

## IELTS Writing Task 2 Lesson #15

You should spend about 40 minutes on this task.

Write about the following topic:

**The high sales of popular consumer goods are more reflective of the power of advertising and less indicative of the real needs of the society in which they are sold.**

**To what extent do you agree or disagree?**

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

Write at least 250 words.

### **SAMPLE ANSWER**

Advertising can be found everywhere we look. The popularity of many consumer items is often directly attributable to the advertising budget spend on those items. And, while I agree that some of the popular consumer items are not essential for daily life., items such as mobile phones and computer have become increasingly necessary for business and communication.

Firstly, there is no denying that advertising is a powerful tool that compels people to buy particular consumer items. For example, the success of the company Apple – at the moment one of the most valuable company on Earth – shows that advertising boosts sales. Times like the iphone, ipad and ipod are not essential for daily life; consumers, however, buy them not only because the advertisements entice them to buy, but also because so many other people are using these items, individuals feel like they need to belong to the trend.

And, while certain consumer items may not be essential as far as basic needs are concerned, they have become increasingly necessary for business and communication. Items like the iphone help people communicate easily and quickly; they provide navigational tools, information, e-mail, entertainment and easy access to business and document files. Businesspeople can carry their entire office with them, wherever they go, making work and communication easier, faster, more convenient and more accessible than ever before. Increasingly, people feel like they need consumer items like the iphone and ipad because, if they do not possess one, they may not be able to conduct their business in what is considered a modern, up-to-date approach.

In conclusion, I agree that advertising contributes to the success of non-essential consumer goods, but I also believe that once these items become popular in the marketplace, their inherent value, especially in business success, does become increasing relevant.