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## How to Write a Letter/Application about Negative influence of advertisements

**Question:** There is a flood of advertisements on television channels these days, useless commodities and even superstitious beliefs are promoted through glamorous and exaggerated presentations. **Write a letter to the editor, "New Indian Express" about the negative influence such advertisements have on the minds of the people. You are Radha/Ramesh of Mayu, Vihar, Lucknow.**

**Answer:**

House no.496, sector2,  
Mayur Vihar, Lucknow,  
6th June, 20..,  
The Editor,  
New Indian Express, Lucknow

**Subject:** Negative influence of advertisements

Sir,

The modern age is the era of advertisements. None of our business products or work gets a complete response till there is a complete advertisement. It is a means to attract the consumer and to popularise the product. Are we see the other side of advertisements, we see that useless or substandard commodities and even superstitious beliefs are promoted through glamorous and exaggerated presentations; they embody cheating, disbelief, and



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absurdity. Their main motive is to mint money by befooling the public. The **advertisements** on posters, *TV's* and *radios* appeal to the public. They fail to recognize its harmful effects and get ready to purchase useless and harmful items and bring about losses and misfortunes.

**Please apprise the authorities to put a check on face advertisements.**

**Thanking You,  
Yours Faithfully,  
Radha/Ramesh**