Consumers are faced with increasing numbers of advertisements from competing companies. To what extent do you think are consumers influenced by advertisements? What measures can be taken to protect them?

inundated with - Recognized – assess – misleading – proliferation - a multitude of – deceptive – subtantial – manipulate - public health – refined sugar - plant-based – seem harmless - exacerbating consumerism – multifaceted – adopt – adhere to - awareness-raising campaigns – in return – cybersecurity - grant permission - fully addressed – rivals - compromised

It has become widely _____ that customers are _____ (quá tải) a growing number of advertisements from various companies. This essay will _____ (đánh giá) the extent to which advertising affects consumers in their daily lives and then propose several viable solutions to protect them from _____ and harmful advertisements.

Given the _____ (bùng nổ) of advertising, consumers face _____ (rất nhiều) challenges, with_____(sai sự thật) information and invasive data collection being prominent among them. Firstly, businesses often allocate _____(lớn) budgets to advertising campaigns with the aim of consistently reaching their target customers. Notably, a significant number of advertisers are willing to_____ (thao túng tâm lý) or deceive viewers with misleading information to gain instant popularity, despite the potential toll (những hậu quả tiềm tàng) this may take on_____ (sức khỏe của người dân). For example, Soyamilk, a leading brand in Vietnam's milk industry, left the public disillusioned when they discovered that the majority of the product contained_____ (đường tinh luyện), despite the advertisements emphasizing the benefits of _____ milk. Additionally, companies tend to collect and purchase personal data, including age, preferences, and income, from online media platforms to increase the likelihood of reaching potential customers. While this endeavor may _____ (nghe có vẻ vô hại) at first, more often than not (khá là thường xuyên), it leads to customers purchasing unnecessary goods,_____ (làm tệ đi xu hướng tiêu dùng).

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Mitigating the challenges faced by consumers requires a _____ (đa chiều) approach that combines policy reforms and collaborative endeavors. On the governmental level, regulators should _____ (thực hiện) wide range of measures, including harsh punishments to safeguard consumers. If companies fail to _____ advertising standards set by regulatory bodies, they should face hefty fines or even the suspension (tước bằng) of their business licenses, depending on the severity of their violations. These penalties are believed to deter advertisers from manipulating target customers_____ (bất cứ giá nào). However, these initiatives would be ineffective or even futile unless customers are well-informed and knowledgeable about how to protect themselves from deceptive marketing tactics. Thus, _____ (chiến dịch nâng cao nhận thức), sponsored by governmental and non-governmental organizations, should be organized more frequently to promote media literacy and critical thinking skills among consumers. This, _____ (đổi lại), will help consumers gain a better understanding of _____ (an toàn mạng) and enable them to _____ (cho phép truy cập) for privacy access only when necessary.

In conclusion, companies invest significant resources in advertising and marketing campaigns to compete with_____ (đối thủ), resulting in consumers being manipulated (bị thao túng tâm lý) and their personal data being_____ (bị đánh đổi). These pressing issues can be _____ (giải quyết triệt để) by implementing harsh punishments and government-sponsored educational campaigns.

Công thức phức tạp được sử dụng khá nhiều trong bài này là:	
Lead to/ Result in/with + Nhóm đối tượng + Ving (nếu chủ động) **Lead to/ Result in/with + Nhóm đối tượng + being V3 (nếu bị động)**	
Result in	Companies invest significant resources in advertising and marketing campaigns to compete with rivals, resulting in consumers

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	being manipulated (bị thao túng tâm lý) and their personal data being compromised (bị đánh đổi).
Lead to	While this endeavor may seem harmless at first, more often than not, it leads to customers **purchasing** unnecessary goods, exacerbating consumerism.
With	Given the proliferation of advertising, consumers face a multitude of challenges, with deceptive information and invasive data collection **being prominent** among them.
Left + đối tượng + tính từ	
Left the public disillusioned (khiến mọi người cảm thấy như bị qua mặt => thất vọng)	For example, Soyamilk, a leading brand in Vietnam's milk industry, **left the public disillusioned** when they discovered that the majority of the product contained refined sugar, despite the advertisements emphasizing the benefits of plant-based milk

Một trong những câu hỏi của các bạn học Writing đó là "Làm sao em biết ai cái gì đi với cái gì?". Ví dụ như "động từ nào đi với danh từ nào" hay "danh từ này thì đi với tính từ gì?" rồi thì "giới từ thì sao?". Đó chính là điểm khó của tiếng Anh, đôi khi bạn học 1 cụm thì bạn biết đúng 1 cụm đó. Vì vậy, **công cụ OZDIC chính là giải pháp toàn diện** cho chúng ta khi viết bài.
Ví dụ, bạn viết về bài "vấn đề & lý do & giải pháp", thì rõ ràng bạn sẽ dùng những danh từ như "problems, issues, reasons hay solutions/ measures..". Nếu bạn muốn biết những động từ/ tính từ và giới từ đi với nó.

Ví dụ, hãy search danh từ "solutions" lên OZDIC (kết hợp với từ điển Cambridge) bạn sẽ thấy là:

- Giải pháp toàn diện chúng ta có a **comprehensive/ complete + solution**
- Giải pháp tối ưu chúng ta có **an optimal solution**
- Giải pháp khả thi chúng ta có **a viable/workable/ feasible + solution**

Vậy solutions có thể đi với động từ (thực hiện) như **adopt**, động từ (đề xuất) như **propose/ suggest/ put forward,** hay động từ (tìm kiếm) như **look for.**
Đối với giới từ solution có thể đi với **for/to.** https://ozdic.com/collocation/solution

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☆ solution *noun*

1 to a problem, difficult situation, etc.

ADJ.

complete, comprehensive | partial | effective, good, happy, ideal, neat, optimal, perfect, real

His plan does not offer a real solution to the problem.

| acceptable | satisfactory, workable | correct, right | easy, obvious, simple | possible | feasible, practical, realistic, viable | cost-effective | creative, imaginative, ingenious | drastic, radical | early, immediate, instant, quick, speedy

The UN representative stressed the urgency of an early solution.

| final, lasting, long-term, permanent, ultimate | interim, short-term, temporary | proposed | pragmatic | compromise, negotiated | diplomatic, peaceful, political | military | technical

VERB + SOLUTION

look for, seek, work towards | achieve, agree (on), arrive at, come up with, find, produce, reach, work out

attempts to find a comprehensive political solution to the crisis

| propose, put forward, suggest | adopt | offer, provide

PREP.

~ for

a quick solution for dealing with the paper shortage

| ~ to

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