### 新闻媒体

本节涵盖雅思写作中的媒体话题：

方向一：新闻媒体

方向二：印刷媒体

#### 考查方向一 广告利弊

图示

描述已自动生成在当代社会，广告在我们的生活中无处不在。广告的作用以及它的正反面影响也是雅思写作考试被广泛讨论的主题， 这一考查方向常常考到广告的利弊，广告对于人们的影响，以及如何去采取措施保护人们不受到广告的负面影响。对于这一类的写作题目，语料储备可以**从广告的利弊两个角度**出发，以及**保护人们不受广告影响的措施**。

而考生在考场中面对广告相关考题，可以在TELEPHONES的十个万能理由中，尽量从**经济商业Economy**、**人类人才Human**、**生命生活Life**这三个角度来构思广告话题的考题。

##### 思路语料归类总结

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| **广告的好处 Benefits of Advertising** | |
| **经济商业** | 1. **出于商业目的**(out of commercial purposes) 2. **让产品对消费者们更有吸引力**(make products more attractive to consumers) 3. **激发人们的购买欲**(generate the purchasing desire in people) 4. **很重要的市场营销工具**(could be an important marketing tool) 5. **促进广告产品的销量**(boost the sales of the advertised products) 6. **告知消费者新产品和服务**(inform consumers about new products or services) 7. **满足消费者需求**(satisfy the demands of the customers) 8. **为人们提供更多的选择**(provide people with more choices) 9. **吸引潜在的客户**(attract potential consumers) 10. **扩大潜在消费群**(expand potential consumer groups) 11. **塑造品牌形象**(shape brand image) 12. **让经济繁荣发展**(allow economy to thrive) 13. **提高利润**(boost profits) 14. **突出产品的质量**(highlight the product quality) 15. **扩大规模**(prompt expansion) 16. **增加政府税收**(lead to more taxes for the government) |
| **工作效率** | 1.**创造工作机会**(create jobs) |
| **人类人才** | 1. **创造高品质的生活**(create a higher standard of living) 2. **具有美学价值**(possess an aesthetic value) 3. **一种现代艺术**(a form of modern art) 4. **提供视觉体验**(provide visual experience) 5. **重要信息来源**(could be an important source of information) 6. **得到放松和娱乐**(obtain relaxation and recreation) 7. **释放压力**(release pressure) 8. **激发儿童认知能力的发展**(can stimulate children’s cognitive development) 9. **信息量大的且有教育作用的**(can be informative and educational) 10. **提升儿童注意力**(increase the concentration of children) 11. **给儿童视觉和听觉的刺激**(provide children with audiovisual stimulus) 12. **扩大儿童的知识面**(expand the scope of knowledge in children) |
| **生命生活** | 1. **给孩子提供多种选择**(provide children with more choices) 2. **让孩子扩大见识**(enable children to expand their horizon) 3. **让孩子从不同角度看待世界**(make children view the world from different perspectives) 4. **让孩子了解世界**(let children know more about the world) 5. **很多广告**(commercials)**介绍健康食品**(introduce healthy dietary options ) |

