Topic Advertisements

试题

第一部分 问答（5 分钟）

1) What do you think of advertisements?
2) Do you think advertising can influence your purchase?
3) Do you like watching or reading advertisements? Why?
4) Have you or your friends ever been cheated by advertisements? If so, please give examples.
5) Does a well-known brand of product still need advertising?
6) What will you do if you've been cheated by an advertisement?

第二部分 卡片陈述及小组讨论（10 分钟）

Now let's move on to something more specific. The topic for us to discuss today is "Advertisements". Each of you will be given a card. I'd like you to give a brief description according to the card. You'll have one minute to prepare and each of you will have one and a half minutes to make your presentation. Don't worry if I interrupt you at the end of the time limit. Now here are your cards.

Right. Now we all have some idea about advertisements. I'd like you to discuss this topic further and see if you can agree on the topic: Do you think advertisements can actually influence consumers' purchasing? During the discussion you may argue with each other or ask each other questions to clarify a point. You will have about four and a half minutes for the discussion. Your performance will be judged according to your contribution to the discussion.

第三部分 考官提问（5 分钟）

1) Would you like to predict the future of advertising?
2) Suppose you have bought a fake product by ad, what would you do?
3) Can you think of any other ways for the manufacturers to sell products apart from making advertisements?
4) How do you feel when you see so many ads in your daily life?
5) Would you like to be interrupted by ads when enjoying a good program on TV? Why?
6) Please make a comment on a piece of advertisement.

答题参考

第一部分　问答

E: *What do you think of advertisements?*

C: People living in daily life need advertisements because the main function of advertising is to disseminate information on commodities, services, culture, employment, student enrollment and even marriage. Advertisements provide the most direct, comprehensive and detailed information. We get to know about household goods from advertisements. Advertising can be beneficial to customers if it is true to its claims. Advertising creates mass markets. Without advertisements, manufacturers may find it difficult to sell their products. Without advertisements, newspapers, commercial radios and television companies could not survive. With advertisements, people save a lot of time in shopping, looking for jobs, etc. As far as I am concerned, I am in favor of advertisements because most of them are interesting and informative.

E: *Do you think advertising can influence your purchase?*

C: It is one of the functions of advertisement to influence people's purchase. In most countries in the world, advertising is common. You can see posters on doors, signs on buses, pictures in magazines, and commercials on TV. Though these signs of advertising are often disliked, I feel that, overall, advertising has very positive results and I believe what most of advertisements say. I think that the positive results of advertisements are beneficial to both society and individuals. When I do shopping, I can use advertisements in newspapers to compare prices, features, and qualities of the product I want to buy. By being well informed, I can buy something that will benefit me in the long run. So the advertisements can influence people's life including purchase.

E: *Does a well-known brand of product still need advertising?*

C: Nowadays advertisements are very common. Whenever you turn on TV, you are likely to see ads. The advertisers are trying to inform you of many different sorts of up-to-date products on the market. There are two reasons, I think, for advertising well-known brands of product. First, in a competitive economy, the consumer usually has the choice of several different well-known brands of the same product. Thus, manufacturers are confronted with a problem, i.e. how to keep their sales high enough to stay competitive in the business. They solve this problem by advertising. By advertising, each producer tries to convince consumers that its product is preferable. Second, most consumers are interested in ads. They want to get from

ads the firsthand information about new products, which enables them to choose the one they like best. Because of those above reasons, I think that even a well-known brand of product still needs advertising.

第二部分　卡片陈述及小组讨论

C1: The topic on my card is "Please discuss the reasons for the rapid development of advertising industry in China". Nowadays, advertising industry has developed rapidly in China. The reason may be that it can bring profits and interests to manufacturers, consumers and advertisers as well. To begin with, manufacturers make their products known to the public through advertising in order to make more profits by promoting sales and occupying large market shares. In today's fierce market competition, there are many kinds of brands on the same products or of the similar exchangeable products. If they do not spend money on ads for their products, they will lose competitive advantages to other rivals. As for consumers, they can be well informed about the products of different brands and thus have more choices when they want to make a purchase. With regard to advertisers, making ads for manufacturers is the most important way for them to gather capitals to support the running of mass media, such as TV, radio, newspapers and magazines.

C2: My topic is "Please discuss the benefits advertising has brought about". As we all know, one of the main symbols of modern market economy is to make advertisements for products or services in order to promote the development of economy. Advertising has brought about great benefits to our lives. To begin with, we may get more information about the products or services so that we may have more choices for our later purchasing. Also, in order to attract consumers' attention, for example, TV commercials are usually well designed. Sometimes it is a nice experience watching them. Moreover, the most important thing is that advertising can make a bridge connecting sellers and buyers to make them get what they need. When we complain about the inconvenience that advertising has brought about, we can't forget the benefits of advertising brought to our lives.

C3: The topic on my card is "Please discuss the negative effects of advertising". Advertising has great benefits to our lives, but it also has negative effects to consumers. To begin with, consumers may be persuaded to buy what they don't need or to buy what exceeds their purchasing power which will plunge them into a difficult situation. Moreover, not all the advertisements tell truth. It is quite common that the qualities or functions of some products are exaggerated so much that consumers can't help purchasing them. The results sometimes

can be depressing. The sad thing is that consumers who have been cheated are usually simple-minded, kind people. You can imagine how they would feel after knowing the fact. In the long run, deceitful advertising would lose its market. Therefore, it is necessary to impose official restrictions or laws to guarantee the accuracy and good taste of the advertisements.

C2: In my opinion, advertisements can influence consumers' purchasing to some extent. Because advertising can provide some information about the products, such as models, prices, functions, manufacturers, etc., which may help consumers make a well-informed decision.

C3: I agree with you. "To some extent" not "totally". As a mature consumer, you can't totally believe what is described on an ad. If you totally believe it, perhaps you will have trouble. What do you think, C1?

C1: I think advertisements can't actually influence consumers. Because consumers are becoming more and more mature. If I want to buy a TV set, for example, I will probably go to several stores to have a look and make comparisons among different TVs before actually taking an action.

C2: I don't think advertisements play no part in your decision at all. If you really have no idea about the TV set you'd like to buy, how would you choose? You know, even in one store, there are so many brands and so many models. So I think before going to any store to have a look, you'd better have got some idea about TV set.

C1: You are right. I've got some information from advertisements about TV set, but they play no part in my purchasing.

C2: Believe it or not, you have been influenced by ads to some extent. In other words, they have helped you in choosing brand and model. Your going into the store to have a look, is just like what the proverb goes: Seeing is believing.

C3: In this sense, you are a mature consumer, but we can't say that you haven't been influenced by ads when making a purchase.

C1: You intend to say that advertisements can influence consumers' purchasing?