

Topic

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

To what extent do you agree with this view?

Your Response

Nowadays in worldwide nations, every moment, we are displayed advertisements on TV shows, magazines or huge LED boards situated on intersections. In what methods they are produced or how much producers care about ethical trend to making them? I believe they intent to have more watcher to earn more money regardless to its consequences.

In first point of view, some families my does not need something that is displaying on tv, but as home wife see the advertisement will feel that is a good idea to have it and decide to buy it immediately. In another case, there is families who have young offspring who mentally is not wise enough to perceive everything in family situation. Therefore, they will have high demand while they are watching a new toy advertisement. Begging his parent to purchase it and crying all time. As a result his poor father will be finally obliged to buy the toy.

In second point, they may use psychological weaknesses; for example, by displaying a young lady with fitness body who is using some stuff on show to attract people for the good. It may apparently not so bad, but if we go deep in down will understand that how it may have an effect of youth brain and corrupt it.

Or by using a charming sentences on cigarette box "the ideal of a manhood" as a person see this advertisement on the box, will feel himself on his dreams and will buy it.

In conclusion, the advertisement makers, regardless to the bad effects the advertise may cause on people, will made them due to make their customers satisfying. But it may have bad consequences on society which due to avoiding this trend i suggest authorities make some plans for the circumstance to check and control advertisements before showing up.

Fix Grammar Errors

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Estimated Band Score.

Task Response (TR): 6.

The essay addresses the prompt directly with a clear opinion but shows limited depth in idea development. Position clarity is maintained though some explanation is vague. Format follows basic introduction, body, and conclusion structure. Examples are relevant but often general and lack strong specificity.

- **Relevance to Prompt:** 6
- **Clarity of Position:** 6
- **Depth of Ideas:** 5
- **Appropriateness of Format:** 6
- **Relevant & Specific Examples:** 5
- **Appropriate Word Count:** 9

Coherence & Cohesion (CC): 5.

The essay has some organization but ideas and paragraphs are unevenly developed and connections sometimes weak. The introduction and conclusion exist but are somewhat simplistic. Support for points is limited, and transitions are basic. Paragraphing is evident but could be clearer.

- **Logical Organization:** 5
- **Effective Introduction & Conclusion:** 5
- **Supported Main Points:** 4
- **Cohesive Devices Usage:** 5
- **Paragraphing:** 5

Grammatical Range & Accuracy (GRA): 4.

The essay uses a limited range of sentence structures with frequent grammatical errors impacting clarity. Punctuation is mostly correct but occasionally inconsistent. Grammar and syntax errors often disrupt the reading flow.

- **Sentence Structure Variety:** 4
- **Grammar Accuracy:** 4
- **Punctuation Usage:** 5

Lexical Resource (LR): 4.

Vocabulary range is moderate with repetitive word choices. Word choice is sometimes inaccurate or awkward, and spelling/word formation errors occur that affect understanding.

- **Vocabulary Range:** 5
- **Lexical Accuracy:** 4
- **Spelling and Word Formation:** 4

Est. Overall Band Score: 5.0.

Detailed Comments & Improvement Guide

Improve Each Paragraph

INTRODUCTION

"Nowadays in worldwide nations, every moment, we are displayed advertisements on TV shows, magazines or huge LED boards situated on intersections. In what methods they are produced or how much producers care about ethical trend to making them? I believe they intent to have more watcher to earn more money regardless to its consequences."

Comments.

- **Task Response/Task Achievement:** Bài làm bắt đầu bằng cách mô tả sự hiện diện của quảng cáo, điều này khá tốt để đặt vấn đề. Tuy nhiên, câu hỏi "In what methods they are produced or how much producers care about ethical trend to making them?" hơi lạc đề một chút so với yêu cầu của đề bài là tập trung vào tính phi đạo đức và không thể chấp nhận được của một số phương pháp quảng cáo. Quan điểm được nêu ở cuối đoạn ("I believe they intent to have more watcher to earn more money regardless to its consequences") cũng chưa thể hiện rõ ràng mức độ đồng ý với quan điểm được đưa ra trong đề bài ("To what extent do you agree..."). Đề bài yêu cầu thể hiện rõ mức độ đồng ý, không chỉ là nêu lên một nhận định chung về mục đích của nhà sản xuất quảng cáo.
- **Coherence & Cohesion:** Đoạn mở đầu chưa thật sự gắn kết chặt chẽ với đề bài. Câu hỏi ở giữa đoạn làm cho luồng suy nghĩ bị ngắt quãng và không dẫn trực tiếp đến quan điểm chính. Cần có một câu chuyển tiếp mượt mà hơn từ việc mô tả sự phổ biến của quảng cáo sang việc nêu lên quan điểm cá nhân về tính đạo đức của chúng.
- **Grammatical Range & Accuracy:** "in worldwide nations" nên là "worldwide" hoặc "in many nations". "we are displayed advertisements" nên là "advertisements are displayed to us" hoặc "we are exposed to advertisements". "ethical trend to making them" nên là "ethical considerations in making them". "intent to have more watcher" nên là "intend to attract more viewers". Lỗi ngữ pháp khá nhiều, cần chú ý thì, dạng động từ, và giới từ.
- **Lexical Resource:** "LED boards situated on intersections" có thể thay bằng "billboards at intersections". "ethical trend" không phải là cách diễn đạt tự nhiên, có thể dùng "ethical considerations" hoặc "ethical practices". "watcher" nên dùng "viewers".

