

## An opinion essay

When writing an essay expressing your opinion, you must follow the outline below:

### INTRODUCTION

- ✓ Introduce the topic of the essay

### MAIN PART (two paragraphs)

- ✓ Choose two main aspects of the issue.
- ✓ Group related ideas in two paragraphs and support them with justification/examples

### CONCLUSION

- ✓ Summarize your points
- ✓ State your overall opinion of the issue.

Now read this unscramble opinion essay example and order it. Write 1 to 5

To sum up, both internet and television advertisements can be effective in getting their point across, although each one is effective with different target audiences.

Which do you think is more effective medium to advertise a product, television or the internet?

The internet, on the other hand, is gaining greater popularity because it gives the advertiser greater popularity because it gives the advertiser greater flexibility. Advertisers are able to target specific audiences by placing advertisements on blogs or sites that are read by certain groups of people. In addition, many companies have blogs and social networking sites that allow them to spread their message by word of mouth.

The main goal of advertising is to persuade people to buy specific products. With so much money being invested, companies are therefore interested in ensuring that their message is getting through to the right people.

Up until now, television has been the most effective advertising medium. In the first place, it reaches many people in the comfort of their own homes. Consequently, it has visual images as well as sound, giving the advertiser the ability to best get their message across. For this reason many advertisers spend a great deal of money preparing television campaigns.

For the next part of the module you will be asked to write an essay giving your opinion on the following:

Which medium do you think is more effective as a source of information, television or the internet?

Name here some ideas you have in mind about this topic