



Advertising has powerful effect over the spending habits of consumers nowadays. If you roam around shopping malls, people are running to get the latest trend in the world of fashion. Women, to be specific are more incline to buy goods because of a name brand. It seems to be the main impetus instead of the quality. In the light of advertising, their role is to sell in massive quantities. They have all the skills in the world to make the product appealing. Sometimes the advertisement is an exaggeration and a picture of legalized creative lying.

Completing Ideas:

Match I to II.

I
A. I'm trying to
But this sweater may
Oh, well, that's what

II
credit cards are for.
watch my spending
never be this cheap again!

B. If only I could
I guess I'll have to wait until
In the meantime, I'll try

afford this killer dress.
to save up enough money.
it's on sale.

C. This style is really
It's the
I know I'm just paying
But it's me. I've just

go to have one.
in this year.
latest thing.
for the designer's name.

LET'S TALK

1. As a buyer are you influenced by advertisement? Why or Why not?
2. They said advertisement is a legalized creative lying.
Do you agree or disagree?
3. Are you more into name brand? Or quality?