

ESSAY 3 Advertising

Your English class has had a discussion about advertising.

Your teacher has asked you to write a composition about the following statement:

Advertising plays an important role in modern life.

Write your composition in **140-190** words in an appropriate style.

MY ESSAY PLAN: It took only 5 minutes to make a simple plan!

INTRO	The media, T.V. radio and films, magazines. Big audience.
PARAGRAPH 1 AGREE WITH THE TITLE	Convince people to buy with fear, humour and creating 'need'.
PARAGRAPH 2 DISAGREE WITH THE TITLE	Competing with the neighbour. Consumerism. Out of touch if you don't buy.
CONCLUSION	People believe it. Brainwashing. Obsession with image + fashion. Has created stress and envy.

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My Essay

Advertising plays an important role in modern life

In recent times, T.V. has been reaching a **huge** worldwide audience while advertising has become **increasingly** important in **our daily lives**. It is also present, **however**, in the cinema, magazines, newspapers and Internet. It now dominates our lives.

Although this is a great opportunity for the media to make money, it can have a negative influence on the general public. **Nowadays** it seems there are no limits. Advertising campaigns sell products using fear, sex, humour, violence and **above all by creating** competition between people and a 'need' for a product.

Buying a bigger car, a T.V. or more expensive perfume than your neighbour is causing excessive consumerism. We are **victims of fashion**. If you do not buy the **latest** smart phone or computer you are **out of touch with** the modern times. A teenager wearing the wrong clothes or using an old mobile **is seen** as a 'freak'.

In conclusion, **there is no doubt** about the importance of advertising in modern life. **Nevertheless**, it has created stress and envy. Many people do not realize they **are being brainwashed** and spend money **without thinking**.

NOTES

- You only need a couple of ideas for each argument in paragraphs 1 + 2.
- Try to use more **descriptive adverbs and adjectives** such as; *huge, increasingly, the latest*.
- Include stylish language like: ***although, however, above all or nevertheless***.
- **Prepositions followed by gerund** are good style and win marks in writing exams!