

专业四级考前恶补--写作 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/130/2021_2022__E4_B8_93_E4_B8_9A_E5_9B_9B_E7_c94_130356.htm [写作佳句及惯用表达]

Daily life needs advertisements because the main function of advertising is to disseminate information on commodities , services , culture , employment , student enrolment and even marriage.

日常生活需要广告，因为广告的主要功能是传播有关商品、服务、文化、就业、招生、甚至婚姻方面的信息。

Advertisements provide the most direct , comprehensive and detailed information. We get to know about household goods from advertisements. Advertising can be beneficial to the customers if it is true to its claims. 广告提供最直接、全面和详细的信息。我们从广告上了解家用商品。广告如果名副其实，对消费者是有益的。 Advertising creates mass markets. Without advertisements , manufacturers may find it difficult to sell their products. 广告可开拓市场。如果没有广告，生产者就可能难以销售他们的产品。 Without advertisements , newspapers , commercial radios and television companies could not survive. (如果) 没有广告，报社、商业广播电台、电视公司就不能生存。 Advertisements are misleading and cheating. They are filled with flowery phrases and empty promises. 广告起误导作用，并具有欺骗性。广告中充满着华丽的词语和空洞的诺言。 Fake advertising cheats consumers and , in some serious cases , threatens gullible people ' s lives. 虚假广告欺骗消费者，而且严重地对轻信广告的人们的生命构成威胁。 Advertisers are inconsiderate of the public. What they

care about is making money. 广告商不顾大众利益。他们所关心的就是赚钱。 Advertisements are not based on the quality of the goods , but on the principle that if one keeps talking about the same thing long enough , eventually people will pay attention to it. 广告的制作并不是根据产品的质量 , 而是根据这样的原则 : 一个人只要长时间一直谈论同一东西 , 最终人们就会去注意它。 Advertising encourages consumers to “ keep up with the Joneses ” , namely , it creates an acquisitive society and a demand for material things. 广告鼓励消费者攀比 , 换句话说 , 广告创造出一个贪婪的社会及对物质的需求。 Consumers are encouraged by advertisements to buy insurance (fear) ; buy cosmetics (vanity) ; and eat more than necessary (greed)。 广告鼓励消费者买保险 (恐惧) ; 买化妆品 (虚荣) ; 多吃 (贪婪)。 Admonish your friends in private , praise them in public. 对朋友私下劝戒 , 公开表扬。 [写作范文] Advertising is common throughout the world as a way of letting the public know about a product. Some people feel that advertising is generally helpful , while others feel it is often harmful. Discuss your idea of good and bad effects of advertising , and decide whether you think it is generally helpful or harmful. Use specific examples to support your discussion. Write a composition of about 150 words on the following topic : The Good and Bad Effects of Advertising You are to write in four paragraphs. In the first paragraph , state your point of view. \ ; In the second paragraph , describe the harmful effects and give specific examples. In the third paragraph , describe the helpful effects and give specific examples. In the last paragraph , restate

your point of view. Marks will be awarded for content , organization , grammar and appropriacy. Failure to follow the instructions may result in a loss of marks. In most countries in the world , advertising is common. You can see posters on doors , signs on buses , pictures in magazines , and commercials on TV. Though these signs of advertising are often disliked , I feel that , overall , advertising has very positive results. The harmful effects of advertising are obvious. When you are listening to beautiful music on the radio , a commercial is disturbing when it interrupts your program and changes your mood. Television commercials are the worst of all. Your program is stopped , and you are forced to watch an advertisement unless you actively change the channel or leave the room. I think that there should be laws to limit the advertisers ' right to interrupt TV and radio programs. In general , however , I think that the positive results of advertisements are beneficial to society and individuals. When I do shopping , I can use advertisements in newspapers to compare prices , features , and quality of the product I want to buy. By being more informed , I can buy something that will benefit me in the long run. With advertisements , people save a lot of time in shopping , looking for jobs , etc. Adversity leads to prosperity. 逆境通向成功。 All in all , for a wise and educated shopper , the helpful effects of advertising outweigh the harmful effects. [学习要点] commercial商业广告 benefit me in the long run从长远来说对我有益。 比较 in the short run : 从短期来说 all in all 总的说来 ; 总之 [要点提示] is seldom welcome ; and those who want it the most always like it

the least. 忠言逆耳，就是最需要忠告的人也总是最不喜欢它。

结构分析： 。 Introduction DS : (过渡句) TS

: Though these signs of advertising are often disliked , I feel that , overall , advertising has very positive results. (作者的观点

。 Though clause 使得表达上更严密。) 。 Body TS1 : The harmful effects of advertising are obvious. (提出广告有害的一面

) DS : (论据supporting facts

) TS2 : In general , however , I think that the positive results of advertisements are beneficial to society and individuals. (广告有益的方面)

DS : ... (论据supporting facts) 。

Conclusion All in all , for a wise and educated shopper , the helpful effects of advertising outweigh the harmful effects. (作者的结论。 all in all起总结作用)

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