

Some people say that advertising is extremely successful at persuading us to buy things. Other people think that advertising is so common that we no longer pay attention to it.

Discuss both these views and give your own opinion.

Model Answer 1: [Opinion: Advertisements are extremely successful at persuading us to buy things.]

Advertising has a ubiquitous presence in our daily lives, and companies spend millions of dollars to promote those advertisements to enhance their brand reputation and increase sales. While some believe that advertising has become so commonplace that it no longer has an impact on consumers, others argue that it remains an incredibly effective tool for convincing us to buy things. In this essay, I will explore both viewpoints and ultimately argue that advertising is indeed successful at influencing our buying behaviour.

On the one hand, some argue that advertising has lost its effectiveness due to its ubiquity and common claims. According to this view, we are bombarded with ads everywhere we go and are tired of hearing from every brand that their product is the best in the market. As a result, we have become desensitized to them. We are so used to seeing ads that we no longer pay attention to them, and they have lost their power to influence us. However, it is important to remember that advertising is still a massive industry, with companies spending billions of dollars each year to create and disseminate ads. Clearly, advertisers would not continue to invest such large sums of money if they did not believe that advertising is effective at persuading us to buy things.

On the other hand, many argue that advertising is incredibly successful at influencing our purchasing decisions. Advertisements are designed to tap into our emotions, desires, and aspirations, and they often succeed in doing so. By associating their products with positive emotions such as happiness, love, and success, advertisers create a powerful connection between their products and our deepest desires. For example, a perfume advertisement might depict an impossibly beautiful model living a life of luxury, thereby suggesting that if we buy the perfume, we too will experience that same level of glamour and sophistication.

In conclusion, while some may claim that advertisement has become so commonplace that it no longer has an impact on customers, I believe that advertising remains an exceptionally effective tool for persuading us to buy things. Advertisements tap into our emotions and desires, and they create powerful connections between products and our deepest aspirations.

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Body	Key idea	Key vocab
Introduction	Advertising is indeed successful at influencing our buying behavior	Ubiquitous presence Enhance their brand reputation Commonplace Incredibly effective
Body 1. Lost effectiveness	Lost effectiveness due to its ubiquity and common claims	Bombarded with ads The best in the market Become desensitized to them Lost the power to influence us
Body 2. Successful	Successful at influencing our purchasing decisions	Tap into our emotions, desires, aspirations Associating their products with positive emotions
Conclusion	Exceptionally effective tool	Tap into our emotions Create powerful connections between products and deepest aspirations

Ubiquitous – har joyda bor / ubiquity

Brand reputation – brendini obro'si

Enhance – improve / yaxshilamoq

Commonplace – common

Incredibly – juda ham

Convince – persuade – ishontirmoq

Indeed – haqiqattan

A friend in need is a friend indeed

Common claim – umumiy da'vo

bombarded with ads – reklamaga ko'mib tashlash

sense – tuyg'u

desensitize – tuyg'uni o'lishi

influence – ta'sir qilish

massive – ulkan

disseminate – tarqatish

purchasing decision – sotib olish qarori

tap into – biror narsani o'z foydasiga ishlatish

if you tap into your inner strength you can achieve great results.

Associate smt with smt – bilan bog'lash

Depict – show

Luxury – dabdabali hayot

Glamour – joziba

Sophistication – understanding of culture and fashion / nafosat

Thereby – bu orqali

Exceptionally – favqulotda / o'ta