

Writing a two-sided argument essay

Topic: Advertising [example]

Argument: *Is advertising a benefit for society?*

Type: General

Level: ****[B1/B2]

Lesson Aim

To develop the students' ability to generate main ideas with support and write a two-sided argument essay.

3 types of lesson (writing x2 / reading x1).

1. Writing

- Ask Students to discuss question: *Is advertising a benefit for society?*
- Write down the arguments in favour and in opposition.
- Feed in / check key vocabulary (see next page).

Free Writing #1:

1. Distribute **outline #1** (blank).
2. Students complete outline using ideas discussed previously.
3. Students write the essay using the completed outline.
4. Students compare their essay with the model essay.
5. Extra: Reading Exercise.

Guided Writing #2:

1. Distribute **outline#2** (completed with points).
2. Students write the essay using outline.
3. Students compare their essay with the model essay.

Marking student's work:

Use marking code: www.academic-englishuk.com/error-correction

2. Reading

1. Distribute text and **outline #3** (blank).
2. Students read the essay and complete outline with key points and support.
3. Students check answers with **outline #4**.

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Is advertising a benefit for society?

C. Wilson (2016)

Key vocabulary

1. Persuasive
2. To be exposed to...
3. Billboards
4. A colleague
5. [REDACTED]
6. Materialistic
7. Essential
8. [REDACTED]
9. Beneficial
10. Dissatisfied
11. Frustration
12. [REDACTED]
13. Well-off
14. Prosperity

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Is advertising a benefit for society?

C. Wilson (2016)

Advertising is a powerful and persuasive medium. We are all exposed to many different forms of [REDACTED], whether this is on billboards on the way to work, pop up ads on the Internet, or friends or colleagues [REDACTED]. It has been argued that this is an intrusion in our daily lives, and the pressure on us to spend money to keep up [REDACTED]. Others, however, enjoy [REDACTED] creative industry brings to everyday life and our own individualism. This essay will discuss the positives [REDACTED] conclude [REDACTED] advertising is highly negative as it creates a materialistic society.

Many of the main arguments for advertising is that it generates wealth for a country and therefore this improves the economy. This can [REDACTED]; Firstly, taxes, which are paid on goods sold, help governments pay for essential services such as education and [REDACTED] number of jobs created [REDACTED] and servicing these goods helps to reduce unemployment, which is the second area of importance. The third point [REDACTED] for a large number of sporting events and artistic performances, which would otherwise not [REDACTED] who advertise their products, these events would disappear due to lack of funding. In other words, [REDACTED] promoted through advertising, it is beneficial to both the consumer and society.

On the other hand, the main arguments against advertisements can also be divided into three main areas. Firstly, [REDACTED] to be dissatisfied [REDACTED] have and encourages them to want more. Being exposed again and again to products which one cannot [REDACTED] and dissatisfaction. [REDACTED] is cost. Not all parents are in a position to afford the goods which their children see advertised and want to own. [REDACTED] inadequacy, [REDACTED] well-off members of society. In addition to this, and the final issue is that advertising creates [REDACTED] to place too much [REDACTED]. The fact that people are prepared to work long hours, or even turn to crime in order to gain the goods on offer shows [REDACTED] to go to great [REDACTED] living as those they see around them. Thus, it could be argued that neither crime nor the stress caused by [REDACTED] society.

In conclusion, it [REDACTED] provides a range of benefits for economic prosperity. However, the drawbacks of creating [REDACTED] based around [REDACTED], far outweigh the advantages. Therefore, advertising does not benefit the majority of people in society. Societies [REDACTED] for happiness and [REDACTED] offer this. The famous American industrialist Harper (1980) summarises advertising as only being "found [REDACTED] the point of satisfying basic needs".

[550 words]

Outline #1

Make notes using this outline to plan an essay on: *Is advertising a benefit for society?*

Introduction	
General	
Specific	
Outline & Thesis	

Yes - write your ideas and support

1. Point / idea:

Support:

2. Point:

Support:

3. Point:

Support:

No - write your ideas and support

1. Point / idea:

Support:

2. Point:

Support:

3. Point:

Support:

Conclusion	
Summary	
Thesis	
Recommendation	

Outline #2

Use these ideas to write a two-sided argument on: Is advertising a benefit for society?

Introduction	
General	Advertising = different forms - billboards/pop up ads/friends.
Specific	Pressure / stressful to keep up. [REDACTED]
Outline & Thesis	This essay will discuss the positives and negatives. Advertising is negative = materialistic society.

NO
1. Taxes. <ul style="list-style-type: none">• Governments.• [REDACTED]

ALL ANSWERS ARE INCLUDED IN PAID VERSION...

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Outline #3

Read the essay on: *Is advertising a benefit for society?* Fill in the outline (basic notes only)

Introduction	
General	
Specific	
Outline & Thesis	

Yes – find the main points and support (bullet points)	
1. _____	<ul style="list-style-type: none"> • •
2. _____	<ul style="list-style-type: none"> • •
3. _____	<ul style="list-style-type: none"> • •

No – find the main points and support (bullet points)	
1. _____	<ul style="list-style-type: none"> •
2. _____	<ul style="list-style-type: none"> • •
3. _____	<ul style="list-style-type: none"> • • • •

Conclusion	
Summary	
Thesis	
Recommendation	
Quotation	

Outline #4: ANSWERS

Introduction	
General	Advertising is a powerful and [REDACTED]. Different forms of advertising on a daily basis - billboards/pop up ads on the Internet, or friends or colleagues [REDACTED] 'must have'.
Specific	An intrusion in our daily life, [REDACTED] / stressful. However, variety, [REDACTED] / own individualism.
Outline & Thesis	This essay will discuss the positives and negatives. The current process [REDACTED] as it creates a materialistic society.

NO
1. Taxes. <ul style="list-style-type: none">• Governments [REDACTED]• Such as education and health care.

ALL ANSWERS ARE INCLUDED IN PAID VERSION...

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