

Online advertising : Guiding or Misguiding

★ Introduction:

Everything we hear is an opinion, not a fact.
Everything we see is a perspective, not the truth (Marcus Aurelius, Roman emperor philosopher). These lines by Marcus Aurelius may be applied on the situation of advertisement. Although people are listening about all things in advertisement but it is usually not a fact. In addition, people watch the advertising but mostly base on lie. Online advertising is ^{both} guiding and misguiding the people in the world. It is misguiding the people by following various tactics and following diversifying method to distract people. The real face of online advertisement is different from reality which has to be checked. Online advertising expresses unrealistic and ineffectiveness of the products. Moreover, it uses cinematic image and spread the false fact about the products. In addition, it completely mislead the customers by given the concept of gift and discount on mostly products. While advertising is far from reality, it creates doubt and illusion about the products. Further, description and sending products information usually baseless and by giving discount is only manipulate the customer. Online advertising is the source of information for majority of people which are disturbed due to vulnerable tactics and methodology.

: Poverty anywhere is a threat to

Prosperity everywhere:

Introduction:

Living in poverty creates its own culture which shared among the social group and it passes generation to generation which affect ^{the} people. Thus, people are incapable of fixing their situation (Oscar Lewis, The Culture of Poverty). This theory may be applied to the situation of poverty in the globe that poverty is circulating from cultural to culture, generation to generation. Thus, it creates people livelihood very difficult and they cannot compete in their daily life. Poverty is barrier to international investment and global inter connectedness for promoting prosperity. In addition, poverty has threat to social harmony in order to get better health and well-being facilities. Limited education, low skills and migration of educated people lost intellectual and human capital. Moreover, unequal distribution and low creativity leads to barriers to innovation. Poverty in globe is threat to everywhere. It is barrier to promote effective steps towards success and ineffective measures of the state further enhancing the poverty. International trade and cooperation, and investing on developments can lead the country to pull out of poverty and get prosperity in the globe.