

Part 1 Essay: Where do you see advertising in your day-to-day life? Do you think advertising works? Why?

ADVERTISEMENT

Advertising is plenty in everyday life. You can see it everywhere on TV, on the internet, in the streets, on billboards. Moreover, you can listen to it on the radio, read it on newspapers and magazines. The purpose of advertising is to convince future consumers to buy goods or services from the best companies to show new uses of products and finally, to attract customers to a special company.

In my opinion, advertising persuades people of all age groups to buy new products. This is done by targeting the needs of these people and personalities. Using different strategies, advertising makes them believe that they are happy, that they fit in with their age group, and finally, gives them a sense of satisfaction, although they may have unhappy lives and live in bad conditions.

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