

Topics : Media

Learn how IELTS Academic Writing Task 2 tests media topics, with Band 7–9 essay structures, key vocabulary, recent questions and Band 9 sample answers.

1. Exam Basics: IELTS Writing Task 2 (Media)

IELTS Academic Writing Task 2 is an essay question based on a social topic such as media, technology, education or the environment. For media topics, you may write about TV, social media, advertising, online news, data privacy and more.

- **Paper:** IELTS Academic Writing
- **Part:** Writing Task 2 (essay)
- **Time:** about 40 minutes of the 60-minute writing exam
- **Weighting:** counts for around two-thirds of your total Writing score
- **Task:** write an essay responding to a statement or question about media, giving your opinion and supporting it with clear reasons and examples

This essay is also known as **IELTS Writing part 2** and it carries about twice as many marks as Task 1, so most candidates focus their IELTS writing practice on Task 2.

Typical IELTS Writing Task 2 Media Questions

Media questions in IELTS Writing Task 2 usually follow one of these standard formats:

- **Opinion (agree / disagree)**
 - e.g. *Televising criminal trials does more harm than good.*
- **Discussion (discuss both views)**
 - e.g. *Some people think social media has improved communication, while others believe it has damaged face-to-face interaction.*
- **Advantages / disadvantages**
 - e.g. *The rise of 24-hour news channels.*
- **Problem / solution**
 - e.g. *Fake news and misinformation online.*
- **Double question**
 - e.g. *Why do people trust celebrities more than journalists? Is this a positive*

or negative development?

These are some of the **most common IELTS Writing Task 2 media topics and questions**, and you will find similar wording in many **recent IELTS writing task 2 exams**.

2. High-Scoring Structure for Media Essays (Band 7–9)

2.1 Recommended 4-paragraph structure

A clear structure is essential for a high score in **Coherence & Cohesion**:

1. Introduction

- Paraphrase the media topic.
- State your overall opinion or outline both views.

2. Body Paragraph 1

- Present your first main argument.
- Explain it fully, focusing on media examples.
- Add a specific illustration or mini case study.

3. Body Paragraph 2

- Present your second main argument (or the opposing view).
- Explain and support it logically.
- Use linking phrases to show contrast or balance.

4. Conclusion

- Summarise your key points.
- Restate your position clearly without adding new ideas.

This simple 4-paragraph model works well for most **IELTS Writing Task 2 media topics** and can be seen in many **Band 7–9 IELTS writing samples**.

2.2 Example outline (opinion – media topic)

Question type: *Do the advantages of televising criminal trials outweigh the disadvantages?*

- **Introduction** – Televised trials are controversial; overall, advantages are greater.
- **Body 1 – Advantages**
 - Transparency and public trust in the justice system.
 - Educational value: people understand legal procedures better.

- **Body 2 – Disadvantages**
 - Sensationalism and biased media coverage.
 - Privacy and safety concerns for victims and witnesses.
- **Conclusion** – With strong ethical guidelines, benefits clearly outweigh drawbacks.

3. How Examiners Score IELTS Writing Task 2 Media Essays

IELTS examiners use four official **IELTS writing band descriptors** for Task 2:

1. **Task Response (TR)**
 - You fully answer the media question and maintain a clear position.
 - Ideas are relevant, well-developed and supported by examples related to media.
2. **Coherence & Cohesion (CC)**
 - Your essay is logically organised with clear paragraphs.
 - Linking words connect ideas smoothly (however, therefore, as a result, on the other hand...).
3. **Lexical Resource (LR)**
 - You use accurate **IELTS writing vocabulary** about media, such as *sensationalist headlines, fake news, data privacy, user-generated content*.
 - You avoid repeating basic words like *good, bad, big problem*.
4. **Grammatical Range & Accuracy (GRA)**
 - You use a variety of complex sentences to explain causes, effects and solutions.
 - Errors are infrequent and do not affect clarity.

When you study **IELTS Writing Task 2 band 9 examples on media topics**, try to see exactly how they satisfy each part of the band descriptors instead of only copying phrases.

High-band **IELTS Writing Task 2 band 9** examples score strongly in all four areas, but especially TR and CC. When you check your own essay, compare it to these criteria rather than only counting grammar mistakes.

4. Essential Vocabulary for Media Essays

Many candidates search for “*vocab for IELTS writing task 2 media*” or “*IELTS*

writing vocabulary". The following word lists and phrases will help you sound more academic and precise in media essays.

