

More and more people want to buy famous brands of clothes, car and other items. What are the reasons? Do you think it is a positive or negative development?

Comment [Dave1]: interesting topic

There are an increasing numbers of people who love to purchase commodities of well-known brands including clothes clothing and cars. In my opinion, one of the reasons is that the quality of their products is more likely to be good, and another, more significant, reason is that most people regard them as a symbol of their elevated social status. I do not think this is a positive trend because it tends to make the whole society more

Comment [Dave2]: is

Comment [Dave3]: is an increasing number

Comment [Dave4]: consistent /

Comment [Dave5]: good!

impetuous materialistic.

Comment [Dave6]: takes risks and don't think about consequences

The main causes of this consumer behavior relate to class and product quality. Many would like to show their high-class background through purchasing prestigious brands because people tend to judge each other by their dressing and what they use what is superficially visible. For instance, most businessmen always wear a brand-name watches of a famous brand to visibly manifest their wealth, although in reality almost nobody still uses a watch to check the time. On the other hand, the quality of these products is highly probable more guaranteed better than others since consumers serve as a quality-checking system they are more easily to be supervised by public. A couple of years ago, peeling-off of the painting of on the metal parts latches in on Prada handbags of PRADA provoked public uproars during its consumers in many countries and forced the company to review their quality checks.

Comment [Dave7]: gives the reader a hint about what is coming up – help TA, CC, V, G

Comment [Dave8]: some short sentences with no mistakes are important

Comment [Dave9]: try to mention both ideas in the topic sentence – even if it's a short sentence

Comment [Dave10]: the main causes all relate convenience

Comment [Dave11]: good example!

Although there are legitimate reasons of to having preference to luxury brands as mentioned above mentioned, I believe it is a negative development for the whole of society because it may engender twisted more superficial values especially to for young people. There are such news on the portal websites frequently. There was a recent story in the news that was reportedly widely in China of, for example, a university student only who ate a single had one meal a day for 3 months to save money to buy a LV Louis Vuitton tote bag as well as a young man who sold his kidney in order to buy an iPhone. tote; a young man sold a kidney in order to buy an iPhone. This is a tragedy for public values because more and more greater numbers of people havenow placed a lot of outsized importance on these brands and sacrificed more valuable things to the detriment of their well-being and mental health.

Comment [Dave12]: two ideas – good development of both – two good examples

Comment [Dave13]: However, I believe this trend to be negative on the whole due to the values it encourages. (15 or so words for a topic sentence)

Comment [Dave14]: timing and length of essay because the rest of the paragraph isn't long enough and the ideas aren't developed enough

Comment [Dave15]: almost half the paragraph

However, I believe this trend to be negative on the whole due to the values it encourages. There was a recent story in the news that was reportedly widely in China of a university student who ate a single meal a day for 3 months to save money to buy a Louis Vuitton tote bag as well as a young man who sold his kidney in order to buy an iPhone. These examples illustrate the extent to which young people consider appearance crucial and the tradeoff is less emphasis on more traditional values. A person who only cares about their phone and fashion is less likely to put time into building a strong career and having a strong family life.

Comment [Dave16]: what more valuable things? imply that there are more valuable areas and people are too superficial – say what are the more valuable areas – local businesses, products made by skilled artisans

Comment [Dave17]: better to develop by sticking more closely to the example

In conclusion, some intend to many purchase prestige brands to show off, and some may feel their quality is better, however, I cannot do agree that this is social progress. I believe that governments should enact policies to control curb/limit/regulate this such unhealthy tendencies.

Comment [Dave18]: happens now

Task achievement: 7

Cohesion/Coherence: 6/7 paragraphing, linking words, referencing, substitution, ellipsis, flow of ideas – logical, make sense, hard to understand because of mistakes or its too wordy, topic sentences, paraphrasing

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Vocabulary: 7

Grammar: 6 body paragraphs with lots of ideas have more grammatical mistakes

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Question:

at the beginning of every class we did vocal warm-ups and training

we tried to ~~produce~~ project from deep in our belly/throat ~~our voice from deep in our throat~~ / back in our belly to be able to speak loudly and clearly and project to the whole room

speak from deep in my belly or the back of my throat

-tried to ~~produce our voice back in ours~~ speak from deep in our belly to be able to speak loudly...?

sing from the belly