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| **广告的坏处 Drawbacks of Advertising** | |
| **生命生活** | 1. **劝说人们去追随最新的潮流**(will tempt people into following the latest trends) 2. **控制消费者的决策过程**(hold sway over the decision-making process of customers) 3. **促使消费者做出不理智决定**(may prompt consumers to make irrational decisions) 4. **被误导信息所左右**(can be swayed by misleading information) 5. **受到不良信息的影响**(may be susceptible to improper information) 6. **提供有误导性的信息**(provide misleading information) 7. **夸大效用**(exaggerate the effects of the products) 8. **推销垃圾食品**(sell junk food) 9. **让人们不满足自己的财产甚至不满足于真正的自己**(can make people feel constantly satisfied with their possessions and with who they are) 10. **打断精彩节目**(interrupt television viewing) 11. **导致消费主义和物质主义的盛行**(lead to the prevalence of consumerism and materialism) 12. **造成道德沦丧**(can be partially responsible for deteriorating moral and ethical values)，因为广告**滋生社会问题**(may engender social issues)诸如**抽烟、酗酒和享乐主义生活方式**(smoking, excessive drinking and hedonistic lifestyle) 13. **被广告轰炸**(can be bombarded with advertisements) 14. **普及高脂、高糖食物**(popularize high-fat and high-sugar foods)，导致肥胖症和糖尿病(lead to obesity and diabetes) 15. **让消费者对产品产生错误认知**(may give consumers a false perception of the product) 16. **歪曲他们的产品**(could offer a distorted view of their products) |
| **经济商业** | 1. **操纵人们消费超出其购买限额的产品**(manipulate people into spending money on products beyond their purchase power) 2. **抬高商品和服务的价格**(may raise the cost of products and services) 3. **大规模的竞争性广告**(large-scale competitive advertising)会**引发广告战(**may trigger an advertising war)，从而**增加更高的生产成本**(may add to the cost of production) 4. **导致不平等的竞争**(may lead to unequal competition)，因为小公司**无法支付高昂的广告预算**(unable to match the same advertising budgets as do large companies) 5. **导致垄断**(create a monopolistic market)，因为**小公司会被淘汰了**(may drive small businesses out of the market) 6. **重数量轻质量**(may place quantity over quality) 7. **诱使顾客做出超出实际需求的购买**(may entice consumers to buy more than they need) |
| **环境保护** | 1. **导致过度消费和浪费型社会**(lead to excessive consumption and a throw-away society) 2. **加剧资源紧缺**(exacerbate resource strain) 3. **垃圾堆**(landfills)**破坏生态**(may wreak havoc on the ecological system) 4. **给我们这个浪费型社会制造更多不必要的垃圾**(may create more unnecessary wastes for a wasteful society) |
| **情感特质** | 1. 儿童**缺乏批判性地辨别营销信息的能力**(may lack the ability to view marketing messages skeptically) 2. 儿童**产生攀比心理**(may develop a comparing mentality) 3. 儿童**有错误的认知**(may have cognitive errors) 4. 儿童**承受心理压力**(suffer from psychological pressure) 5. **不考虑孩子们的感受**(have no qualms about playing with children’s feelings) 6. **消费者感觉被欺骗**(may feel deceived) 7. **让人们不自信**(make people feel less confident) 8. **产生自卑情结**(may create a sense of inferiority) 9. 儿童**产生不切实际的需要**(create unrealistic needs and wants in children) |

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| **保护人们不受广告影响的措施 Measures to protect people from the power of advertising** | |
| **政府政策** | 1.**法律和规章制度**(legislation and regulation)去**限制针对孩子的广告**(will restrict advertisement aimed at kids) |
| **人类人才** | 1. 父母可以**帮助孩子去批判性的思考广告信息**(help kids view information shown in advertisements critically) 2. 父母可以把**电子设备**(electronic devices)调为**儿童模式**(a kid-friendly mode)，去**阻止他们看到不合适的信息**(can prevent them from seeing inappropriate contents) 3. **父母给儿童解释广告的诡计**(explain to kids the agendas behind the commercials) |

#### 考查方向二 印刷媒体

图示

描述已自动生成报纸和杂志是我们生活中最常见的主流媒体，但是随着科技的发展，传播媒介的形式越来越多种多样，同时大众传媒的利弊也是雅思写作考试常考的话题。我们通常可以从**大众传媒的利弊**、以及**纸媒相对于电子媒体的优势和劣势**来储备语料。并且可以从万能理由中尽量从**经济商业**、**工作效率**、**生活生命**这三个角度来构思。

