



## WRITING TASK 2

You should spend about 40 minutes on this task.

Write about the following topic:

***Advertising discourages us from being individuals by making us all look the same.***

***To what extent do you agree or disagree with this opinion?***

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

Write at least 250 words.

### Model Answer

KEY C&C **bold**

LR *italics*

GRA underlined

People have different opinions about **whether or not advertising tends to make everyone look alike**. I believe that *the opposite is the case*, as advertising encourages *individuals to exhibit a great diversity in their appearance*.

**It is true that** commercials on television and elsewhere encourage people to buy things, but not everyone buys the same products. *Advertising works by persuading individuals to aspire to owning certain products, which include fashion items like clothing, especially for young people. Nevertheless, a glance around any high street or shopping mall shows that we do not all buy the same things, and neither do we all look the*

**Commented [TG1]:** Excellent Task 2 idiom

**Commented [TG2]:** Note how the main idea concedes something (that ads encourage us to buy stuff), and it then goes on to disagree with the proposition

**Commented [TG3]:** Inversion – a complex structure



same. **On the contrary**, it is difficult to find two people wearing the same or even similar *outfits*, **because the truth is that** advertising serves to encourage people to express their individuality by choosing from a diverse range of products, rather than a limited **one**.

**In fact**, it is in the places and times which lack advertising that the greatest lack of individuality can be seen. **One good example** is in North Korea where, from what can be seen on TV and the internet, the people do seem to all look remarkably alike in their dress, and they appear to have a uniform drabness. Photographs from the past show **another example** of people looking similar, especially if one looks back beyond the 1930s. **At that time**, there were far fewer advertisements than can be seen today, and the most people do indeed dress in *almost identical styles*, without the great *diversity of appearance* of today's society, saturated as it is with advertising.

**In conclusion**, I believe that *advertising encourages individual differences*, rather than *sameness*, **which it does** by presenting people with a choice. **It is countries and times in which** advertising is *absent* that are most likely to have people who all dress in the same way.

311 words

**Commented [TG4]:** Note the correct use of *on the contrary*. It does not mean *on the one hand*

**Commented [TG5]:** Another idea would be the Amish community in the US, who reject most modern technology have no TVs or internet access.

**Commented [TG6]:** Metaphor – meaning it's full of advertising

**Commented [TG7]:** Complex noun clause