

## **Pros and Cons of Advertising**

Advertising is defined as a presentation of some products by means of television, newspaper, radio, billboards, magazines, internet and films in order to increase their sales.

The main objectives of advertising are the following:

- increasing the usage of a certain product,
- creating new customers
- increasing brand recognition.

However advertising has both advantages and disadvantages.

Advantages of advertising:

- advertising give information to us about properties of products,
- facilitates a noticeable increase in the sale of the product,
- increases sales, employment and profits,
- contributes to the general cultural level of the population,
- economic progress for the nation.

Disadvantages of advertising:

- People are influenced by them badly especially children and teenagers.
- Advertisements force people to buy new products even though they do not need.
- Advertising imposes consumer value system for assessing use of the goods.
- In some cases, the effectiveness of advertising is achieved by the active exploitation of human instincts for control of attention and the formation of positive associations with the advertised object.
- Permanent advertising leads to a decrease in personal method sales.

To sum up, the main goals of advertising are to inform people by introducing new products and provide benefits for producers. However, it has some advantages and disadvantages. At this point people should try to provide benefits from them. They should not gravitate and they should choose the advertised product that is most suitable for their budget.