

Part 1 Essay: Where do you see advertising in your day-to-day life? Do you think advertising works? Why? Why not?

I see advertising everywhere every day. An advertisement is a short video or a picture that presents a good or a service and tries to convince people to buy it. I see it on the television, on the internet, on posters and billboards. For example, when I'm watching a movie on TV, on the break they show advertisements or when I watch videos on YouTube, before the video there is a 10 second ad. Also, when we travel on the highway, we see billboards or when we go to school on the bus stops, we see posters advertising products or even events like concerts etc.

However annoying advertising might be, with the repetition of the advertisements, we remember the products and we sometimes buy them. Usually, the advertisements that we remember are the ones which are funny and catchy like the ones that have a song or a catchy tune.

I think advertisements work because they focus on the advantages of the product, they use special effects and they present it as something people really want. In this way, they make you feel that you need this good or service and you end up buying it. So, advertising works.