



Practice Test 19

The high sales of popular consumer goods reflect the power of advertising but not the real need of the society where such products are sold. Do you agree or disagree?

Outline

Essay type

Opinion essay

Introduction

State your opinion clearly (whether you agree or disagree). Explain in brief what you are going to write in the body paragraphs.

Advertising is a method used by corporations to introduce their products and services to the market, attract the eye of consumers and increase sales.

Body

Paragraph 1: Advertisement conquers the audience mainly by sending them the message they are unaware of specific brands or products.

Paragraph 2: Advertising also works to create a best-seller image for a newly -marketed product. The audiences are tempted to buy it in the hope that they can become participants of a fad.

Conclusion

Restate your opinion with a clear and direct sentence

Sample Answer

Advertising is well – known as a method of promotion. It is a method used by corporations to introduce their products and services to the market, attract the eye of consumers and increase sales. Critics of advertising argue that this is the only way of increasing sales of some products, inducing consumers to purchase what they do not need in their daily lives. From my personal perspective, this contention is self – evident. In the next few paragraphs, I will discuss this statement in detail.



Advertisement conquers the audience mainly by sending them the message they are unaware of specific brands or products. And this can lead to a situation where the customers make wrong decisions to purchase the things they do not need. The advertisements related to medicine, dietary supplement and other life-enhancing products provide a typical example. Targeting the buyers who are worried about health, advertisers have sought to encourage them to think that they are threatened by such problems like malnutrition or dysfunctioning of any of their body parts. Due to lack of knowledge in this field, the audience will rush to purchase the advertised products. Such cases are ever-present.

Advertising also works to create a best – seller image for a newly – marketed product. The audiences are tempted to buy it in the hope that they can become participants of a fad. It is not uncommon that cell phone users replace their phones every year, although the phone they have abandoned is still in usable conditions. They might not need to make purchases frequently, but advertising spurs them to do so. Advertisers too, often misuse the power of advertising.

Although the presence of advertisements spread knowledge about the latest technological inventions, more often than not, they only create a hole in the pocket.

In conclusion, people should stay alert to the influence, advertisements have on their decision-making process. As indicated above, advertising usually has twisted information about what products contain, or how a product is flavoured, thereby driving people to make insensible decisions.

Vocabulary

- Inducing
- Contention
- Self-evident
- Conquers
- Life-enhancing products
- Sought to
- Threatened
- Malnutrition
- Dysfunctioning
- Tempted
- Fad
- Abandoned
- Spurs

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It is an observable fact in the present lifestyle society has adopted that the inclination towards fashionable commodities has surpassed the needs of people. The chief goal of the promotion of products is to boost sales and this has been the sole aim of advertisements for quite some time now. I strongly believe that contemporary marketing techniques neglect the true necessities of humankind. In the following paragraphs, I will explore the topic in its entirety and justify my views on the same.

Presently, advertisements have become the prime medium for communication between corporations and its audience. Research for the discovery of innovative avenues to attract customers is a standard practice among multinationals lately. That being said, the potential of these mediums is often underestimated and limited to expanding the revenue of a company. Since a huge amount of capital is invested in the development of such promotional ventures, deviating the agenda from accruing returns can turn out to be expensive for a firm. Thus, the use of promotional activities is often confined to only enticing people to buy a particular product.

Furthermore, the decision of the core message of any marketing material of an organization is not dependent on any single individual. An advertisement has to go through several levels of inspection and approvals before being broadcast to the public. Therefore, creative interests often clash with organizational objectives and policies. Moreover, the fact that viewers tend to enjoy promotions that are simple and captivating has to be acknowledged when creating similar content.

Although the existence of corporations like Cadbury, whose marketing campaigns always revolve around positive ideas like harmony and culture, cannot be disregarded, the current tendency of people to chase anything that is in fashion is rising perpetually, thanks to present-day advertising strategies.

To sum up, modern habits of invariably appreciating products merely by their marketability are becoming disturbingly prevalent. The existing advertising practices need to be updated to bring any significant improvement in customer behaviour.

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