which is applied to persuade or encourage people to do some action, and it has become an essential part of society especially in recent years. As advertising has been closely related to our daily life, it can exert large impact on us, bringing about both bad and good consequences.

It on the one hand leads to consumerism of society and inconvenience in people's life, on the other hand raises public's awareness towards certain issues. The commercial advertising easily leads to the rise in consumerism of the society due to these three reasons. Firstly, advertising provides people with lots of purchasing choices, which make people, especially women, form a desire of spending money on the products recommended on advertisements. Secondly, particularly young people are easily persuaded or attracted by advertisements due to the techniques such as inviting stars to arouse attention applied by advertising producers.

Consequently, people cannot distinguish what they need and what they want and buy many things which are initially unnecessary. Furthermore, it is possible for advertising to lead a fashion trend in society which many people like to run after, which makes excess consumption a serious problem not only for individuals but for the whole society. Advertising can also bring about inconvenience to people's life owing to the following three causes. First of all, the information transmitted by advertising has been nicely arranged but whether it is telling the truth is unknown.

However, many people trust in advertising but find being played a fool of after buying the products. Secondly, excessive advertising among TV programmes' breaks has generated lots of complains from audiences, which spoils people's interests in watching programmes. Thirdly, special ways of advertising such as SMS advertising can be very troublesome and people have to spend time dealing with them every day. Admittedly, unexpected advantages resulted from advertising is significant, specially when it plays an essential role in raising public's awareness towards certain issues which are easily ignored by people. There is an example: a famous advertisement named: the Big Eyes. On the advertisement, there is a primary school girl from poor rural area who is watching at audiences, and her eyes sparkle the desire for studying. This advertisement has aroused many people's sympathy for the girl on advertising, and people also come to pay attention as well as give a hand to the children who are in the same situation with her, with poor family and no hope of future.

Other issues like environment, resource, and protection of wild animals which are away from people's life can be noticed and paid attention to when such information transmits through advertising. No one can promise that advertising can raise public's awareness to some issues but not to raise consumism of society or inconvenience to people. As the world has stepped into information society, advertising is necessary and important. Although negative effects exist, our right understanding towards advertising added with our wise judgement can help us a lot.