



Get your [ielts writing corrected](#)

See other [ielts writing samples](#)

**Some people say that TV commercials are useful and others say they aren't. Give your opinion and include examples from your own experience.**

**You should write at least 250 words.**

Advertisements have become a constant presence in everyone's lives. They are everywhere, from the local newspaper to the giant billboard on the roads, ~~from football jerseys to banners on buses and taxis.~~ ~~But~~ ~~However,~~ TV commercials are probably the most effective form of advertisement. Some people believe that TV ads are useful while others feel the opposite. I tend to agree with the former. ~~[OK what you wrote in the last two sentences is not wrong but why not just say "I tend to believe that TV ads are useful" and not potentially force the reader to have to check what "the former" was.]~~

~~From the TV networks' point of view,~~ commercials are essential, it is basically how they make money. Part of that money can then be invested in producing more shows and programs what would give ~~TV watchers more entertaining options.~~ Following this reasoning TV ads are not only useful but necessary to keep the television business.

From the public's point of view, TV commercials can be quite helpful as an easy form of becoming aware of new products. Also it is an excellent way to compare advantages and disadvantages of similar products while sitting on the couch. Another advantage of having commercial breaks is that you can go to the toilet without missing your favourite show.

Of course there are disadvantages as well. For example, commercials usually try to convince you to buy something you do not actually need and, more often than not, they succeed on that purpose.

In conclusion, although there are a few disadvantages of having TV ads, I believe that they are necessary and sometimes can be very helpful.

**Comment [z1]:** This is not exactly an error, but you have already made the point without this part – it is redundant and not good for your score for cohesion and coherence.

**Comment [z2]:** Use BUT in the middle of sentences and HOWEVER to start them

**Comment [z3]:** You ant neither BUT or HOWEVER here as this sentence is not contrasting with anything in the previous sentence.

**Comment [z4]:** Better to focus on the viewers than the companies. The question does not suggest the companies – rather it suggest the viewers

**Comment [z5]:** The last sentence would make a good FISRT sentence = topic sentence as it has the key point of the paragraph.

	Estimated Grade	
Task response	7-1=6	Only 235 words, so you get a -1 deduction from your score in this category and the examiner will start with a negative opinion towards your writing (an under length essay is a sign of a weak writer)  Your opinion is clear throughout.  You have strong main points and you develop them well through logical explanations.
Cohesion and	6-7	A logical overall structure

coherence		<p><b>Some less than ideal parts</b></p> <p>They are everywhere, from the local newspaper to the giant billboard on the roads, <del>from football jerseys to banners on buses and taxis.</del> <del>But</del> <del>However,</del> TV c are probably the most effective form of advertisement.</p>
Vocabulary	7-8	<p><b>Errors with word form/endings</b></p> <p>From the TV networks' point of view From the public's point of view</p>
Grammar	7-8	<p><b>Errors with sentence structure</b></p> <p>They are everywhere, from the local newspaper to the giant billboard on the roads, <del>from football jerseys to banners on buses and taxis.</del> <del>But</del> <del>However,</del> TV c are probably the most effective form of advertisement.</p> <p><b>Errors with articles (a, an, the)</b> you can do a quiz here: <a href="http://www.ieltsanswers.com/IELTS-Grammar.html">http://www.ieltsanswers.com/IELTS-Grammar.html</a> the is needed when referring to something specific; like a specific group</p>
overall	6.5-7	<p>The main problem with the essay is it is under 250 words. As a result of this I would likely go with the lower scores I have indicated – which is a shame because you really didn't have too many errors with vocabulary and grammar.</p>

**Comment [z6]:** This is not exactly an error, but you have already made the point without this part – it is redundant and not good for your score for cohesion and coherence.

**Comment [z7]:** Use BUT in the middle of sentences and HOWEVER to start them

**Comment [z8]:** You ant neither BUT or HOWEVER here as this sentence is not contrasting with anything in the previous sentence.

**Comment [z9]:** You ant neither BUT or HOWEVER here as this sentence is not contrasting with anything in the previous sentence.



Get your [ielts writing corrected](#)

See other [ielts writing samples](#)