**专题7 广告**

【话题导入】

各式各样的广告在我们生活中随处可见。广告能为消费者提供诸多产品和服务信息。同时,一份精心设计的广告也可以增加产品的宣传力度,从而提高产品的销售量。

【写作指导】

广告类写作属于应用文范畴,要求同学们对某一产品进行详尽地说明,向读者传递信息，并达到宣传的目的,使读者产生购买欲望。写作中应尽量使用短句以使广告简洁明了,并注意语言要有说服力。可使用祈使句或一般疑问句达到此效果。

* 写作步骤

1. Introduce as a whole;

2. Provide detailed information;

3. Give persuasive expressions.

* 增色语料

精彩句型：

1. Our fast food restaurant will be open to the public this Sunday morning and welcome to...

2. I have a bike which is still new and in good condition.

3. Located in the center of our town, the shopping mall is accessible by public transport.

4. Here you can enjoy all kinds of... that are at low prices but of high quality.

5. Compared to traditional ..., our product has more advantages like...

6. We also provide ... for the first ten customers coming here free of charge.

7. If you are interested, please don't hesitate to contact us anytime during the business hours.

8. Come and enjoy…in our…without hesitation, and we believe…

* 范文赏析

假定你是某外语学院的学生李华,因临近毕业，你打算卖掉你的自行车。请你根据以下要点用英语写一则广告。

内容包括：1,自行车现状;2．自行车价格;3．联系方式。

注意：1.词数100左右;2,可以适当增加细节,以使行文连贯。

**任务分析：**本文是一篇广告类写作。要求用英语写一则广告,出售自己的自行车。内容应包括三个方面:自行车现状的介绍、自行车的价格以及卖家的联系方式。写作中主要用到一般现在时和现在完成时;人称以第一、二人称为主。

**补句成文：** 请根据汉语提示使用恰当的单词、短语或句子补全下面范文中所缺的内容，补全后请通读全文并建议记诵。

A Second-hand Bicycle for Sale1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(你需要一辆自行车让你的大学生活更加方便吗)?Come and have a look!

I'm Li Hua. Since I'm graduating in two weeks, I'm going to sell the bike that I have used for three years. The bike is still new and in good condition, so 2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(我想以二十美元的价格卖掉它). When you want to go around the city or go shopping, it can provide much convenience. As for the price, 3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(我们可以进一步协商) if you are really interested. Please don't hesitate to contact me anytime at 041-7735790 or visit me in Room 510 of Student Dormitory.

答案:1. Do you need a bicycle to make your college life more convenient

2. I'd like to sell it at a price of twenty dollars 3.we can have a further negotiation

【且学且练】

假定你是李华,某外资农场新开了一家经营绿色蔬菜的商店,现面向大众征集广告。请你根据以下信息,为其写一则英文广告。内容包括:

1,商店的位置;

2.所具备优点;

3.联系方式。

注意：

1,词数100左右;

2,可以适当增加细节,以使行文连贯。

Welcome to our greengrocer!

We opened this store in the center of our city,just opposite the city central park. Various green vegetables planted on our farm are available,such as carrots, eggplants, celery, and so on.We guarantee that the vegetables in our store are grown without using any chemical fertilizers.The price is reasonable and discounts will be given to those who order in advance and in large quantities. Please call us at 010-8889912.Our opening hours are 6:00 am-11:00 pm.

Choose our green vegetables and enjoy a healthy life!