

Some people believe famous people's support towards international aid organizations draws the attention to problems, while others think celebrities make the problems less important. Discuss both views and give your opinion.

Essay:

In the realm of international aid, celebrities play a substantial role, but they also have the potential to evoke controversy. Some argue that their involvement attracts attention to crucial problems while others contend that celebrity influence can trivialize these issues.

For proponents of celebrity participation in international aid, their position resides in the power of celebrity for visibility. Celebrities often garner substantial public interest and influence, and their endorsements or criticisms can direct society's attention into specific issues. For instance, a celebrity highlighting the dire plight of endangered species on a social media platform can create a ripple effect of awareness that invokes public interest, transcending the usual lack of public engagement in such matters due to insufficient publicity. Such a celebrity, owing to their popularity, serves as a potent catalyst for societal consciousness.

On the flip side, doubters express concern over the potential for celebrity involvement to cause public indifference, especially in cases where celebrities are known for creating negative social impacts, such as drunk driving or racism. These celebrities' attempts to support international causes may be interpreted as self-serving image rehabilitation efforts rather than genuine concern, causing the public to dismiss the issue at hand.

In conclusion, celebrity influence on international aid appears as a double-edged sword. Celebrities who portray public responsibility can positively influence society's reaction to global issues, but if mishandled, they run the risk of trivializing these problems.

Word count: 260

Essay translated in Korean:

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Good expressions:

1. "plays a substantial role" -
2. "invoke public interest" -
3. "transcending the usual lack of public engagement" -
4. "a potent catalyst for societal consciousness" -
5. "as a double-edged sword" -
6. "portray public responsibility" -
7. "run the risk of trivializing" -