

# Ideas for IELTS Topics

Ideas, Opinions and Vocabulary for  
IELTS Writing Task 2

Band 6.5 to 9

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## Read this page first

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**From Simon:** *Thank you for buying this ebook. By paying for it, you are helping me to continue developing free IELTS materials for the website ielts-simon.com. Good luck, I hope you find these materials useful.*

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### Who is this book for?

Many students have no ideas or opinions about IELTS writing topics. Even if your grammar is perfect, you will not get a high IELTS score if you do not know what to write. This book is for students who want to go into the writing exam feeling confident that they have excellent ideas, opinions and vocabulary for as many topics as possible.

### How do you get an IELTS score of 7 or higher?

The key to a high score is not grammar, it is not your use of words like “moreover” or “in addition”, and it is not your use of phrases like “this is a controversial issue nowadays”.

To get a high score you need to use good ‘topic language’ (words and phrases that are related to the question topic). You need good ideas in order to answer the question well.

### How should you prepare for IELTS Writing Task 2?

There is an enormous amount of advice on my website ielts-simon.com. Here is a summary of what I suggest:

- ***Spend more time preparing than testing.***  
When you test yourself, you find out what your level is, but you do not learn anything new. You will not improve if you only write test essays. Before writing an essay, study the topic and prepare your ideas, opinions and vocabulary.
- ***Steal my ideas!***  
If you only use the vocabulary that you already know, you will not learn anything new, and you will not improve. Practise linking my topic ideas together to write ‘perfect essays’. See the website for examples of how to do this.
- ***Use this book together with the website.***  
The website ielts-simon.com contains lessons and videos that show you how to use the ideas from this book. You can speak to me there if you have any questions.

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## 1. Advertising

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### Positives of Advertising

Advertising is a key part of modern business.

Companies need to tell customers about their products.

Advertisements inform us about the choices we have.

Advertising is a creative industry that employs many people.

Without advertising we would have less choice.

Without advertising there would be higher unemployment.

Advertising is a form of modern art.

People enjoy adverts.

### Negatives of Advertising

Advertising manipulates people.

It aims to persuade people that buying a product will make them happier.

Advertisers focus on selling a brand image.

They use glamorous, successful people.

We now live in a consumer culture.

We are persuaded to follow the latest trends.

We are encouraged to associate certain brands with a higher status.

Advertisers often aim their marketing at children.

Children can easily be influenced by advertisements.

Children put pressure on parents to buy them things.

### Opinions about Advertising

Advertising should be regulated.

Advertising aimed at children should be controlled or even banned.

Unhealthy foods should not be marketed in a way that attracts children.

Products that can be a risk to health should display warnings.

In some countries it is illegal to advertise cigarettes on television.