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。2004年4月24日雅思考试写作范文参考：The high consuming goods are caused by the advertisements rather than the real needs of the society. What do you think?作者：孙肇春The consuming behaviors are influenced by diversified factors, such as impulse, self-satisfaction, curiosity, and so on. But the most influential factor is the promotion of products on TV commercials and advertisements. Advertisements are changing our consuming ideas and behaviors. It is hard to date back to the exact date when advertisements started. The emerge of advertisements is beneficial for both the purchasers and manufacturers, for the former can be informed of the latest products, together with their novel functions and usages, which meet the needs of consumers, and the latter, undoubtedly, can make larger margins and gain reputation through the publicity of products. In a word, advertising is like a go-between, who helps the manufacturers to find the best buyers. Advertisements change our consuming behaviors, according to the recent surveys carried out by some institutes. The colors, music and slogans of advertisements are likely to stimulate audiences' desire to buy regardless of their real needs. Housewives often complain that they always buy the things useless at all, and that their purchasing decisions are made on

impulse. Some advertisements often exaggerate the effects and functions of products, which induces consumers to make wrong decisions. What 's more, some people, especially youngsters like to pursue fashion. In their eyes, advertisements represent vogue and the trend of social development. In brief, we cannot do without advertisements, which are the main means of promotion.

Nonetheless, we should be more rational when facing the allure of advertisements. If manipulated by advertisements, we will act like a puppet, without any creativity. (275 words) 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