

We are surrounded by all kinds of advertising, which significantly influence our lives. Do the positive effects of advertising outweigh its negative effects?

Essay:

In the digital era, the exposure to myriad advertisements through diverse forms of media is unprecedented, with a significant impact on our daily lives. The extent of these influences is expansive, encompassing both positive and negative aspects.

On the one hand, the presence of advertising offers substantial advantages to both corporations and consumers. Owing to online platforms, advertisers have the ability to craft and disseminate their commercials swiftly, directly swaying product demand and corporate profits. Additionally, consumers enjoy benefits too; advertisements provide them with information about a variety of products, aiding efficient decision-making and saving valuable time.

On the other hand, the omnipresence of advertising can trigger certain adverse outcomes. Many consumers, inundated by a tension of advertisements, may experience impulsive purchasing and a sense of discontentment and exhaustion. Many advertisements often deficient in truthfulness, compel people to quit planned purchases and dissipate their money unwisely. The overabundance of promotions can make consumers feel bombarded, hampering their online experience. As such, many opt to block ads across platforms, even at an additional cost, a trend that could potentially stagnate the advertising industry.

In conclusion, although technology and the internet have transformed advertising into a more streamlined process, the inundation of advertisements has repercussions which cannot be overlooked. Specifically, the negative aspects seem to weigh heavier than the benefits offered.

Word count: 224

Essay translated in Korean:

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Good expressions:

1. exposure to myriad advertisements:
2. craft and disseminate:
3. impulsive purchasing and a sense of discontentment and exhaustion:
4. dissipate their money unwisely:
5. potential stagnation of the advertising industry: