

我的BEC学习日记（八）写作：report类型 PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/496/2021\\_2022\\_\\_E6\\_88\\_91\\_E7\\_9A\\_84BEC\\_E5\\_c85\\_496982.htm](https://www.100test.com/kao_ti2020/496/2021_2022__E6_88_91_E7_9A_84BEC_E5_c85_496982.htm) 继续看大作文，昨天学

了report类型的写法。我们发了一套内部教材，有好几十道题。其中有一个要求为公司的广告全年投放回报做出分析，并

制定下一年的投放计划。这似乎是大作文常考类型。人邮版练习题也有很多这种类型，就拿第二册68页Norlec公司的说。

两张图表，五个手写批注，140字的限制，写一篇report。对于report类型，老师指出如下写作方针。1、标准的行文，应

分成5部分：题目（report on：）介绍（instruction）正文

（findings）结论（conclusion）建议（recommendation）。2

、题目通常要求use all your handwritten notes，那么一条都不能漏下。3、既然是分析，措辞要注意。你非常肯定的地方

就用肯定的情态词，比如obvious，不肯定的千万不要想当然，多给自己留点余地，比如possible。4、题目通常都帮你把

逻辑和计算部分点明白了，写这种大作文，人家不是考你逻辑，而是看你的语言和结构。因此，怎样排列写作顺序，以及

怎样用一句话串联两到三个点，是比较重要部分。范文也是严格按照写作要求写的：Report on the most effective

advertisement  
Introduction This report aims to assess methods of advertising on how customers learnt about Norlec and find a most effective way for future promotion.

Findings Radio is the key way which make our company to the public. It covers 40% of the whole given in the survey. It is followed by

magazine(24%), billboard(17%), website(10%) and direct

mail(9%).The figure on website is expected to increase due to the popularity of computers.There are not many people read our brochures,therefore direct mail fails to achieve its goals.We also did a survey on annual advertising costs.\$120,000(the highest) has put on radio each year.It is of good value for the reason that radio is still our best channel for progandizing.We are surprised that we invest \$105,000(the second) on billboard which only covers 17%.Since price will increase soon,it is recommened stopping to lower the costs.Magazines(\$45,000) and website(\$25,000) costs less,but achieve more on progandizing.ConclusionsMaganzine is a relative effective way of advertising.Billboard costs a lot and will fall to increase promotions.RecommendationsMaganzine is recommened for its effective and less-costs.We should try more maganzines to make its fuction maxmize. 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](http://www.100test.com)