

2009年6月四六级写作话题预测及范文(五)英语四级考试 PDF
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https://www.100test.com/kao_ti2020/605/2021_2022_2009_E5_B9_B46_E6_9C_c83_605309.htm 明星代言 Direction: For this part,

you are allowed 30 minutes to write a short essay on the topic

Celebrities as the products' spokesmen? You should write at least 150 words following the outline given below in Chinese: 1.明星代言

现象很普遍。 2.明星代言广告存在一些问题。 我要高分 3.我的看法。 Celebrities as the products' spokesmen In the

contemporary society, it is very common for celebrities, or the

so-called superstars, to be spokesmen or representatives for a wide

variety of products. Celebrities' advertisements can be easily found

on the Internet, televisions, newspapers, magazines and even on the

walls of some buildings. There are, however, some problems for

celebrities and the consumers. To begin with, before representing, a

star may know nothing about the product. Thus, consumers may be

misled. Even worse, for the sake of money, some stars advertise for

items with low quality, even for fake commodities. In the case of

Sanlu, the public image of stars involved was spoiled. Last but not

least, the high income of advertising does not deserve their labor,

which widens the gap between the poor and the rich. From my point

of view, it is high time that measures were taken to eliminate the

demerits. Firstly, laws should be worked out to regulate celebrities'

advertising. Secondly, stars should be required to tell the truth to the

public. Only by doing so can stars be trusted by their fans and can

consumers benefit.(183) 注：字数稍微有点多了，请大家看着自

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