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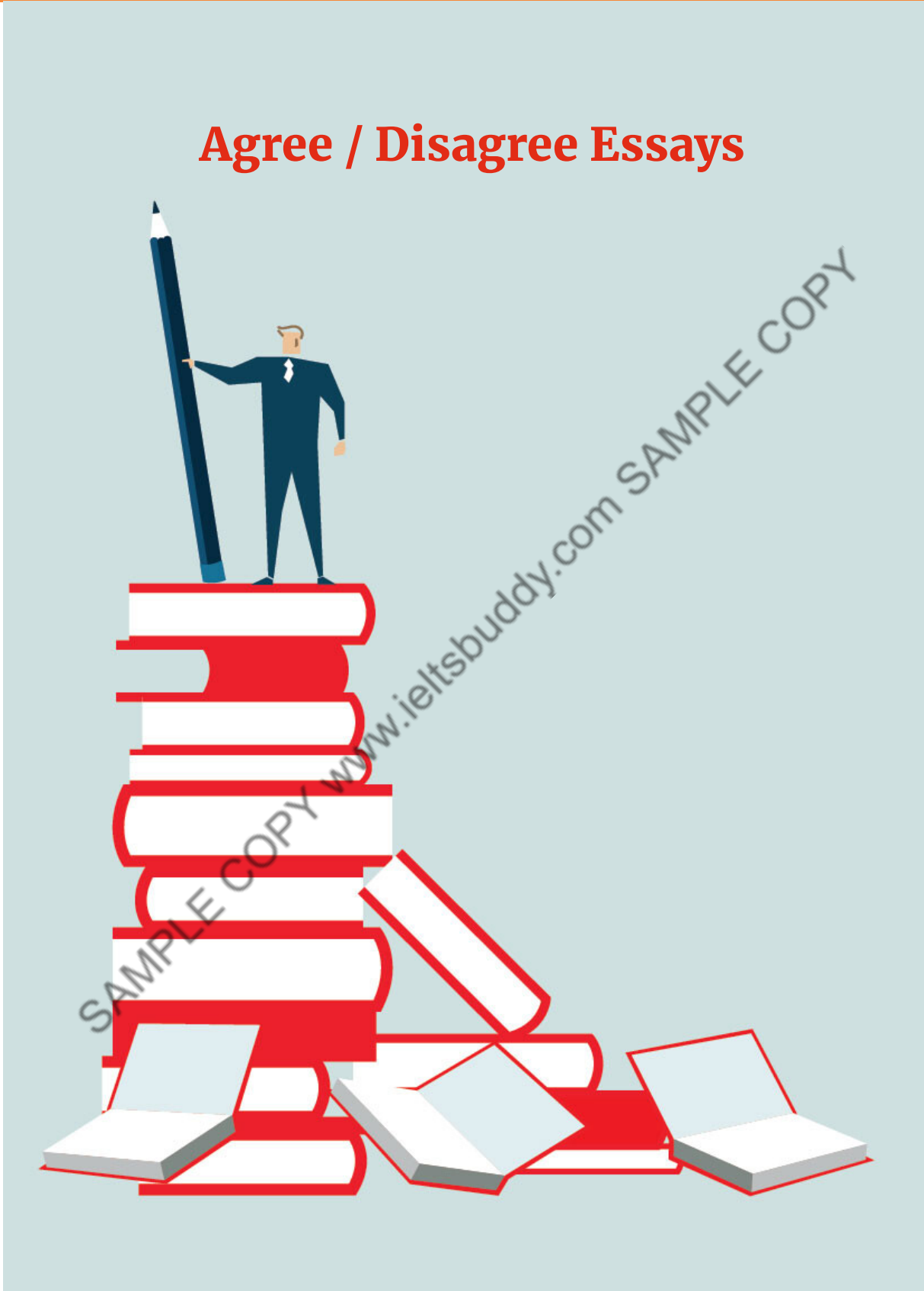
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## Agree / Disagree Essays



## Advertising Essay

This essay for IELTS is on the subject of **advertising**.

There are various types of questions you can get in the IELTS writing test and you'll see samples of them all over the following pages, but this one is an **agree / disagree** essay.

In these types of essays, you are presented with **one** opinion. Take a look at the opinion here in the question:

***Some of the methods used in advertising are unethical and unacceptable in today's society.***

***To what extent do you agree with this view?***



So your options are:

1. **Agree 100%**
2. **Disagree 100%**
3. **Partly agree**

In the answer below, the writer agrees 100% with the opinion.