4.1 Core media vocabulary

Use topic-specific vocabulary to boost your **Lexical Resource** score:

- mass media, mainstream media, news outlets, public broadcaster
- social networking sites, streaming platforms, online news portals
- sensationalist coverage, biased reporting, click-bait headlines
- user-generated content, influencer marketing, targeted advertising

4.2 Useful phrases for high-band media answers

- *shape public opinion / manipulate the audience*
- *have a profound impact on people's behaviour*
- *spread misinformation / combat fake news*
- *breach individuals' privacy / violate data protection laws*
- *promote consumerist values / encourage materialism*
- *provide balanced, fact-checked information*

Integrate these phrases naturally into your **IELTS writing task 2 sample answers** to reach **Band 7–9** without sounding memorised.

5. Band 9 IELTS Writing Task 2 Sample Answer – Media Topic

This is a **model IELTS Writing Task 2 band 9 sample answer** on a media topic (televising criminal trials). Use it as an example of clear structure, advanced vocabulary and fully developed ideas.

5.1 Sample answer: Televising criminal trials

Question:

In some countries, some criminal trials in the court are shown on the TV and the general public can watch them.

Do you think the advantages outweigh the disadvantages?

Band 9 style sample answer

In recent years, the practice of televising criminal trials has gained traction in several countries, sparking a debate about its merits and drawbacks. I firmly believe that the advantages of broadcasting these trials outweigh the

disadvantages, primarily due to the promotion of transparency, educational benefits, and the potential deterrent effect on crime.

Firstly, televising criminal trials enhances transparency and accountability within the judicial system. By allowing the public to witness court proceedings, the judiciary is held to a higher standard of scrutiny, which can bolster public trust. For instance, in high-profile cases, the public's ability to observe the trial process can dispel doubts about fairness and impartiality, thereby reinforcing confidence in the legal system.

Secondly, broadcasting trials serves an educational purpose by increasing legal awareness among the general populace. Many individuals lack a comprehensive understanding of legal processes and their rights within the judicial system. By watching trials, viewers can gain insights into courtroom procedures, legal terminology, and the intricacies of the law. This heightened awareness can foster a more informed citizenry, capable of engaging with legal issues more effectively.

Moreover, the public exposure of criminal trials can act as a deterrent to potential offenders. When individuals see the consequences of criminal behavior played out in a public forum, they may be dissuaded from engaging in unlawful activities. The visibility of justice being served can reinforce the notion that crime does not pay, thereby contributing to a reduction in criminal activity.

While concerns about sensationalism and the potential for media bias exist, these are outweighed by the significant benefits of transparency, education, and deterrence. In conclusion, televising criminal trials can play a pivotal role in enhancing public trust, educating citizens, and reducing crime, making it a practice worth embracing.

5.2 Mindmap for Band 9 Response

- **Thesis Statement:** The advantages of broadcasting criminal trials on television outweigh the disadvantages.
 - **Body Paragraph 1:** Promotes transparency and accountability
 - **Sub-topic:** Public access to judicial proceedings
 - **Supporting Example:** High-profile cases and public trust
 - **Body Paragraph 2:** Educational benefits
 - **Sub-topic:** Legal awareness and civic education
 - **Supporting Example:** Understanding legal processes and rights
 - **Body Paragraph 3:** Deterrent effect on crime
 - **Sub-topic:** Public exposure and deterrence
 - **Supporting Example:** Potential criminals deterred by consequences
- **Conclusion:** While there are concerns about sensationalism, the benefits of

transparency, education, and deterrence are more significant.

6. IELTS Writing Checker

If you would like to practise IELTS Writing Task 1 & 2 with instant AI feedback, you can use **LingoLeap**, an AI-powered platform designed for IELTS and TOEFL learners.

On **LingoLeap's IELTS page**, you can:

- Generate and practise Writing Task 1 and Task 2 questions
- Get AI scoring and corrections on your essays, including feedback on task response, coherence, vocabulary and grammar
- Build your own bank of sample answers and vocabulary for different IELTS topics
- Combine writing practice with integrated speaking, reading and listening tools

Visit LingoLeap Website

(按钮跳转: <https://lingo leap.ai/ielts>)

7. Recent IELTS Writing Task 2 Media Sample Answers (Band 6.5–9)

These **recent IELTS Writing Task 2 media topics and sample answers** (Band 6.5–8) show different ways to handle media questions.

7.1 Admiring media and sports stars – Band 6.5

Question:

In their advertising, businesses nowadays usually emphasise that their products are new in some way.