How to rewrite.

"In the modern world, advertisements are ubiquitous, appearing constantly on television, in magazines, and on vast billboards at intersections. This raises questions about the ethical methods employed in their creation and the extent to which producers prioritize ethical considerations. I strongly agree that some advertising methods are indeed unethical and unacceptable in today's

society, as their primary aim appears to be maximizing profit regardless of the potential negative consequences."

BODY PARAGRAPH 1

"In first point of view, some families my does not need something that is displaying on tv, but as home wife see the advertisement will feel that is a good idea to have it and decide to buy it immediately. In another case, there is families who have young offspring who mentally is not wise enough to perceive everything in family situation. Therefore, they will have high demand while they are watching a new toy advertisement. Begging his parent to purchase it and crying all time. As a result his poor father will be finally obliged to buy the toy."

Comments.

- **Task Response/Task Achievement:** Đoạn này đưa ra hai ví dụ về tác động tiêu cực của quảng cáo: ảnh hưởng đến quyết định mua sắm của phụ nữ nội trợ và ảnh hưởng đến trẻ em. Ý tưởng về việc quảng cáo tạo ra nhu cầu không cần thiết và gây áp lực lên gia đình là phù hợp với đề bài. Tuy nhiên, cách diễn đạt còn chung chung, ví dụ về người vợ và người cha còn hơi đơn giản và chưa thực sự thuyết phục. Cần khai thác sâu hơn tác động tâm lý của quảng cáo đối với các đối tượng này.
- **Coherence & Cohesion:** Đoạn này có sử dụng các cụm từ chuyển tiếp như "In first point of view" và "In another case" để nối các ý. Tuy nhiên, mối liên hệ giữa hai trường hợp chưa thật sự rõ ràng. Cần có một câu chủ đề cho đoạn để giới thiệu ý chính (ví dụ: quảng cáo thao túng tâm lý người tiêu dùng). Cách chuyển từ việc trẻ em có nhu cầu sang việc người cha phải mua đồ chơi hơi đột ngột.
- **Grammatical Range & Accuracy:** "In first point of view" nên là "Firstly" hoặc "To begin with". "my does not need" nên là "may not need". "as home wife see" nên là "when a housewife sees". "there is families" nên là "there are families". "who mentally is not wise enough" nên là "whose mental capacity is not developed enough" hoặc "who are not mature enough to understand". "Begging his parent" nên là "Begging their parents". "crying all time" nên là "constantly crying". "his poor father will be finally obliged to buy" nên là "their parents may feel obliged to buy". Lỗi ngữ pháp rất nhiều, đặc biệt là về thì, chủ ngữ-động từ, và cấu trúc câu.
- **Lexical Resource:** "home wife" nên dùng "housewife". "young offspring" có thể dùng "children". "mentally is not wise enough" có thể diễn đạt tốt hơn bằng "mentally immature" hoặc "not yet able to understand complex situations". "high demand" có thể thay bằng "strong desire".

How to rewrite.

"Firstly, advertisements can exploit consumer vulnerabilities. For instance, a housewife might see an advertisement for a product she doesn't truly need but is persuaded by the appealing presentation to purchase it on impulse. Furthermore, advertising directly targets children, who are often too young to differentiate between wants and needs or understand the financial constraints of their families. Seeing advertisements for new toys can create intense desires, leading to persistent requests and even emotional distress for both the child and the parents, who may feel pressured to comply."

BODY PARAGRAPH 2

***In second point, they may use psychological weaknesses; for example, by displaying a young lady with fitness body who is using some stuff on show to attract people for the good. It may apparently not so bad, but if we go deep in down will understand that how it may have an effect of youth brain and corrupt it.*

Or by using a charming sentences on cigarette box "the ideal of a manhood" as a person see this advertisement on the box, will feel himself on his dreams and will buy it."

