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It is widely believed that consumerism is vital for the economic well-being of a country. However others feel that consumerism has unacceptable social consequences on a society. Discuss both these views and give your own opinion.

Provide examples and supporting evidence to back up your opinion on this subject.

In today's modern world, consumerism is prevalent in any society. While some argue it is the drive behind a country's economic growth, others are concerned that it has negative ramifications. **In my opinion, there are both benefits and drawbacks of consumerism.**

On one hand, there are people who claim that consumerism boosts a country's spending as a whole. If consumers are **in a spending frenzy**, then in a free market they will drive up the demand for products and services, which further pushes up the supply of them. In addition, increased spending attracts competition between businesses, **who that** compete for the consumers' patronage by either lowering the price or offering premium products and services. As such, consumers will take advantage of this and keep spending, which in turn forms a positive cycle in which the country's economic growth is stimulated.

On the other hand, some people argue that the role of advertising in consumerism **will is** likely to cause harm to young children. It is thought that young children are **susceptible** to **the** mass media's influences, particularly advertising. As they have **not** yet developed **rational** judgement, they will **be** likely to believe everything they see. For example, they might want fast food from McDonald's in place of alternative healthy snacks, just because an enticing advertisement of McDonald's on TV has captured their attention. This undoubtedly will lead to **the** younger generations not being able to think for themselves and also **undesirable** health problems such as diabetes.

In conclusion **In my opinion**, I believe there are both positive and negative aspects of consumerism. **However**, young children should be protected from the adverse consequences that advertising might **lead to**.

Comment [m1]: I would hold your opinion for the last paragraph and just write: this essay discusses both sides of this argument and then I will give my own perspective on this sensitive issue." (you can use this sentence for any topic with this style of essay.)

Comment [m2]: Yes this is good

Comment [m3]: This is minor, but we normally only use "who" for people

Comment [m4]: [Or] "will be likely"

Comment [m5]: Usually "the media" "the internet" "the government"

Comment [m6]: This is really IMPORTANT

Comment [m7]: Better to start your sentence this way so the examiner sees this is YOUR OPINION

Comment [m8]: To make this section a little longer and better write it like this "However, if I had to pick a side in the argument, I would be against consumerism because...(protecting children is more important than stimulating the economy.)"

Grade Criteria	Estimated	Comments

	Grade	
Task response	8+	<p>You covered the topic fully and answered all three parts of the task – both sides and also your opinion.</p> <p>Ideally you would have two arguments for each side of the argument. So in paragraph 3 have a more general topic sentence: “On the other hand, some people argue that there are drawbacks to consumerism. Then advertising because point 1. Another point could be “people don’t save enough money”</p>
Cohesion and coherence	8+	This is a minor point; for this style of essay only, it’s better to start the last paragraph with “in my opinion,” because if the examiner misses that this is your opinion you may get a lower score for the TASK.
Vocabulary	9	All the words you highlighted were used correctly
Grammar	8-9	<p>I only found one minor grammatical error; “who” is strictly only for people, but many people would use it with companies.</p> <p>Oh and “the” x2. “the” is used when we refer to a specific noun. It’s the media, because there is only one. Just like THE internet.</p>
overall	8.5-9	I guess you are a native English user because you do not make any mistakes that I wouldn’t expect a native speaker to make. The suggestions I have made here are minor. Just make sure that you read the topic and task carefully and you will have no problems in the real exam.



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