

2011年6月25日雅思作文第一时间评析 PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/643/2021\\_2022\\_2011\\_E5\\_B9\\_B46\\_E6\\_9C\\_c7\\_643982.htm](https://www.100test.com/kao_ti2020/643/2021_2022_2011_E5_B9_B46_E6_9C_c7_643982.htm) 【考试题目】 We are surrounded by

all kinds of advertising, which is significantly influencing our lives.

Do the positive effects of advertising outweigh its negative effects? 【

题目翻译】百考试题在线考试中心 我们被各种各样的广告所包围，这些广告对我们的生活有重大的影响。广告的积极影响超过它的负面影响吗？ 【关键词分析】 advertising,

advertisement 这两个词都是广告的意思，但是前者是抽象名词，不可数，在使用的时候不带任何冠词。而后者是一个具体名词，在表示泛指的时候要不用冠词，用复数形式。因此，

“ 一则广告 ” 可以说成an advertisement，如果要用advertising，必须要说a piece of advertising。其它类似的词有：nutrition

nutrient(s). pollution pollutant(s). contamination contaminant(s)，testing test(s). experimentation experiment(s)。前面一组均为抽象名词、不可数名词，后者为可数名词、具体名词。 【话题分类与题型】 本题是老题，与2004年10月16日的考题完全相同。属于媒体与广告类话题，题型为议论文中的“ 利弊分析 ” 题型。广告类话题已经很久未出现，上一次广告类话题出现在2009年4月18日。 【话题评价】 广告类话题一直一个

比较简单的题目，而这个考题则是广告中最简单的了，因为只问广告的利与弊，而没有任何限制成分，因此留给考生发挥的余地极大，几乎不可能出现偏题。在下面的“ 类似话题 ” 中，大家可以看到各种限制，比如：广告是否能提高商品质量（第3题）、广告扼杀个性（第4题）、广告对消费者的

影响（第5题）、广告对儿童的影响（第6题），广告是否仅仅是娱乐（第7题）。而第1、2题则是应重点写广告的好处。

【类似话题】 1.The high sales of popular consumer goods reflect the power of advertising and not the real needs of the society in which the goods are sold. To what extent do you agree or disagree? (040424) 2.The society would benefit from a ban on all forms of advertising because it serves no useful purpose, and can even be damaging. To what extent do you agree or disagree with this opinion? (070414) 3.Advertising encourages consumers to buy in quantity rather than promoting quality. To what extent do you agree or disagree? (051119) 4.Advertising discourages people from being different individuals by making us all want to do the same and look the same. Do you agree or disagree? (040814) 5.Consumers are faced with increasing numbers of advertisements from competing companies. To what extent do you think are consumers influenced by advertisements? What measures can be taken to protect them? (070421) 6.There is an increasing amount of advertising directed at children which encourages them to buy goods such as toys and snacks. Many parents are worried that these advertisements put too much pressure on children, while some advertisers claim that they provide useful information to children. Discuss both vies and give your opinion. (060902, 071117) 7.If a product is of good quality and meets peoples needs, people will buy it. Therefore, advertising is unnecessary and is no more than a type of entertainment. To what extent do you agree or disagree? (090418) 【结构与思路】 本文非常适合写成双边支持型，即分别交代广告的好处与坏处。结

论段提出建议，比如政府应当加强对广告的监管。下面以四段式文章为例。

I.Introduction

1.文章背景：广告已经渗透到了我们日常生活中的各个方面。Advertising has penetrated every aspect of our daily life.

2. 交代主题：然而，一些人担心广告的负面的影响，包括对个人与社会。However, some critics are concern about the negative influence of advertising, not only to individuals, but the society as a whole.

3. 文章结构：本文将分析广告的利与弊。This essay aims to explore the pros and cons of advertising.

II.Body 1：广告的优点

1.总论点：Advertising can bring enormous benefits to people, not only individuals, but manufacturers, and even the society as a whole

1.分论点1：广告为消费者提供了大量的信息。Appearing on various media, advertisements provide information which assists consumers to choose their desirable products.

2.分论点2：广告吸引顾客购买产品，因此刺激了销量Due to the huge influence of mass media, advertisements can attract people to purchase their products, therefore stimulating the sales.

III.Body 2：广告的缺点

1.论点：广告会引起顾客的冲动消费。Despite its importance, there is no denying that every now and then, advertising leads consumers into an impulsive purchase, thereby causing wasteful spending.

IV.Conclusion

1.重申观点：In conclusion, advertising plays an essential role in society, not only making consumers well-informed buyers but also fostering economic development. However, consumers should beware of the misleading nature of advertising.

2. 解决方法：立法机构应当制定严格的法律和法规来规范广告行业。Legislators should enact/ constitute more rigid laws and

regulations to regulate the advertising industry. 【其它作文题目】

A类Task 1 Bar chart ( 动态 ) The charts below show the number of female and male in one college studying four different subjects in 2000 and 2008. 2000和2008年4个科目男女学生数量的变化情况。两个柱状图，第一个是2000年的，第二个是2008的，关于a college 的不同subject 的 female 和 male 的人数，分别是四个专业：business, tourism, engineering, computer science. 2000年的时候，人数差距最多的就是engineering, 女的不到100，男的超过了350；到2008年的时候，男女生在business 中的人数是一样的。

G类 Task 1 邀请信 You employed a photographer who took photos for your family and you were very happy. Write a letter to him and ask him/her to take photo for your family again, because your family will have a family event. In your letter, you should: 1) tell him why you like him/her to take photo for you. 2) describe your family event 3) what specific photos you want him/her take

Task 2 生活健康类 Nowadays, people have a lot of pressure and stress. Try to describe what they are and explain how to reduce them. 相关推荐：#0000ff>高端写法：你能猜到雅思作文结尾吗

#0000ff>2011年雅思写作小作文开头高分模板 雅思报名流程：#0000ff>报名前的准备 #0000ff>注册NEEA用户 #0000ff>预付考试费 #0000ff>选择考位 #0000ff>填写报名表并确认付费 #0000ff>转考 #0000ff>查看个人考试信息 打印确认信 #0000ff>退考 #0000ff>友情提示 编辑推荐：#0000ff>2011年雅思考试机经汇总 #0000ff>2011年7月雅思考试时间安排表 #0000ff>2011年各地雅思考试安排表汇总 为方便大家能及时准确的查看2011年雅思考试相关信息，建议各位考生收

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