As you can see, the writer's opinion is made clear in the **thesis statement** (the last sentence of the introduction).

All the body paragraphs then explain **why** the writer disagrees. In other words, it discusses the **negative** aspects of advertising.

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## Model Answer

*Some of the methods used in advertising are unethical and unacceptable in today's society.*

*To what extent do you agree with this view?*

The world that we live in today is dominated by advertising. Adverts are on television, on the World Wide Web, in the street and even on our mobile phones. However, many of the strategies used to sell a product or service can be considered immoral or unacceptable.

To begin with, the fact that we cannot escape from advertising is a significant cause for complaint. Constant images and signs wherever we look can be very intrusive and irritating at times. Take for example advertising on the mobile phone. With the latest technology mobile companies are now able to send advertising messages via SMS to consumers' phones whenever they choose. Although we expect adverts in numerous situations, it now seems that there are very few places we can actually avoid them.

A further aspect of advertising that I would consider unethical is the way that it encourages people to buy products they may not need or cannot afford. Children and young people in particular are influenced by adverts showing the latest toys, clothing or music and this can put enormous pressure on the parents to buy these products.

In addition, the advertising of tobacco products and alcohol has long been a controversial issue, but cigarette adverts have only recently been banned in many countries. It is quite possible that alcohol adverts encourage excessive consumption and underage drinking, yet restrictions have not been placed on this type of advertising in the same way as smoking.

It is certainly true to say that advertising is an everyday feature of our lives. Therefore, people are constantly being encouraged to buy products or services that might be too expensive, unnecessary or even unhealthy. In conclusion, many aspects of advertising do appear to be morally wrong and are not acceptable in today's society.

(296 words)

### Comments

This essay for IELTS is well organized as there are five clear paragraphs, each containing ideas that are relevant, well expressed, and related to the topic.

Focusing on the language and structures in particular, the essay starts with an appropriate introductory sentence. Linking words are used accurately (**However, In addition, Therefore**).

Phrases that signal opinions are evident (***A further aspect of advertising that I would consider unethical. ..***) backed up by reasons (***...encourages people to buy products they may not need or cannot afford***) and examples (***Children and young people in particular, are influenced by adverts***).

In general, many other useful phrases are used, indicating a good control of language (***It is quite possible... Many people consider. .. It is certainly true to say.. .***).

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## Alternative Medicine Essay

This IELTS sample essay tackles the subject of alternative medicine. Here is the question:

***Currently there is a trend towards the use of alternative forms of medicine. However, at best these methods are ineffective, and at worst they may be dangerous.***

***To what extent do you agree with this statement?***

### Considering Both Sides

When you are asked whether you **agree (or disagree)**, you can look at both sides of the argument if you want.

This shows that you have good academic skills as you are able to see both sides of the issue.

It can also sometimes be a good idea to look at both sides of the argument because it may be easier for you to brainstorm ideas.

If you just look at one side, you may run out of ideas.

In this IELTS sample essay, the writer **disagrees** overall with the opinion presented - that *alternative medicine is ineffective and possibly dangerous*.

However, in the **first body paragraph** the writer discusses what those who agree with this opinion think.

If you are going to put in an opinion that disagrees with your own, it is common to put this argument first. This makes your argument stronger as you can then refute it in the following paragraph.



As you can see, in the **second body paragraph**, the writer gives the reasons why he/she disagrees.

In other words:

**Body 1 = the disadvantages of alternative medicine**

**Body 2 = the advantages of alternative medicine**

It is then a good balanced conclusion as the writer states that they are best used together.

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## Model Answer

***Currently there is a trend towards the use of alternative forms of medicine. However, at best these methods are ineffective, and at worst they may be dangerous.***

***To what extent do you agree with this statement?***

Alternative medicine is not new. It is accepted that it pre-dates conventional medicine and it is still used by many people all over the world. I am unconvinced that it is dangerous, and feel that both alternative and conventional medicine can be useful.

There are several reasons why the conventional medical community is often dismissive of alternatives. Firstly, there has been little scientific research into such medicine, so there is a scarcity of evidence to support the claims of their supporters. Furthermore, people often try such treatment because of recommendations from friends, and therefore come to the therapist with a very positive attitude, which may be part of the reason for the cure. Moreover, these therapies are usually only useful for long-term, chronic conditions. Acute medical problems, such as accidental injury, often require more conventional methods.

