

How often do we hear comments such as these: "I hate advertising," or "There's too much advertising in the world!" In the 21st century, it seems that advertising is everywhere we look. We see it along highways, in trains, buses, even in taxicabs, as well as on the internet and on TV. It's hard to escape advertising. But do we really want to? Actually, when you think about it, advertising provides us with quite a few benefits. First, advertising gives us information that we need. For instance, if you want to buy a new appliance or a new car, you can look for the best "deals" in ads that appear in newspapers, in magazines, on television, or even on the radio. When we're not out shopping entertained, many of us enjoy "surfing" the Web. Whenever you open a page in Google or go on a social networking site, such as Facebook, there are dozens of ads. These ads help pay for the services that the websites provide. Without the advertising, the websites could not provide those services. They would not have the money to continue. There has always been a "good" side to advertising in the form of public service announcements (PSAs). Additionally, many performing artists, such as actors and musicians, get their starts from writing or appearing in TV commercials or print advertisements. The next time you look at that clothing catalog, think of all the creativity and work that went into making it. From clothing designers, photographers, models and artists, to paper company workers and store employees – thousands of people worked to help produce that catalog. Various companies pay for the PSAs, and advertising agencies make donations of their time and expertise to produce them. Besides providing information, advertising also supports the arts, including television and movies. Professional sports depend on advertising to pay for the fields, the equipment, and yes, even the salaries of professional athletes. We may wish that commercials and advertisements weren't necessary at all, but, for the most part, we are all content to have them as part of our lives. Even public broadcasting has supporters.