

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:

Some individuals argue that when celebrities raise awareness on international aid, they help to spotlight pertinent issues. Others contend that these endorsements might diminish the seriousness of the issues, leading to public apathy. Despite acknowledging both perspectives, my position leans more toward the former – that celebrity endorsement can effectively draw attention to key global issues.

Undeniably, a celebrity's public behavior has considerable sway over social opinions and attitudes. When they publicize their support for international aid, it can shape public perception. For example, a controversial figure with a history of societal indiscretions could appear disingenuous in their altruism, sparking public skepticism or indifference. Critics argue that such occurrences can undermine the issue at hand, painting it as just another public relations stunt rather than a serious cause.

However, I espouse the view that celebrity endorsement can have a powerful impact on shining a light on global causes. There have been numerous instances where a celebrity, through their influence, has positively shaped societal opinion toward significant issues. Consider the case of a renowned singer raising the issue of endangered species, which consequently sparked a public interest that may not have existed without their intervention. Celebrities, by virtue of their wide-reaching influence, have a unique capacity to stir public interest and prompt action.

In conclusion, while some risks exist about celebrities possibly mismanaging global causes, I maintain that the promotional power that celebrities wield remains a potent tool in drawing international attention to critical issues.

Word count: 256

Essay translated in Korean:

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Good expressions:

1. spotlight pertinent issues -
2. considerable sway over - ~ 가
3. unique capacity to stir public interest -
4. potent tool in drawing international attention -
5. celebrity endorsement -