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[https://www.100test.com/kao\\_ti2020/130/2021\\_2022\\_\\_E6\\_A8\\_A1\\_E6\\_8B\\_9F\\_E8\\_AE\\_AD\\_E7\\_c94\\_130343.htm](https://www.100test.com/kao_ti2020/130/2021_2022__E6_A8_A1_E6_8B_9F_E8_AE_AD_E7_c94_130343.htm) My View on Advertisements on TV Nowadays advertisements are very common. Whenever you turn on TV, you are likely to see ads. The advertisers are trying to inform you of the many different sorts of up-to-date products on the market. Besides, it often occurs while you are absorbed in watching a wonderful film on TV, endless commercials interrupt you from time to time, and make you quite annoyed. There are two reasons, I think, for the growing number of ads on TV. First, in a competitive economy, the consumer usually has the choice of several different brands of the same product. Thus, manufacturers are confronted with a problem how to keep their sales high enough to stay competent in the business. They solve this problem by advertising. By advertising, each producer tries to convince the consumers that its product is preferable. Second, most consumers are interested in ads. They want to get from TV ads the firsthand information about new products, which enables them to choose the one they like best. Consequently, ads increase a lot on the TV screen. As far as I am concerned, I am in favor of TV ads because most of them are interesting and informative. But there is no denying that some TV ads are tedious and boring. So I feel TV stations are faced with an arduous task to strengthen the control of ads, to improve their quality and to make them attractive. 100Test 下载频道开通，各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)