



Shopping and Consumer Life

Essay: online shopping

1. Lead-in discussion

Talk with a partner before you write.

1. Why do people like shopping online?
2. What can be difficult about buying things online?
3. Should local shops be protected?

Exercise 6 at a glance

Write an essay, often for a teacher.
Present an argument or point of view.
Support ideas with reasons and examples.
Use a formal or neutral register.

2. Exam-style task

Your class has recently discussed whether online shopping is better than shopping in local stores. Your teacher has asked you to write an essay giving your opinion about this topic.

In your essay, you should discuss both sides of the argument and give your own view.

Here are some comments from students to help you:

'Online shopping saves time and gives more choice.'
'It is easy to compare prices online.'

'Local shops are important for communities.'
'Deliveries and returns can create waste.'

Now write an essay for your teacher.

The comments may give you some ideas, and you should also use some ideas of your own.

Write about 120 to 160 words.

3. Model essay

Online shopping has become a normal part of consumer life. Many people prefer it because it is quick and offers a wide range of products. However, local stores still have value, so it is worth considering both sides.

One argument in favour of online shopping is convenience. For example, customers can compare prices, read reviews and buy items without travelling. This is especially helpful for people who are busy or live far from large shopping centres. It can also make unusual products easier to find.

On the other hand, local shops support communities. They provide jobs, personal service and places where people can meet. Online shopping can also increase packaging waste and delivery traffic, especially when customers return items frequently.

In my view, online shopping is useful, but it should not completely replace local stores. Overall, consumers should enjoy convenience while also thinking about community and environmental impact.

4. Explore the model: structure, argument and register

Work with the model essay. Underline, label or make short notes.

Focus	What to find	Done?
Essay structure	Find the introduction, argument for, argument against and conclusion.	
Content point 1	Where does the writer explain why online shopping helps?	
Content point 2	Where does the writer explain effects on local shops?	
Own view	Where does the writer give a clear personal view in a formal or neutral way?	
Audience and register	Find two places where the essay sounds formal or neutral rather than chatty.	
Development	Find one reason, example or effect that improves the argument.	

5. Language from the task prompts

The task prompts can guide your grammar and content choices. Notice which language each prompt naturally needs.

Prompt	Useful language	Why it fits	Example from the model
why online shopping helps	convenience language	You are explaining why online shopping may be easier.	One argument in favour of online shopping is convenience / For example,...
effects on local shops	community and impact language	You are showing wider effects beyond the customer.	They provide jobs, personal service and places where people can meet... / As a result,...
your own view	balanced consumer opinion	You are giving a view that recognises both convenience and responsibility.	In my view, online shopping is useful, but it should not completely replace local stores / Overall,...

6. Build a clear essay

Notice how essay phrases help you organise arguments and make your viewpoint clear.

Job	Useful essay phrases
introduce the issue	This question is not simple. / Many people believe that... / It is important to consider both sides.
present one side	One argument in favour of... is that... / For example,... / This can help...
present the other side	On the other hand,... / However,... / This may cause...
show result	As a result,... / Therefore,... / This means that...
state your view	In my view,... / I believe that... / Overall,...
conclude clearly	The best solution is... / A balanced approach would... / ...without creating unnecessary problems

7. Vocabulary and useful essay phrases

Use chunks that sound natural for this task. You can also upgrade your writing with precise, formal or neutral phrases.

Purpose	Useful chunks / language	Add your own
describe shopping	online shopping / local stores / products / customers	
describe benefits	convenience / compare prices / read reviews / wide range	
describe concerns	local shops / packaging waste / delivery traffic / returns	
sound essay-like	It is worth considering... / On the other hand... / Overall...	
upgrade ideas	consumer life / personal service / environmental impact	

8. Plan your own essay

Use the same task, or change the details to another school-life issue.

Section	My idea	Useful language
introduction / issue		This question is not simple. / Many people believe...
argument for		One argument in favour of... / For example...
argument against		On the other hand... / This can lead to...
my view		In my view... / I believe that...
conclusion		Overall... / The best solution is...

9. Write your own essay

Write a formal or neutral essay for the task. Discuss both sides, develop your ideas and make your view clear.

[illegible]

10. Self-check and peer-check

Success criteria	What to check	Self	Peer
Content	The essay discusses both sides of the issue and gives a clear view.		
Essay structure	The answer has an introduction, organised argument paragraphs and a conclusion.		
Audience and register	It sounds formal or neutral and suitable for a teacher.		
Prompt-led language	The writing uses opinion language, contrast linkers and cause/effect language accurately.		
Cohesion	Ideas connect naturally with formal linking phrases such as <i>One argument in favour of...</i> , <i>On the other hand,...</i> , <i>As a result,...</i> and <i>Overall...</i>		
Vocabulary	Topic words and precise phrases, such as consumer life and local shops, improve the essay.		
Accuracy	Spelling, punctuation and sentence control are clear enough for the reader.		
WWW:			
EBI:			