Author: Thuy Dung Nguyen

Task 1:

The given process details how sugar is manufactured from sugar cane.

In general, there are 7 steps that need to be performed from the production, including harvesting, crushing, and separating. It’s obvious that producing sugar from sugar cane is an elaborative work although only one ingredient is used.

At the very start, sugar canes need 1 to 1.5 years to grow before they can be harvested. In harvesting stage, people can use a specialized reaper or manually use a sickle.

After collected, the sugar canes are pressed into juice by a machine. This juice is then gone through a filter so that the unwanted residue is eliminated, and people can get the purified juice. This step is performed with the support of a tool called limestone filter. The next stage is known as evaporation, in which the filtered juice is heated under a high temperature and then converts into another state like a syrup. Thereafter, a centrifuge is used to separate the sugar crystals from the syrup. In the final step, the sugar is dried and cooled so that it’s ready to for packaging and sale.

Task 2:

Nowadays, it’s been developing a common trend for companies to pay attention of novelty of their products. In my opinion, this fact originates from a very natural psychology of consumers and is potentially negative in some ways.

The main reason for marketing departments to advertise their products as new in some way is that they are wishing to attract the customers as well as meet their increased demand. The life standard of the people has becoming higher and higher so that they are willing to pay a large amount of money for high-end and outstanding products. Furthermore, the general idea of the consumers is the newer products are, the higher quality they have so that they are always attracted by the innovative and modern products. That explains why every time Apple Inc. launches a new product, the whole world experiences a technology wave and pay through the nose to buy this new product because of the newly equipped features.

I state that this can be ca negative development because the newer is not always better than the more traditional one. Most companies framing their products as new in some aspect are actually attempting to mislead the public but the real quantity is not good as advertised. Sometimes, there are various cases that the renewed brands provide even worse products than the old one, which leads to a fact that consumers become tired of watching ads for familiar products pretending to be innovative. For many customers this leads to a growing feeling of apathy and disinterest towards the exploitive methods of advertisers.

In conclusion, the reason businesses often present their products as new lies in the consumer psychology and common trend in consumers’ shopping. This also do a bad effect on the attitudes of customers toward commercial advertisements.