

西安雅思基础VIP一对一口语话题广告

产品名称	西安雅思基础VIP一对一口语话题广告
公司名称	西安英度教育科技有限公司
价格	1.00/人
规格参数	机构:英度教育 课程:雅思托福 班型:6人班、一对一班
公司地址	西安市高新区高新路51号尚中心2层201室(注册地址)
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产品详情

西安雅思基础VIP一对一，西安雅思托福VIP一对一班，本季度和广告相关的话题仍然在考官的考察范畴，不同的是上季度在part2&3出现，而本季度则出现在part1部分，雅思写作也涉及和广告相关的话题，主要考察考生们对广告的认知，包括广告种类、广告的意义、广告的优缺点等等，想要用流利英文表达清楚上述问题还是有一定难度，今天就来一起学习吧~

广告类型：

商业广告：commercial ads

公益广告：public service advertisement

看得见广告的地方：

On television/watch TV programs online

On newspapers/magazines

On the Internet (pop-out ads)

On buses/taxis

On walls of buildings/skyscrapers

On the street—billboards/brochures/leaflets

广告的意义-Pros

Advertisement is one channel (渠道) for customers to be informed (知悉) about commodities or services they prefer, including functions, highlights, special offers (特惠活动) and so forth. You don't have to read long and dull instructions (说明书), instead, you know the products well from dynamic ads (动态广告) which contain pictures and sounds.

广告是顾客了解他们感兴趣的产品或服务的渠道之一，包括功能、亮点、特惠活动等信息。你不用去读又长又无聊的说明书，相反，你能从带图、带音效的广告中更了解该产品。

For company, advertisement is a showcase of their core competitiveness (核心竞争力的橱窗). Superior (优秀的) ads are creative and also feast for eyes (视觉享受/盛宴), sometimes company will invite celebrities to endorse their products (邀请明星代言产品), which will maximize the impact of ads. As a result, ads can not only boost sales (促销) for corporations but also expand their influence.

对企业来说，广告是展现核心竞争力的橱窗。优质的广告具有创造力也是一种视觉享受，有时企业会邀请名人来代言产品，这可以使广告的影响最大化。因此，广告不仅仅为企业增加销量也扩大了企业影响力。

广告的意义-Cons

Some advertisements are tempting and deceptive. In order to attract more target customers (目标客户), some advertisers will exaggerate (夸大) the content of ads. The advertisements always overstate (夸大叙述) the merits and functions of the products, which will mislead and cheat consumers. In addition, some online advertisements are awash with (充斥) violence and porn, which is a spiritual contamination (精神污染). Juveniles who lack of self-discipline (自律) are easily tempted by those ads and might do something out of bounds/commit a crime (犯罪).

有的广告是诱惑性和欺骗性的。为了吸引目标客户，部分广告商会夸大广告内容。有的广告总是夸大产品的优点和功能，这会误导并欺骗消费者。此外，一些网络广告中充斥着暴力和色情，这就是一种精神污染。缺乏自制力的青少年很容易被这些广告诱惑并做出出格的事情/可能会犯罪。

As limited by the cost, the company may cut funds for products if they invest too much on the advertisements. You

see, ads in whatever forms are expensive nowadays, and inviting celebrities to endorse even cost more, and undoubtedly (毋庸置疑), it is consumer who will pay the bill in the end. I think product itself is what a company should focus on.

因为受成本的限制，如果公司在广告上投入太多钱，那么他们用于产品的资金就会减少。现在无论什么形式的广告都很贵，而且请名人代言要花更多钱，毫无疑问，最后都要由消费者来买单。我觉得产品本身是公司更应该关注的。

公益广告

Public service advertisement refers to the advertisement that serves the interests of the public (公众利益) and social fashion. It is noncommercial and does not aim at making profit. The themes of public service advertisements generally come from the daily life of ordinary people, such as health, safety, family relationships and environment protection, which aim to raise public awareness of ethics (公众道德意识) and change public attitudes towards social issues.

公益广告指为社会公众利益和社会风尚服务的广告。它属于非商业性广告，不以盈利为目的。公益广告的主题一般取材于百姓的日常生活，如健康、安全、家庭关系和环保等，目的是提高公众的道德意识并改变人们对社会问题的态度。

还在为没有好的学习方法而漫无目的的刷题吗！还在为雅思分数万年5.5而纠结吗，赶紧关注英度教育，名师大咖为你讲解高分学习方法，详情可戳029-62776852，还有资深留学顾问为你量身定制备考方案。