

It is argued that advertising is not essential because people will **go to shopping** (write: **go shopping / go to shops**) when they **need** (write: **need something**). I disagree with this opinion as advertisement will create needs and help people to choose quality products.

Advertisement, **such** (write: **such as**) TV commercials, online videos, (write: **and; connect items in a list with and**) blogs, can attract the attention of consumers and arouse their **needs for** (write: **interest in**) shopping. Companies usually use **audio and visual ways** (write: audio-visual tools) to present their products in a few seconds and **make** (write: help) people **remember** (write: **discover**) the main features of **products immediately** (write: **those products instantly**). Commercials are also **implanted** (write: **inserted**) into box office movies where film icons **use** (write: **are shown using**) these products. For example, a high school teenager who does not need a pair of Nike Air Jordan shoes may save money to buy them due to the fact that their idol **wear** (write: **wears**) it in the movie to make himself look fashionable.

Moreover, advertising usually **promote** (write: **promotes**) the bestselling or newly developed product lines of well-established brands so the quality **is more trustworthy** (write: **this is okay, but you can write: the quality can be trusted**). This is because only these renowned companies with a good brand image can generate **lucrative revenue so that they can** (write: **enough money to afford**) afford **the high costs** (write: **remove this**) to bid for commercials on TV or buy advertisement place on the **website** (write: **websites; remove the comma; don't put a comma before such as**), such as Facebook and Instagram. Some products are **represented** (write: endorsed) by reputable celebrities and the **quality are** (write: **quality is**) validated by both the famous and the general public.

Remarks

Some products are endorsed by celebrities and they vouch for their quality.

If people **hesitate on the selection of products**, (write: **are baffled by the range of products available to them**) advertising is a reliable source for people to make sensible choices.

Remarks

You may write:

If people are baffled by the range of products available to them, advertising makes it easy for them to make the right choices.

To conclude, advertising **facilitate our life** (write: **makes our life easier**) by showing us reliable products through various media channels and offering us ways to compare **qualities** (write: **features**) and make **our decisions much easier** (write: **decisions more easily**).