

UNDERSTANDING AND PLANNING THE ESSAY

A. Examples

Question: Some of the methods used in advertising are unethical and unacceptable in today's society. To what extent do you agree with this view?

Step 1: Analyzing The Question

Topic words: *'advertising, "unethical and unacceptable"*

Task words: *'agree or disagree'*

Step 2: Brainstorming and planning the essay

- Introduction
 - Introduce the topic: advertising
 - State the opinion: agree that advertising is immoral and unacceptable
- Body
 - Supporting idea 1: we cannot escape from advertising
 - Supporting idea 2: advertising encourages people to buy products they may not need or cannot afford
 - Supporting idea 3: the advertising of tobacco products and alcohol encourages excessive consumption and underage drinking
- Conclusion
 - Summarize the points: it is not possible for us to avoid advertisements; advertising motivates people to buy expensive and unhealthy products
 - Confirm the opinion: advertising is morally wrong

B. Practice

Ex1:

A vegetarian diet is beneficial to our health. Do you agree or disagree?

Step 1: Analyzing The Question

Topic words:

Task words:

Step 2: Brainstorming and planning the essay

- Introduction
 - Introduce the topic:
 - State the opinion:
- Body
 - Supporting idea 1:
 - Supporting idea 2:
 - Supporting idea 3:
- Conclusion
 - Summarize the points:

- Confirm the opinion:

Ex2:

It is argued that university students should study a full range of subjects, instead of some specific subjects. To what extent do you agree or disagree?

Step 1: Analyzing The Question

Topic words:

Task words:

Step 2: Brainstorming and planning the essay

- Introduction
 - Introduce the topic:
 - State the opinion:

- Body
 - Supporting idea 1:

- Supporting idea 2:

- Supporting idea 3:

- Conclusion
 - Summarize the points:
 - Confirm the opinion: