

## 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: