

IELTS Writing Example 1- Advertising

This essay for IELTS is on the subject of **Advertising**. There are various types of questions you can get in the IELTS writing test and you'll see samples of them all over the following pages, but this one is an agree/disagree essay.

In these types of essays, you are presented with **one** opinion.

Take a look at the opinion here in the question:

Some of the methods used in advertising are unethical and unacceptable in today's society.

To what extent do you agree with this view?

So your options are:

1. Agree 100%
2. Disagree 100%
3. Partly agree

In the answer below, the writer agrees 100% with the opinion.

As you can see, the writer's opinion is made clear in the **thesis statement** (the last sentence of the introduction).

*All the body paragraphs then explain **why** the writer disagrees. In other words, it discusses the **negative** aspects of advertising.*

Essay for IELTS Model Answer

The world that we live in today is dominated by advertising. Adverts are on television, on the World Wide Web, in the street and even on our mobile phones. However, many of the strategies used to sell a product or service can be considered immoral or unacceptable.

To begin with, the fact that we cannot escape from advertising is a significant cause for complaint. Constant images and signs wherever we look can be very intrusive and irritating at times. Take for example advertising on the mobile phone. With the latest technology mobile companies are now able to send advertising messages via SMS to consumers' phones whenever they choose. Although we expect adverts in numerous situations, it now seems that there are very few places we can actually avoid them.

A further aspect of advertising that I would consider unethical is the way that it encourages people to buy products they may not need or cannot afford. Children and young people, in particular, are influenced by adverts showing the latest toys, clothing or music and this can put enormous pressure on the parents to buy these products.

In addition, the advertising of tobacco products and alcohol has long been a controversial issue, but cigarette adverts have only recently been banned in many countries. It is quite possible that alcohol adverts encourage excessive consumption and underage drinking, yet restrictions have not been placed on this type of advertising in the same way as smoking.

It is certainly true to say that advertising is an everyday feature of our lives. Therefore, people are constantly being encouraged to buy products or services that might be too expensive, unnecessary or even unhealthy. In conclusion, many aspects of advertising do appear to be morally wrong and are not acceptable in today's society.

IELTS Writing Example 2- University Education

This IELTS writing example is on the topic of **university education**. Take a look at the question:

Some people believe the aim of university education is to help graduates get better jobs. Others believe there are much wider benefits of university education for both individuals and society.

Discuss both views and give your opinion.

In this essay, two **opposing opinions** need to be discussed.

This is the first opinion:

The aim of university education is to help graduates get better jobs.

This is the second opinion:

There are much wider benefits of university education for both individuals and society.

As the prompt suggests, you MUST talk about **both sides** of the issue and include **your opinion**.

IELTS Writing Example - Model Answer

These days, more and more people are making the choice to go to university. While some people are of the opinion that the only purpose of a university education is to improve job prospects, others think that society and the individual benefit in much broader ways.

It is certainly true that one of the main aims of university is to secure a better job. The majority of people want to improve their future career prospects and attending university is one of the best ways to do this as it increases a person's marketable skills and attractiveness to potential employers. In addition, further education is very expensive for many people, so most would not consider it if it would not provide them with a more secure future and a higher standard of living. Thus job prospects are very important.

However, there are other benefits for individuals and society. Firstly, the independence of living away from home is a benefit because it helps the students develop better social skills and improve as a person. A case in point is that many students will have to leave their families, live in halls of residence and meet new friends. As a result, their maturity and confidence will grow enabling them to live more fulfilling lives. Secondly, society will gain from the contribution that the graduates can make to the economy. We are living in a very competitive world, so countries need educated people in order to compete and prosper.

Therefore, I believe that although a main aim of university education is to get the best job, there are clearly further benefits. If we continue to promote and encourage university attendance, it will lead to a better future for individuals and society.