

Today people are surrounded by advertising. This affects what people think is important and has a negative impact on people's lives. To what extent do you agree or disagree?

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

You should write at least 250 words.

Today people are surrounded by advertising-Band 8 IELTS model essay

Advertisements are cosmopolitan and we are all influenced by them as well. There is a split opinion on whether adverts have a negative effect or not. Personally, I agree with this statement, the following write-ups will explain my preference.

To begin with, we know that aggressive marketing has created fake trends. People are now more focused on external things. Expensive brands such as Supreme, Armani, and Louis Vuitton advertise their products in such a way that the mindset of people is completely brainwashed. According to an economist, people are spending a whopping 15% more on these items and the culprit behind all this is advertisements.

Moreover, advertisements also affect our decision-making even when choosing a leader for ourselves. It is true that we are likely to cast a vote for a person who all of us see constantly on television, cell phones, and billboards. This strategic planning is done in such a way that this eventually washes away all the wrongdoings of such people. Hence, the poll results are highly regulated by these ads.

On the flip side, it cannot be disregarded that advertisements keep us well aware of our surroundings. We would be isolated if we are shown these ads; at times these help us to choose the correct option for us. In some scenarios, if people do not know the choices available to everyone, we are likely to become a victim of scams performed by fraudulent people.

To sum up, I would put forth there are many negative effects of advertisement and they are regulating our mindsets and thus, it must be controlled.

Today people are surrounded by advertising-Band 7.5 IELTS model essay

With modern-day technology, it is a fact that we are surrounded by advertisements. There is a debate on the topic of whether they have a damaging impact on all of us or not. The ensuing paragraphs will describe my opinion.

To commence with, there are hardly any places without ads; the promotion is done so heavily that it even regulates our thoughts. The adverts for cereals we see usually promote their items in such a way that proves their items are healthy, while the reality is completely different. The videos we see tend to make up our mind that the cereals, which are made up of unhealthy all-purpose flour, should be consumed by young children as a part of their healthy breakfast to complete their daily need for nutrition.

Furthermore, I would like to put forth a case that was filed against Zara a few years ago. Zara was sued by the government for not producing its products up to the mark of the environment. They showcased their clothes in a way that was demonstrated with a fake idea of the company making their item in a sustainable form. When this was investigated, it was revealed that they were just producing sustainable price tags, not the whole item. Thus, this shows beyond doubt that advertisements are even made to regulate our mindset.

Alternatively, it cannot be disregarded that there are many positive advertisements. For instance, the ads by the Indian government about education for all young girls, and awareness created by the Reserve Bank of India to protect us from frauds.

In a nutshell, it is evident after comparing and contrasting that albeit, there are negative aspects of advertisements and, hence, they do not have any positive impact.

Today people are surrounded by advertising-Band 7 IELTS model essay

Today's commercials greatly influence consumer choices and even encourage consumers to resemble one another. I would not concur with such a claim. My preference is explained in the ensuing paragraphs.

On the one hand, marketing assists customers in recognizing a brand that offers more specialized services but is less well-known than the market leader. Customers are encouraged to freely purchase products based on their preferences, which makes it very challenging for one corporation to change or influence the fashion trend. For instance, if you want to purchase a can of coke, you have more options than just Coca-Cola and Pepsi, which boosts customers' feeling

of personality. In conclusion, advertising has a special ability to influence people's purchasing decisions.

Moreover, this phenomenon might indicate that, despite a wide variety of advertisements that have already been produced, people are still capable of creating novel solutions that satisfy a variety of advertising needs. It is a representation of the creativity inherent in everyone. In addition, it shows that the rate at which information is disseminated is accelerating. Therefore it is more meaningful that, in addition to the advertising boom, it is a significant factor in why people can live such rich lives in the digital age.

However, we cannot deny that with the growth of advertisement, fake status has become more important. Rather than considering one's behavior and certain other essential thing, people are more concerned about the external look. This has increased unnecessary mental stress.

To conclude, I believe that, despite a few minor problems, advertising is a phenomenon that benefits everyone. I think we can enhance current advertising practices in the future and, in the long term, embrace their beneficial effects even more.

Today people are surrounded by advertising-Band 6.5 IELTS model essay

Nowadays, advertisement has a growing influence on everybody; there are a group of people with a perception that this promotion has an adverse effect on our thoughts. The following paragraphs would have my stance on this topic.

To begin with, people are wasting their hard-earned money on unnecessary things. For instance, Marlboro is a cigarette that marketed its products as essential for men; this was done even after the ban of advertisements for harmful nicotine products. The tagline reflected that their products are a must-have for all men. This might not seem huge at first glance, but the truth was that the sales rocketed up by a whopping 46%. Moreover, we must all know the controversy around the infamous tobacco brand which has three famous actors, they promoted this brand despite the fact that they have a huge influence on people and their endorsement can their followers on the wrong track. Henceforth, these protagonists' popularity is used by certain brands to market their companies.

On the other hand, it cannot be disregarded that these ads promote healthy competition. If there were no adverts we would not be able to choose between the options available. We might just have been satisfied with the first product we would come across. The businessman might charge people extra in a condition where the populace does not have any information to compare with.

To conclude, I do think that advertising has some influence on people's decisions. I suggest that government should heavily regulate this promotion to a certain extent.