



mail@easenglish.net
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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?

This task was taken from the book Cambridge IELTS 6 Student's Book with answers: Examination papers from University of Cambridge ESOL Examinations (IELTS Practice Tests) by Cambridge ESOL.

Nowadays millions of companies produce billions of products and the role of advertising is quite obvious. Ads help consumers to find the goods or services of their needs. However, do our needs grow equally fast as the number of products? **Although it may seem weird at the first look, some market analysts insist modern commercials are not merely matchmakers of a product and a consumer, but actively interfere with buyer's desires, developing artificial needs.**

Undoubtedly, advertisement guides people through the market, serves those who do not have time to learn differences between goods. These products are probably the same, but loyalty to a particular brand, formed by a commercial helps make a choice. When a person buys one mobile phone out of 50 models, he thinks he made his choice himself. But that was a commercial who told him about the features of this phone.

Nevertheless, ads not only inform us about new goods, but force people to want them. This can be even useful, for example for someone who suffers from back pains and without commercials he would never imagine there are new mattresses which could ease their pains.

Unfortunately, promoters now operate our minds more aggressively. Commercials no longer promote products, but lifestyles. They told us to purchase things just because they are fashionable or up to date with the image of successful person. And we buy new cars, gadgets and clothes in order to match this image and not because old ones are no longer usable.

Personally I think that high sales of popular commodities are the result of new promotional technologies. The best illustration of that is that everyone now is concerned mostly about how a new mobile phone will reflect his personality, a new shirt – his image, or will a new car make colleagues feel jealous.

Comments: Nice Essay organization and Excellent command of English