

Advertising discourages people from being different individuals by making us all want to do the same and look the same. To what extent do you agree or disagree?

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

You should write at least 250 words.

Advertising discourages people from being different individuals- Band 8 IELTS model essay

In this day and age, more and more individuals get enticed by different brands and want to look exactly as in the display. Therefore, rather than looking different people opt for looking alike. However, I firmly disagree with such an occurrence. My preference is explained in the following paragraphs.

To begin with, the first and foremost reason for my inclination is, that these products that people go after are just to attract individuals as they are advised by celebrities and this is the major reason for people buying branded products which will indirectly surge the net profit of that particular product. For example, Madhuri Dixit is a brand endorsement of Olay brand which is applied on the face to remove dark circles, and wrinkles and most importantly, to look ageless. However, instead of looking young and beautiful people end up having redness and peeling of skin on their face, and therefore individuals should immediately stop using such products with side effects. Moreover, people make the baseless decision to follow some well-known personalities.

On the other hand, it cannot be disregarded that this is not a case because of aggressive marketing; but the mass production of some industries is to blame. Few companies like H and M, Walmart, and Costco reduce their price by producing their goods in bulk. A middle-class individual is bound to buy such products in order to keep their monthly budget low. The same fashion is just a mere coincidence and it is not done intentionally at all.

To conclude, it can be observed that the promotions done by some industries have a huge impact on one's mindset.

Advertising discourages people from being different individuals- Band 7.5 IELTS model essay

In this digital world, we are exposed to ads every now and then, some claim that such a case has made people have similar personalities. I bolster such an opinion; my position is explained further with valid examples.

To begin with, people nowadays hoard items in order to fit in with others; as they think of a common way which rest of the world follows due to heavy marketing. people are seen buying items with which they are not even comfortable, they are putting compliments from others above their own convenience. Tv, billboards and other such places we are surrounded with make up our thoughts the way the business owner wants. A certain brand of footwear was made famous because the company hired a famous actor to endorse this item. Even though their market value was high compared to its quality the sales of this product suggest otherwise. Times of India revealed that the average sales were around \$1.2 billion.

On the other hand, there are people who opine that the marketing team just showcases their products while the choice of buying these items is always left to individuals. Supporters of these views debate that advertisements are published with the intention of just making people aware of the current products available. Marketing is an integral part of sales and according to these individuals adverts are never used to mislead their customers. They add that such a scenario of drifting a huge mass to have similar looks and thoughts is not plausible.

To summarize, advertisements are essential for enhancing sales, yet the shortcomings of their influence on people should be considered. In this case, the government can not force anyone, but it is our own responsibility not to be dragged towards these fake trends and false status.

Advertising discourages people from being different individuals- Band 7 IELTS model essay

We are all witness to the fact that adverts emphasize and hype up the product that is showcased by any company; this accentuates people to follow the same trend leaving their personality on one side. I agree with the given statement, my stance on this is provided in the ensuing write-ups.

Nowadays, companies precisely advertise in a way that attracts more and more people to buy the same product at the same time. This influences people to leave their individual personality as well as culture and is manipulated to act according to the way the mass has approved. There are many cultures dying because of western influence. The so-called globalization has endangered our age-old religion. According to the evidence provided by

Sogang University, Seoul, many traditions die out every year, about half of the traditions have lost significance and a quarter is not even known to most people.

However, it would be unfair to blame companies for the similar behavior that people in general have. There are various brands that sell the same products. At times, there are one might follow the same trend due to the convenience and comfort that the product proffers. For instance, most of us wear jeans for the reason that they are more comfortable for us. There are a plethora of brands selling this item at different price ranges. There is no doubt that everyone's unique personality can't be completely changed by advertisements of any brand or personality.

To sum up, I would put forth there are many negative effects of advertisement and they are regulating our mindsets and thus, it must be controlled.

Advertising discourages people from being different individuals- Band 6.5 IELTS model essay

Advertising is an important tool in influencing people. Effective advertising can help you build a strong image that can be associated with a variety of people. Some agree that the adverse effects of advertising can cause people to lose their personalities. In my opinion, I agree that advertising effectiveness can have a detrimental effect on a person's personality, but there are also some positive aspects.

To commence with, I would like to put forth that advertising vandalizes people's minds and makes them follow the same trend. From useless fashion clothes to some other harmful trends. We can see the current trend of ripped jeans; people are paying more to buy these jeans instead of normal ones. The companies are earning a huge chunk of money while many are still following this trend and emptying their pockets.

Furthermore, advertising has contributed greatly to the formation of behavior among individuals. First, customers will blindly follow the trends created by advertising, because they want to keep up with the modern world. Studies have shown that many people have been manipulated by advertising agencies, who persuade them to buy identical products. Second, by owning similar products advertised by well-known companies, people may be subject to group compliance. For example, if cell phone companies, like Apple, advertise different premium products, customers will prefer to stick with these trendy devices, which is likely to prevent them from being different. separate.

In order to sum up this essay, I would say that there are people with similar interests due to the power of advertising, I believe that this should be restricted. It would be harsh to ban these adverts, but we as an individual should promote our individuality.