

*Some people believe ~~the~~ society would benefit from a ban on all forms of advertising because it serves no useful purpose, and can even be damaging. However, others argue that there are still some advantages of adverts.*

*Discuss both views and give your opinion.*

Advertisements, for better or worse, have long been part of our lives. Whereas some people argue that banning advertising in any type would be to the benefit of society because of its not having any practical goal, it seems some aspects of this industry merit individuals.

On the one hand, advertising is often thought to be such an influential medium that it (?) can either be misleading or result in unbridled consumerism. For children, advertisements such as that of snacks and convenience foods are able to alter their eating habits in favor of less nutritious meals, for these advertised foods seems far more attractive and palatable in children's eye. Continuous exposure to commercials, also, could affect adults' shopping habits, too. While bombarded with advantages of owning a new product or using an alternative service, an individual can unconsciously develop a false need for that specific product or service, which might be quite similar to one he already has. Therefore, by banning the adverts, both groups would not be negatively impacted.

On the other hand, the advertising industry has been positively contributing to societies in many different ways. Firstly, since it/advertising is a creative industry, it would educate creative and innovative people for more artistic industries. For example, many directors and screenwriters had experienced working in an advertising agency before starting their career in the film industry. Moreover, adverts are usually made to be entertaining and educational. The more an advert entertains or educates the audience, the more it would likely be remembered. Finally, it introduces new technologies to potential consumers. Short of using the power of adverts, not only would consumers fail to find the best products, but manufacturers also would not be capable of finding new markets for their products.

In conclusion, although advertising prohibition can be sometimes beneficial, I maintain that the merits of advertising overweigh outweigh its drawbacks.