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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?

Nowadays, many people believe that people purchase products due to various attractive advertisements and they do not ~~put~~ take their real needs into account. I completely agree with this.

Comment [z1]: Take into account

Hot ~~sale~~-selling products manifest the power of advertising. The main reason why I believe this is because advertisers use advertisements to encourage people to associate certain brands with a higher status and to follow the latest trends. Therefore, people collect many products that have a similar function. They do not consider whether it is necessary for them to buy the products. A good example here is that package companies attract women by hiring glamorous and successful celebrities to represent their products. Thus, in order to imitate them, women will buy their products despite they have hundreds of similar ones at home.

Comment [z2]: What are package companies?
Sounds like a courier!

Furthermore, another reason is that advertisers use popular cartoon icons to create funny and artistic advertisements to attract children. Therefore, children will put pressure on their parents to buy them things despite they have lots of similar toys. For instance, companies use popular Disney icons to create interesting advertisements for their products. Many children will pester their parents to buy their products, even though it is not useful for them. From this perspective, children choose products just because of the funny advertisements. They do not consider whether it is necessary for them.

Comment [z3]: This would be better a supporting point for than a main point. The main point should be the power of advertising to attract consumers – which is really the same as what you discussed in the previous paragraph.

In conclusion, I completely agree that popular products reflect the power of

advertising, and not the real needs of community consumers. This is because people are encouraged to connect some brands with a higher status and to follow the latest fashions. Also, children are convinced by interesting advertisements.

Grade Criteria	Estimated Grade	
Task response	7	<p>You opinion is 100% clear</p> <p>Think you needed another main point than “adds attracting children” For instance “many people have high disposable incomes and can therefore afford to waste money on products they don’t need”</p>
Cohesion and coherence	7	Just the point that paragraph 3 seems like a supporting point rather than a MAIN point.
Vocabulary	7	Only a few errors and some good advanced language like “pester”; “manifest the power of advertising”
Grammar	7	<p>Only a few errors, but a couple of fairly serious ones:</p> <p>They do not consider whether it is necessary for them</p> <p>I completely agree that popular products reflect the power of advertising, and not the real needs</p>
overall	7	This turned out pretty well. Still, I think you needed stronger main points and the Task response is the weakest part. Another main point in addition to the “power of advertising” could be the “ease with which consumers are deceived by advertising”



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