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https://www.100test.com/kao_ti2020/130/2021_2022__E4_B8_93_E4_B8_9A_E5_9B_9B_E7_c94_130361.htm 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 After the work is done, repose is sweet. 工作到完毕，休息感甜蜜。 【写作佳句及惯用表达】 1. A bicycle is really an important means of transportation in China. 在中国，自行车是一种重要的运输工具。 2. China is called the kingdom of bicycles. 中国被称为自行车王国。 3. Bicycles do not cause air or sound pollution. 自行车不造成空气或声音污染。 4. Compared with cars, bicycles cause no environmental problems. 与汽车相比，自行车不造成环境问题。 5. Bicycles save energy and parking places. 自行车节省能源和停车场所。 6. Riding bikes to travel and appreciate the natural scenery is really a wonderful experience. 骑自行车旅行、欣赏自然风景的确是很美妙的活动。 7. The bicycle allows us to go anywhere nearby easily. 骑自行车可使我们很容易地到达附近的任何地方。 8. Bikes are not very expensive on average, and almost every family can afford them. 自行车一般不贵，几乎家家都能买得起。 9. During the rush hours, you can often see a boiling sea of bicycles running in all directions. 在高峰期间，你可经常看见沸腾的自行车海洋涌向四面八方。 10. Riding bikes regularly does good to your health. 经常骑自行车有益于健康。 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com