On the other hand, there remain strong arguments for the use of alternatives. Despite the lack of scientific proof, there is a lot of anecdotal evidence to suggest that these therapies work. In addition, far from being dangerous, they often have few or no side effects, so the worst outcome would be no change. One of the strongest arguments for the effectiveness of alternative therapies in the West is that, whilst conventional medicine is available without charge, many people are prepared to pay considerable sums for alternatives. If they were totally unhelpful, it would be surprising if this continued.

I strongly believe that conventional medicine and alternative therapies can and should coexist. They have different strengths, and can both be used effectively to target particular medical problems. The best situation would be for alternative therapies to be used to support and complement conventional medicine.

(280 words)

## Comments

The writer in this IELTS sample essay introduces the topic in the introductory paragraph (***Alternative medicine...***) and puts forward a clear view on the issue (***I am unconvinced...and feel...***).

The essay has a well-balanced argument looking at both sides of the issue. The first body paragraph expresses some doubt about alternative therapies (...***little scientific research.. .only useful for long term...***), but in the second body paragraph the writer takes a different view (***On the other hand...***) and examines the benefits (...***few side effects***).

The writer's concluding paragraph offers a strong opinion (***I strongly believe...***) and sums up the fact that both types of treatment are valid today.

There is also a good range of grammatical structures (***If they were totally unhelpful, it would be...***), and connectors (***despite the fact, in addition, finally***).

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## Arts Spending Essay

This sample IELTS writing is on **the arts**.

A common topic in IELTS is whether you think it is a good idea for government money to be spent on **the arts** i.e. the visual arts (as you see in art galleries), literary arts (books) and the performing arts (music, theatre, dance and film), or whether it should be **spent elsewhere**, usually on other public services such as education, health, policing etc.

Take a look at the question:

**Government investment in the arts, such as music and theatre, is a waste of money. Governments must invest this money in public services instead.**

**To what extent do you agree with this statement?**



In this question, you are given the opinion that spending money on the arts is a waste of money, and it would be better spent on public services.

You then have to say if you agree or disagree. So you would need to decide what you think and give reasons to support your decision.

The sample IELTS writing model answer presented here is a balanced argument that **partly agrees** with this opinion.

This is made clear in the **thesis statement**:

*Although I agree that it is important to spend money on public services, I do not think spending on the arts is a waste of money.*

So the writer does not think it is a 'waste of money'; however, he/she does think the majority of money should go on public services.

The essay, therefore, needs to explain this, and so is organized as follows:

**Body 1: Support for spending most money on public services**

**Body 2: Support for spending some on the arts**

## Model Answer

***Government investment in the arts, such as music and theatre, is a waste of money. Governments must invest this money in public services instead.***

***To what extent do you agree with this statement??***

These days, the government spends a large part of its budget not only on public services, but also the arts. Although I agree that it is important to spend money on public services, I do not think spending on the arts is a waste of money.

There are several reasons for spending a significant amount of the government budget on public services. First and foremost, public services are the things such as hospitals, roads and schools, and these things determine the quality of life that most of us will have. For example, if the government does not spend enough money on hospitals, the health of our society may decline. Similarly, if not enough money is spent on schools, our children may not be properly educated. Also, it will be the poor in our society that will be affected more if we do not spend enough on these things because they are the ones more dependent on such services.

However, this does not mean that the arts should be completely neglected. To begin, it is difficult for many arts institutions to generate much profit, so without some help from the government, many theatres and other such places may have to close. Moreover, the arts also have an important impact on our quality of life. Many people get great pleasure in going to see music and theatre performances so it is important that the government assists such institutions so that they can continue to provide entertainment to the public.

To sum up, there are clear benefits of ensuring a large amount of investment goes into public services as this influences the quality of life for nearly all of us. That said, I do not believe spending money on the arts is a waste of money as this too provides important benefits.

(299 words)

## Comments

The essay gives a clear thesis at the beginning. This makes it clear that the writer partly agrees with the statement i.e. it is not a waste of money, but it is if too much is spent on it.

It is also a well-organized essay. The first paragraph sets out why the writer thinks a significant portion of money should go on public services. This is supported with reasons and examples.

The second paragraph in this sample IELTS writing then sets out clearly why some money should also go on the arts.

The conclusion then restates the authors opinion.

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