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With the development of market economy, advertisements have become a dominant feature in television industry. Describe the rich information brought by TV. There still exists strong criticism against TV advertisement. Write an article analyzing the positive and negative effects of TV advertisements.

TEXT (341 Words)

There is a positive aspect and a negative aspect to everything--and that includes the TV advertisement. As the most popular media now, TV is offering a large amount of news and other information everyday. In fact TV has the biggest number of audience in the world. Nevertheless, along with populace and welcome, it has brought mankind new problem to solve. There is no denying that TV can vastly enrich the life of people. TV programs can be received everywhere all over the world .It allows the audiences swift and free access to the world events and other programs. The most important point is that you need not to pay any fee for the TV station. All these expenses of the TV station are being paid from television advertisements. No matter how we compare, the TV program is the cheapest in various kinds of recreation. Last but no least, the TV advertisement has permeated the lives of people already and it helps people buying the goods which they like with both more convenience and more quick. While there are a lot of advantages of TV advertisement, its drawbacks should not be forgotten. For one

thing, the TV advertisements waste a lot of time of audiences, who have to spend a long time to watch many useless programs. We all have this experience and we were very annoyed about a long TV advertisement when watched a normal program. Especially TV advertisements interrupt the play or sport match abruptly. How bored you are at that moment! For another, not all the TV advertisements are either useful or harmless, the audience often are misled by the TV advertisements of overstatement. Some dishonest producers often utilize the TV advertisement to promote their inferior products. In a word, because people analyze the question in different ways, such as the TV station and audience. So it is very difficult to say clearly whether the advertisement is good or bad. In my opinion, I certainly hope that TV advertisements will be reduced a little in the near future. 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