

TEST 1, WRITING TASK 2

SAMPLE ANSWER

This is an answer written by a candidate who achieved a **Band 7.5** score. Here is the examiner's comment:

The way in which the candidate has responded to the task is a strong point of this script. It is a well-developed answer that addresses the issues relevantly and at length. The writer introduces the topic, examines both sides of the argument and expresses a clear position. Points are well-argued and supported with examples.

The answer is well-organised and the message is easy to follow with clear paragraphing and linking of ideas. There are too many errors in cohesion, however, and some linkers are not always fully appropriate, so this limits the rating for this criterion.

A wide range of vocabulary is used accurately and precisely, in spite of one or two awkward expressions and some rare errors. Similarly, a sophisticated range of structures is used but there are too many minor errors and omissions (such as in the use of prepositions and basic subject/verb agreement) to reach Band 8. Nevertheless these mistakes do not reduce the clarity of the answer and overall a wide range of language is used with a high level of proficiency.

Nowadays, there are lots of advertisements on television or on the streets. Some people think that the advertising boosts the sales of goods and it encourages people to buy things unnecessarily. This arguments may be true. In my country, many advertising companies produce advertisements with famous and popular actors or singers. People, especially youngsters, buy goods that their favourite singer advertise, although they do not really need the products.

Also, on the television screen, a product may look gorgeous and good quality. As a result of it, people often buy goods without enough consideration. Consumers may not actually need it but they buy goods impulsively soon after they watch the advertising. Furthermore, as many customers buy a particular product due to its advertising campaign, the other people may be affected by the trend, even if the product is not of the real needs of the society.

On the other hand, there are various aspects against these arguments. Moreover, it is people's choice to make a decision to buy goods. Advertising may be not a cause of customers' buying habits. Individuals have their own spending habits. If they have got enough disposable income, then the right to make a decision is given to them. No one actually can judge whether the goods sold are the real needs of the society or not.

In addition, as there should be a limited amount of disposable income consumers are able to spend, people try to allocate their budgets. They cannot be simply swayed by those advertisements.

In conclusion, as customers have their own strong opinions and standard of good quality goods, it is better to leave them to make their own decision in buy goods. It is fairly difficult to say everyone is swayed by advertising and buy good impulsively. However, in sensitive area of businesses such as toy industries, it may be necessary to band advertising to those children as children have not got enough ability to control themselves or to know what they need.