Comments.

- **Task Response/Task Achievement:** Đoạn này tiếp tục đưa ra các ví dụ về việc quảng cáo lợi dụng điểm yếu tâm lý. Ý tưởng về việc sử dụng hình ảnh cơ thể lý tưởng và lời lẽ hấp dẫn trên bao thuốc lá là phù hợp và minh họa tốt cho luận điểm. Tuy nhiên, cách diễn đạt "attract people for the good" và "corrupt it" còn hơi mơ hồ và chưa giải thích rõ cơ chế tác động tiêu cực. Ví dụ về bao thuốc lá khá tốt, nhưng cần giải thích rõ hơn mối liên hệ giữa "the ideal of a manhood" và hành vi mua thuốc lá.
- **Coherence & Cohesion:** Đoạn này bắt đầu bằng "In second point", là một cụm chuyển tiếp tốt. Các ví dụ được đưa ra khá liên quan đến ý chính về việc lợi dụng điểm yếu tâm lý. Tuy nhiên, hai ví dụ được trình bày hơi rời rạc, không có sự liên kết mượt mà giữa chúng.
- **Grammatical Range & Accuracy:** "In second point" nên là "Secondly" hoặc "Furthermore". "displaying a young lady with fitness body" nên là "displaying a young woman with a fit body". "using some stuff on show" rất mơ hồ, cần cụ thể hơn, ví dụ "promoting a product". "attract people for the good" nên là "attract people" hoặc "appeal to people". "go deep in down" nên là "look deeper" hoặc "consider the underlying implications". "effect of youth brain and corrupt it" nên là "effect on young people's minds and potentially corrupt them". "a charming sentences" nên là "a charming slogan" hoặc "appealing words". "as a person see" nên là "when a person sees". "will feel himself on his dreams" là cách diễn đạt không tự nhiên, có thể thay bằng "will feel a sense of aspiration" hoặc "will associate it with their aspirations".
- **Lexical Resource:** "fitness body" nên dùng "fit physique" hoặc "toned body". "stuff on show" rất không trang trọng, nên dùng "product being advertised" hoặc "product being promoted". "charming sentences" có thể dùng "appealing slogans" hoặc "persuasive language". "the ideal of a manhood" có thể giữ nguyên vì là trích dẫn, nhưng cần diễn giải ý nghĩa của nó.

How to rewrite.

"Secondly, advertisers often exploit psychological vulnerabilities. For instance, they may use images of individuals with ideal physiques promoting products, which, while seemingly innocuous, can have a detrimental effect on young people's self-esteem and body image, potentially leading to unhealthy aspirations. Another example is the use of persuasive slogans on cigarette packaging, such as 'the ideal of a manhood'. Such language is designed to associate smoking with desirable traits, subtly influencing individuals' perceptions and encouraging consumption by appealing to their aspirations and sense of identity."

CONCLUSION

"In conclusion, the advertisement makers, regardless to the bad effects the advertise may cause on people, will made them due to make their customers satisfying. But it may have bad consequences on society which due to avoiding this trend i suggest authorities make some plans for the circumstance to check and control advertisements before showing up."

Comments.

- **Task Response/Task Achievement:** Đoạn kết luận tóm tắt lại ý chính về việc nhà quảng cáo ưu tiên lợi nhuận hơn tác động tiêu cực và đưa ra giải pháp là sự can thiệp của chính quyền. Ý tưởng này khá tốt, thể hiện được quan điểm cá nhân và đề xuất hướng giải quyết. Tuy nhiên, cách diễn đạt còn lủng củng và chưa thật sự mạnh mẽ. Cần nhấn mạnh lại mức độ đồng ý với đề bài và tóm lược các luận điểm đã trình bày một cách rõ ràng hơn.
- **Coherence & Cohesion:** Đoạn kết luận bắt đầu bằng "In conclusion", là một cụm chuyển tiếp tốt. Tuy nhiên, mối liên hệ giữa việc nhà quảng cáo làm hài lòng khách hàng (của họ, tức là các công ty thuê quảng cáo) và việc quảng cáo gây hậu quả xấu cho xã hội chưa được giải thích rõ ràng. Câu cuối đưa ra giải pháp nhưng cách diễn đạt còn hơi vụng về.

