Some people say that advertising encourages us to buy things that we really do not need. Others say that advertisements tell us about new products that may improve our lives. Which viewpoint do you agree with?

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

You should write at least 250 words.

With the advance of technologies, mass production is rapidly growing which results in an enormous variety of products. Without advertising, every product appears to be similar to each other. I believe that advertising helps us to know which products could be of our interests and can suit our needs.

Firstly, companies who are capable of organizing good advertising campaigns tend to have a wide range of products with high quality. For example, Adidas is a big brand in the footwear industry. They can offer many different designs from which you can select. Moreover, the reason their products are well known is that they are very good at advertising.

Next, advertising provides more information about products and how they are different from other ones of the same type. For instance, when there are a large number of shoes types on the market, advertisements can assist customers in deciding which shoes suit best for their purposes.

Moreover, advertisements keep us informed about prices. Prices change all the time, but everyone can look at the ads in the newspaper and see what the latest prices are. Advertisements also inform us about sales. In fact, some people buy the newspaper only in order to check the prices and plan their weekly shopping.

Finally, advertising is a motivation that makes companies strive to have a better quality in their products. Normally, the best features of a product will be highlighted so customers can easily find out. Also, competitors in the same industry will have to improve their products to the same or higher quality.