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；  
一、举实例思维短路，举实例！提出一个观点，举实例！提出一个方案，举实例！而且者也是我们揭示一个观点最好的方式，任何情况下，只要我们无法继续文章，不管三七二十一，尽管举例子！

In order to attract more customers, advertisers have adopted every possible stimulative factor in making ads, such as sound, light, colours, cartoon films and human performance. For instance, to advertise a certain food, advertisers will ask an actor or actress to sit at a table and devour the seemingly delicious food while they film him or her.

更多句型：To take ... as an example, One example is..., Another example is..., for example  
二、做比较方法：写完一个要点，比较与之相似的；又写完一个要点，再比较与之相反的；世界上没有同样的指纹，没有相同的树叶，文章亦同，只有通过比较，你才会发现二者的相同点（through comparison）和不同点（through contrast）。

下面是一些短语：相似的比较：in comparison, likewise, similarly, in the same manner相反的比较：on the other hand, conversely, whereas, while, instead, nevertheless, in contrast, on the contrary, compared with ..., ...  
三、换言之没话说了，可以换一句话再说，让你的文章在多一些字，或者文邹邹地说，是让读者更充分的理解你的观点。实际就是重复重复再重复！下面的句子实际上就三个字 I love you! I am enthusiastic about you. That is to say, I love you. I am wild about you. In other words, I have

fallen in love with you.或者上面我们举过的例子：I cannot bear it.可以用短语表达：I cannot put up with it.因此可以这样说：I cannot bear it. That is to say, I cannot put up with it or I am fed up with it.更多短语：in more difficult language, in simpler words, put it more simply

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