***Unfortunately, in contemporary society, creating an appealing image has become more important than the reality or truth behind that image.***

***Write a response in which you discuss the extent to which you agree or disagree with the statement and explain your reasoning for the position you take. In developing and supporting your position, you should consider ways in which the statement might or might not hold true and explain how these considerations shape your position.***

Dose an attractive image count more than the truth or reality behind that image, as the statement asserts? I concede that the fake stuffs sometimes will be revealed in the long run with the help of the improvement of public judgement and information transparency. Otherwise, this modern age, coming with the characteristics of dazzling, swarming, fast-paced and competitive society and market, just push the image to a more important position than the truth or reality behind it.

//第二段，缺少时间和注意力去证实，而琳琅满目的商品各有优劣更是难以比较。

The scarce attention and insufficient time usually hinder people from verifying the authenticity and doing compare between various things, which can take a lot of time and energy in this time-pressed and fast-paced age. Comparing to accepting a universe stuff in a certain extent of risk, the cost of pursuit of truth is usually too high economically. And the fact today is that, with the development of international trade and technology, the choice facing us is choosing one from various and quite good abundant stuffs, which having their own characteristics, or in high similarity, instead of choosing a good stuff from many fake ones. Therefore, under such a circumstance, when skipping the step of verifying the authenticity, an appealing image, such as a new concept, or a good reputation, even an appealing appearance can catch people’s eyes and become more and more decisive in the competitive environment.

//第三段，让步。

Of course, I have to concede that the truth and reality behind the image are important too. The truth is the basis of the name of a company or brand, while the positive truth promoting it and negative truth destroying it. With the perfecting the legal system and the improvement of public judgement, it is harder and harder to conceal the fraudulent behaviors. Consequently, a company or individual will have a hard time stepping forward with some fraudulent behaviors. To some extent, the truth and reality is included in in the image, for the truth and reality will affect the image in a long run and have their influence indirectly.

//第四段，领域分类。+一点让步。

Particularly, an appealing image play a large role in the field of politics and commerce. A quick reflection on the U.S. presidential election reveals how an appealing image count in political area. It is the sense of leadership and the sense of reliability coming from the image and the better future promised by the image that influence the polls. As for the commercial battle, which is replete with opportunities and uncertainty, success is usually associated with the persuading and promising future. A persuasive image often can attract more investment in prophase, which is crucial to development of a company. What’s more, promoting an fashion usually depends on some group psychological factors, in which the image count a lot. However, I have to say that in other fields like science and engineering, the truth and reality behind the image weight more, for the truth and reality are what scientists and engineer care about.

//第五段，结尾

In the final analysis, it seems that in every endeavor where success depends to some degree on persuasion and promising future, image had indeed become the central key. And as our attention become scarce and our choices among products and services greater, I think this trend will continue unabated.

[block](dic://word/block): 语气强烈，指有效堵住了通道，使人或物无法通过。  
[bar](dic://word/bar): 含义与block很接近，指阻塞通道或禁止出入，但有对暗示不用障碍物的阻止或禁止。  
[hinder](dic://word/hinder): 语气较轻，多指阻碍、拖延人或事，强调使进展速度缓慢下来。  
[obstruct](dic://word/obstruct): 正式用词，语气强，多指以干扰或设置障碍的方式阻碍交通，使不能自由畅通。  
[prevent](dic://word/prevent): 含义广泛，指采取预防措施或设置障碍去阻止某人或某事。  
[hamper](dic://word/hamper): 侧重因受到约束或阻碍而造成的行动困难。

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