

TASK 2 EXAMPLE ESSAY: AGREE/ DISAGREE CONSUMER GOODS
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Today, the high sales of popular consumer goods reflect the power of advertising and not the real needs of the society in which they are sold.

To what extent do you agree or disagree?

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

Write at least 250 words.

Approach

1. Copy the title at the top of your paper. Some people will think this is a waste of time. Others will find it useful for really focusing on the meaning and what the question is asking of you. It also helps to have the title at the top of the paper so that after each paragraph you can check back to the title to make sure you are not moving off the topic and that you are answering the exact question.

2. Underline the key words. This helps you to focus on the main ideas of the title. It also helps you to recognise the key words that you will repeat throughout the essay and for which you will need to think of synonyms.

Today, the high sales of popular consumer goods reflect the power of advertising and not the real needs of the society in which they are sold.

To what extent do you agree or disagree?

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

Synonyms:

High sales – the large amount sold

Popular – most common, well-liked

Consumer goods – products, items for sale, things that are bought

Reflect – show, portray

Power of advertising – strength of advertisements

Not the real needs – not what the people really need

Society – the people

3. Decide what kind of question it is and make a plan.

Agree/ disagree – choose one side and decide three reasons why you believe this.

Plan:

Agree – people buy things they do not need because they are attracted by the adverts.

Famous people used – make-up, perfume, hair products

Designer clothes – not necessarily better quality nor needed

Follow the trend to be cool – cars, jewellery, trainers

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Essay:

Most companies now have a marketing and advertising department in order to promote their products and make them attractive for consumers. However, this does often lead to people buying items that they do not really need. This essay will offer some reasons why and how advertising can result in people making unnecessary purchases.

Firstly, it is noted that many products are advertised by famous people, which might appeal particularly to young people who then desperately want to have the item they are advertising simply because their idols have them. This can be seen, for example, in the sales of perfume, make-up and hair products. None of these things are really necessary and similar cheaper products are always available.

Another example of consumer goods that are bought in excess and are often very expensive are designer clothes. In many cases they are of no better quality than other very similar items of clothing but they cost a great deal more and people feel they 'need' them in their wardrobe even when they have an adequate amount of clothes.

Finally, it is clear that people do not 'need' the expensive car they own, or the trainers they wear or the jewellery they buy but adverts make them look so attractive and it becomes 'the trend' and so they feel they have to have them. There are of course other cheaper options for these unnecessary items but people want to be 'cool' or admired and so they follow the advertising.

In conclusion, we can see all around us adverts suggesting that we cannot live without their products and the high sales of such items are simply proof of the companies' success in getting this message across.

283 words