

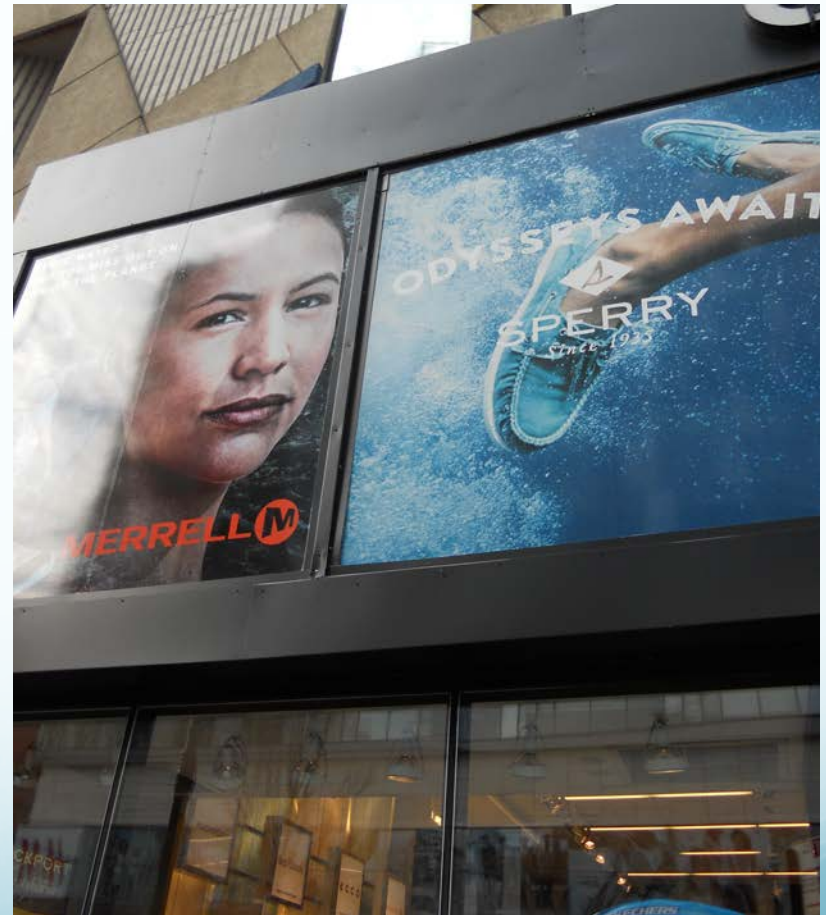
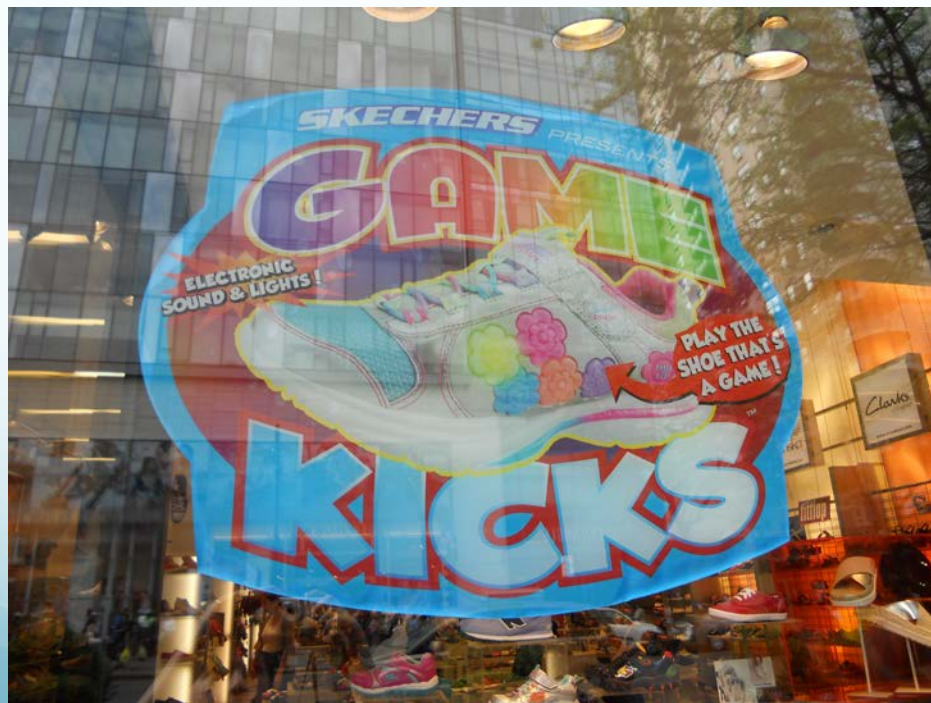


Advertisements: Good Or Bad?