Why is this? Do you think it is a positive or negative development?

Tag: #Media #Explanatory

Band Score: 8.0

Read full answer: https://app.lingo leap.cn/share/G_JuoHNAp wzN

7.2 Valuing the elderly vs the young – Band 8.0

Question:

Some people say that advertising is extremely successful at persuading us to buy things. Other people think that advertising is so common that we no longer pay attention to it.

Discuss both these views and give your own opinion.

Tag: #Media #discussion

👉 https://app.lingoleap.cn/share/G_OC6lgcgk6u

Band Score: 7.5

7.3 Electronic devices vs printed media – Band 8.0

Question:

Today, the high sales of popular consumer goods reflect the power of advertising and not the real needs of the society in which they are sold.

To what extent do you agree or disagree?

Tag: #Media #agree or disagree

Band: 8.0

Read full answer: https://app.lingoleap.cn/share/G_4y3zttxFqW

These examples illustrate different ways to handle **IELTS Writing Task 2 media topics** while still aiming for **Band 7–9** performance.

8. Step-by-Step IELTS Writing Tips and Practice Plan (Media)

8.1 A four-step writing process

1. Analyse the question

- Identify the topic (e.g. TV trials, social media, advertising).
- Decide the question type (opinion, discussion, advantages/disadvantages, problem/solution, double question).

2. Plan your main ideas

- Write a quick outline with two strong body paragraphs.
- Check that each idea answers the question directly.

3. Write the essay

- Follow the 4-paragraph structure.
- Use specific media-related examples instead of very general statements.

4. Review and improve

- Check for clear paragraphing and linking words.
- Replace basic vocabulary with stronger **IELTS writing vocabulary**.
- Correct obvious grammar errors.

8.2 Practise with an IELTS writing checker

After each practice essay:

- Use an **AI-powered IELTS writing checker** (for example, LingoLeap's online tool) to:
 - estimate your band score for **Task 2 media essays**;
 - highlight grammar and vocabulary errors;
 - give feedback on Task Response and Coherence & Cohesion.

You can start a free **IELTS Writing Task 2 media practice test** on LingoLeap, write your essay under exam conditions and then **check your writing IELTS** with our built-in writing checker.

9. FAQ: Media Essays in IELTS Academic Writing Task 2

9.1 Is this page for Academic or General Training?

This guide is designed for **IELTS Academic Writing Task 2**. However, the same **IELTS writing criteria and band descriptors** apply in General Training. The main difference is that Academic questions sometimes feel slightly more formal or academic, while General Training questions are often more practical and everyday.

9.2 How many paragraphs should I write for a media essay?

Most high-band **IELTS writing task 2 sample answers** use **four paragraphs**: an introduction, two body paragraphs and a conclusion. This is enough to fully develop two strong ideas without losing control of your structure.

9.3 How can I reach Band 7–9 on media topics?

- Learn the standard **Task 2 structures** for each question type.
- Build a personal bank of media vocabulary and examples.
- Practise regularly using **recent IELTS Writing Task 2 media topics**.
- Use a reliable **IELTS writing checker** or teacher feedback to understand your current band and next steps.

With consistent practice, using **IELTS writing task 2 topics on media**, studying **Band 7–9 sample answers** and checking your work against the **IELTS writing criteria**, it is realistic to move from Band 6 to Band 7 or higher.

10. Related IELTS Writing Task 2 Pages

Strengthen your overall Task 2 skills by studying other topics and essay types:

10.1 By Topic

- **Media** – <https://lingoleap.ai/ielts/writing-task-2-media>
- **Government** – <https://lingoleap.ai/ielts/writing-task-2-government>
- **Education** – <https://lingoleap.ai/ielts/writing-task-2-education>
- **Crime** – <https://lingoleap.ai/ielts/writing-task-2-crime>
- **Environment** – <https://lingoleap.ai/ielts/writing-task-2-environment>
- **Social Life** – <https://lingoleap.ai/ielts/writing-task-2-social-life>

10.2 By Question Type

- Advantage & Disadvantage <https://lingoleap.ai/ielts/writing-task-2-advantages-disadvantages-essay>
- Agree or Disagree <https://lingoleap.ai/ielts/writing-task-2-agree-disagree-essay>
- Double Question <https://lingoleap.ai/ielts/writing-task-2-double-question-essay>
- Discussion <https://lingoleap.ai/ielts/writing-task-2-discussion-essay>

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