

② 次の英文を読んで、下線部を和訳せよ。

⁽¹⁾“It pays to advertise” is a long-established *maxim of American business. It usually is the consumer, however, who pays for the advertising. Advertising is a form of propaganda. It is designed to influence people to buy certain commodities or services. ⁽²⁾Advertising can be beneficial or harmful to the consumer, depending on how it is used and on the consumer’s powers of judgment.

⁽³⁾Advertising is beneficial when its main purpose is to serve as an educational medium through which the consumer learns of new products and their varied uses. It is harmful when it creates confusion or when it stirs up desires and wants that are either harmful to the individual or too difficult for him or her to realize. Thus, ⁽⁴⁾On the other hand, advertising that would attempt to make every individual purchase vitamins, regardless of need, would be less beneficial and even harmful.

(注) maxim: 金言, 格言