By: Aidan Celjaj

New York City. You can't turn a full circle without seeing at least one ad for an iPhone or Burger King. You could either be very annoyed by this, or be grateful that there are more than 100 ads on a block.

!



Orva Shoes on 86th Street

Some ads could really affect you in a beneficial way, but some could be very distracting and obviously not necessary. In my opinion, they can be both because they can benefit the consumer; but they are bad because some children should not see certain types of ads. There is plenty of research on the topic of advertising.



Advertising on a vehicle

Advertisement for allergy relief in Duane Reade

First of all, advertisements can benefit both the consumer and the advertiser, so it's basically a win-win. What *Indiabix.com* said about this is that it benefits the consumer by informing them what they're going to buy. With ads though, they can be safe and know what kind of food or program they are buying. It's good to have a clue on what you're spending your money on. You could be spending your money on something completely ridiculous, like Slurpee straws!



Also, in an interview with Jeff Barish, an expert on digital ads and advertising on the Upper East Side of Manhattan, Jeff said, “I don’t find street advertising distracting. Many brands are looking to increase their brand’s presence in the general community. Out of Home advertising (its official name) is a great way to do it. If a brand can’t afford a store front, or doesn’t need one, its as good as having one.”

There’s an ad for ads!





In a barbershop in Roosevelt Island, I was waiting to get a haircut. I had nothing else to do, so I picked up a magazine, (I was bored, okay?) and read. When I picked it up, it was like a blast of ads had just exploded on the cover. When I opened it, it was better, but there were still ads on almost every page of the magazine. Some didn't even need to be there! I don't know why I bothered doing it in the first place.

Children shouldn't watch these TV shows.

Secondly, advertisements are bad because children can easily see them, and some types of ads are not for their age.



Also, *Beachpsych.com* said is that other countries also disagree with the idea of children seeing ads. They said that Greece bans toy ads from younger children from 7 a.m. to 10 p.m.



This is a shoe and toy ad that many children are interested in. Even my brother has these shoes!



According to the website *theguardian.com*, some ads include violence, body images, and inappropriate images. This website also said that older kids find more ads than younger kids. This shows that kids can find ads on the web, billboards, TV, or even bus stops. BUS STOPS. Why would ads even be there? That shows how they are located in unnecessary places.

In an interview with Jeff Barish once again, he thought, “As an adult, I say this with the wisdom of having seen ads as a child and adult. I think they are fine. In many ways, they help define your generation with cultural reference. This has massive payoff later in life. But I see no negative to it, other than wanting something your parents refuse to buy for you.”



Parents might refuse to buy their children ice cream.

Finally, ads are unnecessary. (like we haven't figured that out yet.) One way they are unnecessary is where they are located, and what the ads are, well, advertising. For example, they could be covering the entire window of a store. Or, they could be advertising something unhealthy, like "Lucky Charms" or something else that's not important as medicine or something that could actually benefit you.





In another interview with Jeff, he said, “Some are in unnecessary places. Here’s an example, IN A BATHROOM at a restaurant. Do you really want to buy from a brand that is advertising to you in a bathroom?”

Like I said before, this advertisement is covering the whole window!

He also said, “I don’t think people (we call them consumers in the advertising world) think about the impact of advertising around them. Most tend to ignore the question of “is it good or bad?” Many move through life with it as a way to enjoy services and be moved to take action if they are interested in the message presented to them.”



In conclusion, you can see how some ads can affect you beneficially like informing you about a cure for a very dangerous disease you have, and some are just plain unnecessary and distracting. They have been in New York since around the 20th century and have made changes to the way we live, like letting us improve our technology.



If my parents had never heard about iPhones, they would still have Blackberries to this day.

Some things that ads show aren't very important to our lives, so there is a bad side. You can really see how ads can be both good and bad.