- **Grammatical Range & Accuracy:** "regardless to the bad effects" nên là "regardless of the negative effects". "the advertise may cause" nên là "advertisements may cause". "will made them" nên là "will create them". "due to make their customers satisfying" nên là "in order to satisfy their clients" (các công ty thuê quảng cáo). "But it may have bad consequences" nên là "However, this can have detrimental consequences". "which due to avoiding this trend i suggest" nên là "To mitigate this issue, I suggest that". "make some plans for the circumstance" nên là "implement measures". "check and control advertisements before showing up" nên là "regulate and control advertisements before they are broadcast". Lỗi ngữ pháp rất nhiều và nghiêm trọng, ảnh hưởng đến sự mạch lạc của câu.
- **Lexical Resource:** "bad effects" có thể thay bằng "negative impacts" hoặc "detrimental consequences". "made them" nên dùng "create them" hoặc "produce them". "satisfying" nên dùng "satisfy". "bad consequences" nên dùng "negative consequences" hoặc "detrimental effects". "avoiding this trend" có thể thay bằng "mitigating these issues". "make some plans for the circumstance" là cách diễn đạt không tự nhiên, nên dùng "implement regulations" or "take action". "showing up" nên dùng "being broadcast" hoặc "being disseminated".

How to rewrite.

"In conclusion, it is evident that many advertising techniques prioritize commercial gain over ethical considerations, leading to negative impacts on individuals and society. The examples of manipulating consumer desires and preying on psychological vulnerabilities demonstrate that some methods are indeed unethical and unacceptable. To address this issue and protect vulnerable populations, it is imperative that authorities implement stricter regulations and control mechanisms to vet advertisements before they are publicly disseminated."

Improve Structure & Argument

TASK TYPE.

Opinion: To what extent do you agree or disagree?

KEY TIPS.

- Clearly state your position (to what extent you agree or disagree) in the introduction.
- Develop your main body paragraphs around distinct negative aspects of advertising methods, supported by specific examples.
- Ensure a strong conclusion that restates your position and summarizes your main points.

RECOMMENDED OUTLINE.

- **Introduction:**
 - Hook: Mention the widespread presence of advertising today.
 - Paraphrase the prompt: Acknowledge that some advertising methods are considered unethical.
 - Thesis statement: Clearly state your extent of agreement with this view. (e.g., "I strongly agree that...").
- **Body Paragraph 1:**
 - Topic Sentence: Focus on how advertising can manipulate consumer desires and create unnecessary wants.
 - Explanation: Explain the psychological techniques used.
 - Example: Provide a specific example (e.g., impulse buying due to persuasive ads, impact on children).
- **Body Paragraph 2:**

- Topic Sentence: Focus on how advertising can exploit vulnerabilities, such as promoting unrealistic beauty standards or appealing to unhealthy habits.
- Explanation: Explain the negative psychological or social impact.
- Example: Provide a specific example (e.g., body image issues from idealized models, appealing to aspirations for harmful products like cigarettes).
- **Conclusion:**
 - Restate Thesis: Reiterate your agreement with the view that some advertising methods are unethical using different wording.
 - Summarize Main Points: Briefly recap the key arguments from your body paragraphs (manipulation, exploitation of vulnerabilities).
 - Concluding thought/Suggestion (Optional but good): Briefly mention the need for regulation or increased consumer awareness.

Relevant Vocabulary

New Word	Word Type	Definition
Manipulative	Adjective	Influencing unfairly.
Exploit	Verb	Use unfairly for profit.
Unscrupulous	Adjective	Having no moral principles.
Deceptive	Adjective	Giving a misleading impression.
Pervasive	Adjective	Spreading widely.
Vulnerable	Adjective	Susceptible to harm.
Regulation	Noun	Rules or directives.
Subliminal	Adjective	Below the threshold of conscious perception.
Ethics	Noun	Moral principles.
Endorsement	Noun	Public support for a product/person.

Diversify Sentence Structures

Grammar Structure	Original Sentence	Rephrased Sentence
Passive Voice: be + past participle	...we are displayed advertisements on TV shows...	...advertisements are displayed to us on TV shows...
Using a relative clause: who/which/that	...there is families who have young offspring who mentally is not wise enough...	...there are families with young children who are not yet mentally mature enough...

Using a nominal clause: how + clause	...will understand that how it may have an effect...	...will understand how it may have a negative effect...
Using an infinitive of purpose: to + verb	...due to make their customers satisfying.	...in order to satisfy their clients.
Using a gerund phrase as subject: Verb-ing...	Begging his parent to purchase it and crying all time. As a result his poor father will be finally obliged...	Begging their parents and constantly crying for it, children can put significant pressure on families, often obliging parents to make the purchase.

