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| **Topic** | The high sales of cigarette |
| **Problem** | Growing demand for smoking and unhealthy society |
| **Solution A** | Increase price of cigarette |
| **Arguments against A** | Bad thoughts for government |
| **Solution B** | Raising awareness |
| **Arguments against B** | Money |
| **(solution C)** |  |
| **Conclusion** | Raising consciousness |

A great majority of people strongly believe that day by day, the sales of cigarettes are growing in today’s world and leading to unhealthy society. There are two solutions for that. The first suggestion to point out is that government should increase fees to reduce demand for cigarette. Nevertheless, if government does that, it would not be approved by some people. For example, those who smoke (would protest this proposal) would have more bad thoughts towards to government. Therefore, it may not be an appropriate choice. Secondly, raising awareness about the harmful ways of smoking is an important way to reduce demand. For instance, there are many advertisements about consciousness raising about bad effects of smoking and they have many vital roles on society. In a nutshell, advertisements which have low cost may play more efficient role than others in terms of prosperous and healthy society.