

Advertisements are positive part of lives, while others say it is negative. Discuss.

Since 1991, India has opened its door to enter International Trade. It has led an increase of 6% in economy every year. Therefore, today India is called as one of the largest economies in world. From several reason, advertisements is also one reason for such a great improvement. Sales of particular product is highly influenced, if product is properly advertised. Advertisements generates awareness among customers and also helps customer to make decision for purchase. Television and Newspapers play a great role in advertising products.

Comment: For several reasons

Comment: are

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Advertisements are a positive part of our lives, because they make us realize the problem and its consequences. For example, an advertisement done by Aiswarya Rai on eye donation had made customers, understand that eyes are an precious part of our body and eye donation helps the patient to see the beautiful world again. Similarly, advertisement done by Amitabh Bachan on pulse polio immunization has motivated thousand of people to go polio immunization for new born babies.

Comment: a

Looking on other side of advertisement, we find that advertisements has disadvantages also. According to a news published recently in Newspaper, a child has tried to do a jump from a great height and led a fracture in his leg. Small children, watch advertisements very carefully and try to copy it. It can lead to major accidents if not monitored by parents.

Comment: have

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In conclusion, advertisements should be made keeping small children in mind. Advertisements should be stimulating but not dangerous for a child. It should be conveyed to the audience in simple and straight forward way.

Good essay, nice structure and language, watch out for repetitions of the words advertising – try to use synonyms. Your punctuation and grammar could use some extra attention a well. This essay looks like Band 6 to me.