



四川大学出国人员培训部出国培训教材系列

# 赞成与否定

——从观点辨析着手练写作

## Timed Writing: Agree or Disagree

张昂 著

Michelle Wooles Ph.D (英) 审校



Sichuan University Press  
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## About the Author/作者简介

Zhang Ang has written several books, including *English Grammar Exercises*, which has been adopted as one of the textbooks of the Intensive Language Training of Sichuan University for more than twenty years. To increase his teaching methodologies, he went to the United Kingdom in 1994 and studied linguistics at Manchester University for one year. In 2007, he went to the United States and learnt English writing at Idaho State University for one year. He teaches timed writing at Sichuan University now.

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## Preface

The objective of *Timed Writing: Agree or Disagree* is to give those who are going to take the TOEFL test, the IELTS test and other English tests a helpful guide to timed writing. This book provides some opinions on some commonly discussed subjects, some of which appear in English tests, and gives two or three sample essays for each subject. Therefore, anyone who reads this book is able to kill two birds with one stone; that is, the reader could familiarize himself with some ideas of the contemporary climate of society and some of the principal political, social, educational and moral questions of today, and simultaneously get to know the templates of the timed writing required by the English tests.

The subjects are arranged in alphabetical order for the sake of convenience. Each subject consists of one unit, which is composed of two parts. These provide two arguments for the readers. The first part covers argument for, with opinions given in “A List of Ideas”. These lists are not comprehensive but can enlighten examinees on how to find their own views on a subject. Then, one or two sample essays are given to make examinees familiarize themselves with the templates of timed writing. The second part of the unit covers the argument against, with a list of opinions given in the sentence form and readers can compare and contrast these opinions with those appearing in the first part. Sometimes examinees come across a question concerning a two-sided argument, where they should summarize some ideas for both points of view. Learning to compile ideas from two sides is a key skill, and the book should aid examinees in improving their skill.

Attention should be drawn to the length of sample essays. Based on the criteria for the TOEFL test, a candidate is required to write no less than 300 words for the Task Two of the writing section. As for the criteria for the IELTS test, the required number of words is 250. Therefore, in order to aid candidates of both tests, the number of many sample essays is over 300 words.

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## **Part One    Sample Essays**

### **第一部分    写作范文**



# Unit One

## Advertising/广告

### I. Proponent

A. **Argument:** Advertising plays a negative role in society.

### B. A List of Ideas

1. It creates demand for things consumers don't need.
2. In theory, consumers should buy goods they really need, but in practice, most would base their choice of goods on low price or on newly-produced goods according to advertising.
3. It creates a materialistic society.
4. Advertisements can be unsightly in public spaces.
5. Advertisements can be in poor taste.
6. It causes interruption of interesting television programmes.
7. Consumers pay the cost of unnecessary advertising through increased prices for goods.
8. Products of good quality do not need to be advertised.

### C. Sample Topic

( You should spend no more than 40 minutes on this task. )

*Some people claim that advertising plays a negative role in human society and therefore should be banned.*

To what extent do you agree or disagree with this view? Give reasons for your answer.

## Sample Answer

With human life currently swamped with different kinds of advertising, many people complain about the embarrassment caused. Some point out that advertisements of any kind should be banned. I agree with this view for the following reasons.

Firstly, without the influence of advertisements consumers would be happy to buy cheaper commodities. As we know, prices can be maintained high by artificial means. In fact, a business advertises its goods, but consumers pay for the advertising. Therefore, if advertisements were banned, it is safe to assume the price of goods would drop.

Secondly, without advertisements TV viewers would no longer have to endure annoying television advertising. Many businesses would like to advertise their goods on TV, especially during popular television programmes. Therefore, advertisements can cause interruption of television programmes. So if advertisements were banned, TV viewers would be extremely happy.

Thirdly, if advertisements disappeared, people would have a clean and quiet environment. Many advertisements can be unsightly, noisy and messy. In order to advertise their goods, many businesses post their advertisements in public places, such as trains, buses and even elevators. Some use loudspeakers to promote their goods in the street. Without advertisements our living environment would be cleaner and quieter.

Of course, advertisements do have some advantages. One of the advantages is that it makes costumers well-informed with the latest consumer goods. However, their benefits are minimal to their negative influence on people's daily life.

In conclusion, now that the disadvantages of advertisements outweigh their advantages, banning advertisements would be a good idea.

(253 words)

## II. Opponent

### A. Argument: Advertising plays a positive role in people's daily life.

#### B. A List of Ideas

1. Advertising creates mass markets; therefore, goods are cheaper.
2. The purpose of advertising is not only to sell goods, but also to inform consumers.
3. Consumers get information about household goods from advertisements. (e. g. washing machine; performance, price, etc. )
4. It brightens up railway stations, buses and newspapers.
5. The fact that we pay so little for our daily newspapers and can enjoy TV programmes without paying is due to the money spent by advertisers.
6. Using advertising, the public can find jobs, sell houses, announce a birth, marriage, or death.
7. Advertising can greatly increase a businesses sale of goods.
8. According to businesses, advertising is important to them. The more advertisements they make, the more goods they sell.

### C. Some Interesting Ideas

1. Advertising can be very expensive, especially if your wife can read.
2. In good times businesses want to advertise; in bad times they have to.
3. Doing business without advertising is like winking at a girl in the dark. You know what you're doing, but she doesn't.
4. Advertising is the fine art of making you think you've longed for something all your life that you have never heard of before.
5. Advertising tells us which luxuries we can't do without.
6. Do you realize we're living in a time when almost everybody reads a newspaper, and the only thing they believe are the ads?
7. Advertising is what transforms a yawn into a yawn.
8. Advertising helps raise the standard of living by raising the standard of longing.
9. Advertising is the science of arresting the human intelligence long enough to get money from it.
10. The man who stops advertising to save money is like the man who stops a clock to save time.

(Source from: *14,000 Quips & Quotes for Writers & Speakers* by E. C. McKenzie)

### D. Sample Topic

(You should spend no more than 40 minutes on this task. )

*Today, the high sales of popular consumer goods reflect the needs of the society rather than the power of advertising.*

To what extent do you agree or disagree with this view? Give reasons for your answer.

**Sample Answer**

I completely disagree with this view. In fact, the high sales of popular consumer goods reflect the power of advertising and not the real needs of the society.

For one thing, a large number of consumers are likely to buy something cheaper based on the information provided by advertising. In theory, consumers should buy what they really need. In practice, many consumers choose commodities on the grounds of advertising, which informs them of daily promotions, such as 50 percent off the price. Consumers end up purchasing more than they need if the price is cheaper than expected. The high sales of popular consumer goods may be attributable to the power of advertising.

And for another, businesses often create an attractive advertisement to coax consumers to try new products. To promote their goods, businesses attempt to propagandize their new products, most of which, in fact, may not be that new or needed by consumers. Let me take T-shirts for instance. At the beginning of each winter season, many businesses often advertise some T-shirts with some new functions, which in practice are not useful. Due to consumers liking to try something new, combined with the attractive advertising, many may not be able to resist the temptation and therefore choose to buy new products, which are thrown into their closets, never to be worn for no other reason than the new products do not work as they are expected to.



In conclusion, many consumers usually base their choice of some commodities on advertising promoting cheaper goods or on the fact that something is new and is attractive to consumers. In these circumstances, the high sales of popular consumer goods stem from the power of advertising and not the real needs of the society in which they are sold.

(295 words)