

Writing task 2

You should spend about 40 minutes on this task

Write about the following topic:

Today, the high sales of popular consumer goods reflect the power of advertising and not the real needs of the society in which they are sold.

To what extent do you agree or disagree?

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

Write at least 250 words.

Since the industrial revolution, the amount of money spent in buying popular consumer goods has been constantly increasing. There has also been a multiplication in the number of advertising industries and marketing schools with an ever increasing impact on industries prosperity. This has led some people to think that the high sales of popular consumer goods related to the power of advertising companies and not to the real needs of the society. This point of view seems true at first sight but can be criticised to some extent.

In fact, what we see in our streets every day gives us a good idea of the power of advertising as a **booster** for people consumption. The fact that various companies spend so much money in decorating they stores, **pasting** pictures on street boards, organising shows for goods presentation, sponsoring various cultural activities and making films that are broadcasted on TVs all the day long; shows they have understood that the more they advertise the more they sell. People can obviously not buy thing when they have never heard about them. Moreover, people will be more willing to buy things that have been used or tried by others with some satisfaction. This is the case for i-p which has been **heavily advertised** since the first model was conceived by the late Steve Jobs. In spite of the fact that the spectrum of differences between consecutive models is gradually restricted, people keep changing their i-phone as soon as there is a new model even if they will never ever use the new functions or applications advertised.

Even if the effect of advertising on costumer buying habits, one can still notice that the power of advertising is not **boundless**. In fact, the latter is regulated by the needs of the society. We can take a wide range of examples still in the information technologies sector. The sales of tablets have been constantly increasing because the use of computer for all activities has been increasing with a **wide range** of online services provided by various companies in different sectors. This is also the case for the sales of universal chargers that can be used for many different products in different brands.

So, to conclude, I acknowledge the power of advertising but I am convinced that it is not **boundless** and that people still buy what they really need. But one may also think that advertising new product may modulate people needs thus creating a **vicious cicle**