Improve Cohesion

Original Text	Improved Text	Explanation
In first point of view, some families my does not need something... In another case , there is families who have young offspring...	Firstly, some families may not need a product... Furthermore , families with young children...	"Furthermore" is a better transition to introduce an additional, related point.
...will have high demand while they are watching a new toy advertisement. Begging his parent to purchase it and crying all time. As a result his poor father will be finally obliged...	...will have a strong desire for it. Their persistent begging and crying consequently can lead to parents feeling obliged...	"Consequently" is a more formal and precise synonym for "As a result".
In second point, they may use psychological weaknesses; for example , by displaying a young lady...	Secondly, advertisers often exploit psychological weaknesses. For instance , displaying a young woman...	"For instance" is a good alternative to "for example", adding slight variety.
...will made them due to make their customers satisfying. But it may have bad consequences on society...	...will create them in order to satisfy their clients. However , this can have detrimental consequences on society...	"However" is a stronger and more formal contrastive conjunction than "But".
...consequences on society which due to avoiding this trend i suggest authorities make some plans for the circumstance...	...consequences on society. To mitigate these issues, I suggest that authorities implement measures...	Restructuring the sentence and using "To mitigate these issues" provides better flow and links the problem to the suggested solution more clearly.

Sample Essays

Revised Essay

In nations worldwide, we are constantly exposed to advertisements on television, in magazines, and on large LED screens in public places. The question arises: how are these advertisements created, and to what extent do producers consider ethical implications? I believe the primary intention is to maximize viewership and profits, often regardless of the potential negative consequences.

Firstly, some families may not need the products being advertised. However, a housewife, upon seeing an advertisement, might feel compelled to purchase it. In another scenario, young children, who lack the maturity to fully understand their family's situation, might develop strong desires after seeing a toy advertisement. They may persistently beg their parents to buy it, leading the parents to eventually give in.

Secondly, advertisers may exploit psychological vulnerabilities. For example, they might feature a fit young woman using a product to attract consumers. While seemingly harmless, this can negatively impact young people's perceptions and potentially corrupt their values.

Consider the use of alluring phrases on cigarette boxes, such as "the ideal of manhood." A person seeing this might be drawn in by the aspirational message and purchase the product.

In conclusion, advertisement creators often prioritize customer satisfaction and profit, even if it means overlooking the potential adverse effects on society. To mitigate this trend, I suggest that authorities implement measures to monitor and regulate advertisements before they are released to the public.

Band 9.0 Sample Essay

The ubiquity of advertising in modern society is undeniable. From the subtle product placements in our favorite television shows to the pervasive billboards lining our city streets, we are constantly bombarded with messages designed to influence our purchasing decisions. While advertising undoubtedly plays a crucial role in driving economic growth and informing consumers about available products and services, a growing concern revolves around the ethical implications of certain advertising practices. I strongly agree that some methods employed in advertising today are not only unethical but also entirely unacceptable.

One of the primary reasons for this stance lies in the manipulative techniques often used to target vulnerable populations. Children, for instance, are particularly susceptible to persuasive advertising strategies, lacking the critical thinking skills necessary to discern between genuine needs and manufactured desires. The relentless marketing of sugary cereals, fast food, and expensive toys to children not only contributes to unhealthy eating habits and materialistic values but also exploits their naiveté for commercial gain. Similarly, advertising that preys on insecurities related to body image, aging, or social status is deeply unethical. These campaigns often promote unrealistic ideals and contribute to feelings of inadequacy and anxiety, particularly among young adults.

Furthermore, the spread of misinformation and the use of deceptive tactics are rampant in certain sectors of the advertising industry. Companies may exaggerate the benefits of their products, downplay potential risks, or even fabricate scientific evidence to mislead consumers. The proliferation of "fake news" and sponsored content further blurs the lines between objective information and biased advertising, making it increasingly difficult for individuals to make informed choices. The environmental impact of advertising also raises serious ethical concerns. The constant promotion of consumerism fuels unsustainable consumption patterns, contributing to resource depletion, pollution, and climate change. Advertising campaigns that promote environmentally damaging products or practices without acknowledging their negative consequences are clearly irresponsible.

In conclusion, while advertising can serve a valuable purpose in informing consumers and stimulating economic activity, it is essential to acknowledge and address the ethical concerns associated with certain advertising practices. By promoting transparency, regulating manipulative techniques, and holding advertisers accountable for the accuracy and social impact of their campaigns, we can create a more ethical and responsible advertising landscape that benefits both consumers and society as a whole.