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. 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.
Some less than ideal parts

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 advertising.

<table>
<thead>
<tr>
<th>Coherence</th>
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<tbody>
<tr>
<td>Some less than ideal parts</td>
<td><strong>But However</strong>, TV commercials are probably the most effective form of advertisement.</td>
</tr>
</tbody>
</table>

Vocabulary: 7-8

- Errors with word form/ending
- From the TV networks’ point of view
- From the public’s point of view

Grammar: 7-8

- Errors with sentence structure
- 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.

- Errors with articles (a, an, the)
  - The is needed when referring to something specific; like a specific group

Overall: 6.5-7

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.

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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 use neither **BUT** or **HOWEVER** here as this sentence is not contrasting with anything in the previous sentence.

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