

Advertising

Consumers are faced with increasing numbers of advertisements from competing companies. To what extent do you think are consumers influenced by advertisements? What measures can be taken to protect them?

In today's material world, we are inundated with various forms of advertising. In my view, this can be dangerous as it encourages us to spend without thinking and young people, in particular, need some protection from it.

The first point to make is that advertising does make us spend money we do not need to. There are nowadays so many different ways companies promote their products and services, ranging from television commercials to simple flyers that we cannot escape it. If, for example, you watch a football match on television, you will see the logos of the tournament sponsors. Likewise, if you watch the latest blockbuster movie, very probably you will see a product placed in the film by some advertising agency. The volume of this advertising means that we, as consumers, tend to be profoundly influenced by it and buy without thinking.

It is not easy to decide how to regulate advertising. Clearly, governments ought to restrict advertisements for harmful products such as alcohol and tobacco. They do not have the power, however, to control other forms of advertising. This means we need to use our common sense when we go to the shops, and ask ourselves whether we really need to make that purchase. Parents should, however, ensure that young people are protected from too much exposure to advertising. This can mean simply explaining that it is not in fact necessary to buy the newest Xbox, or simply turning the television off.

My conclusion is that while we cannot escape advertising or its effects in the modern world, children should be encouraged not to pay too much attention to it.

(272 words)