

WRITING TASK 2

You should spend about 40 minutes on this task.

Write about the following topic:

In their advertising, businesses nowadays usually emphasise that their products are new in some way.

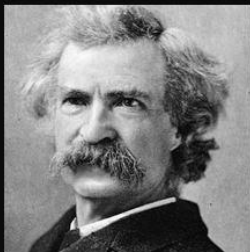
Why is this? Do you think it is a positive or negative development?

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

Write at least 250 words.

<https://howtodoielts.com/recent-ielts-writing-topics-2021/>

typical 4 paragraph structure around 300 words – focus more on your vocabulary and grammar



I didn't have time to write a short letter, so I wrote a long one instead.

~ Mark Twain

AZ QUOTES

In modern times, advertisements ~~posted by~~ ~~from~~ businesses ~~take care to~~ ~~put~~ ~~place~~ special emphasis on what features are "~~new~~" ~~novel~~ - in their products, in order to draw the attention of potential customers. I believe this is mostly due to the overwhelming number of similar

Comment [Dave1]: ok

Comment [Dave2]: phrasal verbs a little too informal – great for speaking

products existing on the market, ~~thus their products need something "new" to stand out. This sort of advertising and racing to develop products' new features and this~~ can be considered as a mostly positive development, however, I believe there are also some minor negative aspects.

In my opinion, I believe the primary cause ~~for the companies' method of for~~ advertising the novelty of a given product is related with efforts ~~to stand out and make products~~ leave a deeper impression in the minds of their target audience. ~~The saturation of various consumer products and services is mainly the result of spreading industrialization and the rapid expansion of global markets, as people's economic status improves in many parts of the world, resulted in explosions of products with similar purposes on the market creates/engenders a burgeoning global middle class.~~ For instance, whenever I enter a supermarket nowadays to purchase a bar of soap, there is ~~one an~~ entire shelf dedicated to ~~just that product various similar products~~, manufactured by various companies, enough to make me feel dizzy and ponder for a long time about which one I should choose. As a result, modern advertisements made by various businesses often ~~put stress on what the aspects of their products are "new", new aspects of their products~~ in order to ~~make their products differ from others differentiate them~~, and convince ~~the a~~ target audience to ~~purchase their products purchase their brand, instead of a similar product from another company.~~

I believe this way method of advertisement is mostly beneficial, since it ~~strikes up fosters the~~ competition ~~between different companies, and push them to continue developing new features and improving their products and innovation.~~ From my experience, products with new features are usually aiming to target ~~some of the pertinent/relevant/meaningful users' issues expressed collected through their previous customer feedback, and trying to provide the users with an better-improved~~ user experience. For example, lamp – new feature - intensity
I recently purchased a new lamp, which ~~was advertised to have~~ the new feature of being able to adjust the intensity of its lighting. This is a definite improvement from relatively more old-fashioned lamps with only one push-button, since their light may be too intense at dusk, yet ~~they there~~ might be insufficient lighting at around midnight late at night. My new lamp, on the other hand, offers me a better a superior user experience, since I am able to adjust my lighting in five different intensities.

support fully – reasoning – example

Simultaneously, ~~some the~~ negative aspects relate to the quality of products themselves. A company might be that some particular products focus on a new and attractive aesthetical appearances, making their products seem "flashy" on the market stand out distinctly, but their designs may be inconvenient or uncomfortable, and make the product seem like a hoax to get hold of the customers' money giving the impression of false advertising or even fraud. Some A variety of popular brands of kids' toothpastes, for instance, have feature vibrant colors, which the companies claim to possess the flavor of various tasty fruits, and These products they also have attractive aesthetical designs packaging typically emblazoned with cartoon figures, yet their tastes are actually quite revolting rarely match the design, in some cases, and some of the color pigments may even stain children's teeth, instead of cleaning them.

Comment [Dave3]: and – both ideas are the same -

Comment [Dave4]: even though advertising is economically important, it is a **negative overall** due to the impact on the environment.

Comment [Dave5]: don't have a clear overall opinion -

Comment [Dave6]: same thing – topic sentence should be a little more concise

Comment [Dave7]: good phrase

Comment [Dave8]: academic collocations

Comment [Dave9]: comes up in a lot of essays

Comment [Dave10]: topic and new information

Comment [Dave11]: good – just make more specific

Comment [Dave12]: The average consumer who enters a supermarket in a major metropolitan area such as Beijing likely encounters....

Comment [Dave13]: a little better if you can give a more general one – delivery food services, instant noodles – say the actual brands – as specific as possible

Comment [Dave14]: phrasal verbs

Comment [Dave15]: paraphrase a bit more

Comment [Dave16]: phrasal verbs

Comment [Dave17]: fosters competition – more academic collocations

Comment [Dave18]: short and concise topic sentence

Comment [Dave19]: usually a better adjective than some

Comment [Dave20]: drop the plural possessive

Comment [Dave21]: wordy

Comment [Dave22]: when you write or think of a sentence – wordy –
1. write in note form first
2. rewrite it for the next sentence – make it more concise

Comment [Dave23]: long detailed example – keep doing this! great!

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Comment [Dave24]: relative clause – gerund with ing – more concise way to add on information

Comment [Dave25]: more sentence variety

Comment [Dave26]: modifies colors

Comment [Dave27]: topic at the beginning

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Comment [Dave28]: great detailed example

In conclusion, the clamour of companies to advertise what features are “new” in their products is ~~probably likely~~ the result of having too many rival products on the market. It can generally be regarded as a positive development, since it prompts the companies to improve their products and give customers a better user experience. However, in some cases, “new” features focus on being “flashy superficial qualities”, and quite neglect the original purpose ~~that the product was originally designed for~~ of the product’s design.

Comment [Dave29]: weak claims are good

Comment [Dave30]: clear opinion

Comment [Dave31]: totally fine - perfect

565

low hanging fruit – easy stuff to fix:

more academic vocabulary – cut out the phrasal verbs

write it shorter – 4 paragraph structure

focus on your accuracy for grammar and vocabulary

a little more concise

examples a little less personal

reduce the length of topic sentences

vary sentence lengths