

2nd Essay:

PMS-2024

Online Advertising: Guiding or Misguiding Customer?

1: Introduction: Thesis Statement -

In the globalized world, online advertising serves as a guiding tool for customers, offering a wide array of products and services tailored to individual preferences. While it offers diversity, there is a downside in the form of scamming and misleading ads. By adopting a pragmatic approach and staying vigilant, consumers can harness the benefits of it.

2: The presence of online advertising in today's digital world: An overview

3: Online Advertisement is a guiding tool for customers in all fields (Thesis)

a: Government Initiatives for monetary aids are promoted via online ads

b: Education Seminars on special courses like AI often advertised online hence guidance for students

c: Medical ~~pro~~ camps for chronic diseases often marketed online - useful for targetted audience

d: Online ads often show the Thrift stores or wholesale sellers hence pocket friendly shopping in depressed economy

4: Online advertising often mislead the customers: (Anti Thesis)

a: Mostly deserving audience has no direct interaction with social media

b: Special courses ads Hook students later demand High fees

c: Medical camps later provide paid services for full treatment: No long term benefit

d: Scammers loot the customers by giving worst quality products.

4: Vigilant approaches help the users to harness maximum benefits despite misleading issue: (Synthesis)

a: Not everyone, But one who knows a deserving member can help him getting benefitted

b: Expensive yet High quality courses provide lifetime skills - can regenerate money

c: Critical patient can locate specialized doctors via online ads

d: Customers are encouraged to check reviews, research and buy from reputable sellers

5: Conclusion