

Ariel Basic Writing feedback

Essay

Some people say that advertising is extremely successful at persuading us to buy things. Other people think that advertising is so common that we no longer pay attention to it. Discuss both these views and give your own opinion.

(257 words, 46 mins)

Answer

Some believe that adverts are an effective way to trigger people's buying desire. While others suggest that ad campaigns are no longer useful since it is too common for people to notice it. In this essay I will discuss relating factors of both views, and the reason why I think advertisements still play a crucial role in boosting sales.

There is no denying that advertising is often used to encourage people to purchase goods. From clothes and cosmetic products to cars and houses, it is evident that every industry needs advertisements to sell their items and services. Many companies have experienced enormous successes by investing a great amount of money on advertising. However, a part of society doubts the effectiveness of advertising since it is very pervasive in this day and age. Indeed, traditional strategy of advertisement seems to have lost its ability to raise an individual's buying desire, especially through messages and TV.

On the other hand, client- targeted advertising that is produced of analysing the tendencies of people's purchasing habits has taken over in many firms. Advertising is sent to targeted clients' phones and laptops, rather than be randomly broadcasted on various types of platforms. Moreover, advertising nowadays is often implanted in movies, dramas or even news, and individuals are usually unaware that they have been viewing it.

Although traditional advertising has less of an effect on improving sales, a new strategy of advertising by computer analysis seems to affect sales considerably. Therefore, I personally agree that new methods make great profits by knowing customer's habits and influencing them secretly.

Essay Score

Task Response: Band 7

You tackled the prompt by discussing both sides of the effectiveness of advertising. It's great how you highlighted the view that advertising can create buying desires effectively, while also acknowledging the argument that it has become too commonplace to notice. Your personal opinion at the end, stating that new advertising methods are effective in influencing consumer behavior, ties everything together nicely.

Coherence and Cohesion: Band 7

Your essay flows really well. I liked how you structured it with a clear introduction, body paragraphs that explore different perspectives, and a solid conclusion. Using transitions like "on the other hand" and "however" helped keep your ideas organized and easy to follow throughout.

Lexical Resource: Band 7

You've used a good range of vocabulary, especially terms like "advertising campaigns," "client-targeted advertising," and "traditional strategy." These really enriched your discussion on advertising and consumer behavior. Just watch out for minor lapses like "produced of" instead of "produced by," but overall, your word choice was effective.

Grammatical Range and Accuracy: Band 7

Your sentence structures were varied and well-handled. For instance, phrases like "Advertising is sent to targeted clients' phones and laptops, rather than be randomly broadcasted" show your flexibility with language. Though there were a few grammatical errors and awkward phrases here and there (like "advertising nowadays is often implanted in movies"), they didn't get in the way of understanding your points clearly.

Overall Band Score: 7

Ariel, your essay demonstrates a strong ability to discuss complex topics coherently, logically present ideas, and support arguments effectively. Keep refining your grammar and vocabulary precision, and you'll continue to improve in future writing tasks. Well done!