

2020 年 1 月 11 日环境类（讨论型）

Some people think climate change has a negative impact on business while others think that it provides more business opportunities. Discuss both views and give your own opinion.

Dramatic climate change has become a critical issue and its effects on financial enterprise will be discussed herein. Nevertheless, I believe new opportunities will arrive for canny entrepreneurs.

On one hand, big businesses are being blamed for causing dramatic climate change - in particular, those business that consume fossil fuels and those that produce food for a hungry world. Increasingly, we have seen fast urbanisation which leads to grassland deterioration, forests cut down and jungles destroyed to provide space for food production and mining fossil fuels. In consequence, environmentally conscious people have started to change their purchasing behaviour, turning to more sustainable energy and embracing veganism in an attempt to slowdown the climate changes. Undoubtedly, this adjustment in consumer's behaviour has hit some businesses hard as they struggle to address these issue.

On the other hand, there are some companies who are taking advantage of this current situation. For example, Tesla is a high-profile automobile company that is bucking the trend and producing electric cars, and they also successfully produce solar panels. Also, food companies are benefitting by jumping on the bandwagon. For instance, in the UK a popular baking company has launched a very popular range of baked goods containing Quorn, which is a form of artificial meat, and many restaurants and cafes are also following suit. Consequently, as people start caring more about climate change, it is clear that niche markets will open up, which businesses can exploit for profit.

In conclusion, it is my opinion that as one door closes, another one opens. Some businesses will continue to take a hit, whereas others will keep prospering from climate change.

271 words

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Vocabulary

canny (adjective) Careful and shrewd, especially where one's own interests are concerned.

environmentally conscious (idiom) Marked by or showing concern for the environment.

vegan (ism) (noun) A vegetarian who eats plant products only, especially one who uses no products derived from animals, as fur or leather.

hit (someone or something) hard (idiom) To affect someone or something in a profoundly negative way. Often used in a passive construction.

I know losing his job hit Jeff hard, but he needs to get back up and start looking for work.

The recent increase on tariffs has hit importers hard.

buck the trend (idiom) To develop in an unexpected, surprising, or unforeseen way, especially in a way that contradicts recent history. Typically used in reference to financial matters.

Although property values in our city are down overall, one neighborhood is bucking the trend and still getting fair market value.

jump on the bandwagon (idiom) To join or follow something once it is successful or popular.

I can't stand these people who just jump on the bandwagon after a win.

Where were they last year when the team was terrible?

A: "I thought your mom hated that candidate." B: "Well, he's the president now, so she decided to jump on the bandwagon."

follow suit (idiom) To do the same thing as others, especially by following their example. The phrase comes from card games, where there are four "suits" (diamonds, hearts, spades, and clubs).

The people in front of us began to file out of the auditorium, and we followed suit.

After that studio made that hit musical, plenty of others tried to follow suit.

niche market (noun) (Commerce) a demand for a very specialized product or commodity

as one door closes, another (one) opens (idiom) The end of one situation or opportunity is often followed by the start of a new one.

Don't worry about not getting this job, honey—as one door closes, another opens.

范文解析：

这是一篇讨论类的环保话题的大作文。如题目中所示“**Discuss both views and give your own opinion**”，因此在写这篇文章时，考生应注意关于题目中的两个观点都需要进行论述。在本篇范文中，考官使用了双边类的写作结构，即两个主体段分段论述两个方面的观点。首先在首段，作者通过改写题目的方式呈现主题，并且在首段就表达了自己的观点，使得整个文章的主题更加明确。其次在主体段部分，第一个主体段表达了气候变化对于商业方面的影响，其次第二个主体段则论述了作者首段认同的观点-气候的变化为一些创业者提供了商业机会。作者主要使用了论点+解释+举例的主体段结构来完成的。最后在结尾段，作者总结了上文并且重申了自己的观点。整篇文章使用了一些非常地道的词汇表达，各位考生可以参考学习，同时文章中使用了一些非常好用的连接词，例如说 **Undoubtedly** , **Consequently** 等，适当且正确地使用连接词也是写作获得高分的技巧之一。文章中使用的写作技巧及结构在启德 2019 雅思写作新教材中都有详细的介绍，如果大家对于写作方敏的知识想要了解更多，欢迎大家来启德上课。