##### 思路语料归类总结

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| **大众传媒的好处 Benefits of Mass Media** | |
| **生活生命** | 1. **让我们彼此保持联系**(keep us connected) 2. 可以**快速的获取最新信息**(can access the latest news in a very short time ) 3. **给普通人发声的机会**(may give voice to the voiceless) 4. 通过大众传媒，人们可以**展示他们的才能**(showcase their talents through mass media) 5. **教育人们**(may educate people)，因为人们**可以学习关于健康、环保等各种知识**(could learn about health, environment and other matters) 6. 音乐和电视节目**是重要的娱乐来源**(may serve as an important source of entertainment) 7. **各种新闻来源**(various sources of news)可帮助人们**更全面地了解某事件**(may develop a whole picture of an incident) 8. **推荐新闻故事**(share news) 9. **告知人们社会中的事件**(inform people of the events in the society) |
| **经济商业** | 1. **刺激商业**(spur business)，因为商家**可以更快更容易的触达潜在用户**(reach potential consumers with a faster and easier access) 2. 访问网上新闻**很便宜或免费**(may cost little or no money) 3. 广告收入是**重要的经济来源**(an important source of income) |
| **文化传统** | 1. **传播艺术和文化**(could spread arts and culture) 2. **展示不同的文化**(showcase different cultural practices) 3. **帮助世界各地人们了解彼此和包容不同**(help people from different cultural backgrounds understand each other and embrace each other’s differences) |

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| **大众传媒的坏处 Downsides of Mass Media** | |
| **生活生命** | 1. **给权贵更多权力**(may empower the already powerful) 2. **让人们减少彼此的现实联系**(may cause people to estrange from each other in real life) 3. **数字媒体**(digital media)**会产生冒名顶替，诈骗及黑客行为的可能性**(could lead to possibilities of imposters, fraud and hacking) 4. 一些新闻**可能被扭曲**(could be twisted)并且**错误的消息**(disinformation)**会被传播**(could be spread) 5. 媒体可能**很容易上瘾**(could be addictive)，所以**减少人们的生产力**(may reduce people’s productivity) 6. 一些新闻会被利用去**操纵公众舆论**(may manipulate public opinion)，因而**给读者洗脑**(will probably brainwash readers) 7. 一些媒体的内容**不适合儿童**(may be inappropriate for children) 8. **导致健康问题**(may lead to health issues)因为太长的观看时间**引发视力和听力问题**(may trigger eyesight problems and hearing defects) 9. 人们可能会**面临其他健康风险**(could face other health risks)，比如**久坐和肥胖症**(sedentary lifestyle and obesity) 10. 新闻标题通常**预示厄运**(could be doom-laden)或**制造耸动效应**(may engineer attention-grabbing effects) 11. **灌输负面情绪**(may instill negative feelings)，**徒增无端的恐惧**(may further nurture unnecessary fear) 12. **对世界产生曲解**(could form a distorted view of the world) 13. **导致不必要的偏见**(prompt needless prejudice) 14. **报导他人的私生活**(report other people’s private life)**会影响我们自己的行为方式**(may affect one’s own behavioral pattern ) |
| **文化传统** | 1.**造成文化同化**(may lead to cultural assimilation) |

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| **印刷媒体的好处 Advantages of Printed Media** | |
| **生命生活** | 1. **传递有价值的新闻**(could deliver valuable news) 2. 作为**传统的媒体形式**(a traditional form of media)，更加**受到公众的信赖**(could be trusted by the general public) 3. **信息量大**(could be informative)，让公众可以**从多个角度了解社会问题**(can view social problems from different perspectives) 4. **说明性强**(could be highly descriptive)，让老百姓从中获取**对他们有价值的信息**(could obtain valuable information) 5. **信息经过严格审查**(could be censored strictly), **更具有权威性，不会误导公众**(could be authoritative and thus less likely to misguide the public) 6. **培养老百姓的阅读习惯**(may help cultivate a reading habit in the general public)，**从而构建良好的社会氛围**(could create a great social atmosphere) 7. **并非每个人都能获取数字新闻**(have access to digital information)，尤其是**老年人**(seniors) |
| **经济商业** | 1. **可以吸引一些公司投广告**(attract investment in advertisement from companies) 2. **提供一些媒体相关工作机会**(create media-related jobs) |
| **工作效率** | 1. **信息可以及时传递给公众**(can be delivered to the public in a timely manner) 2. **可以保存并且重复阅读**(could be stored and read repeatedly) 3. **各种资料摊开在眼前，进行参考和互相对照会很方便**(could be time-efficient to have multiple sources of information at hand so as to reference or cross-reference ) 4. 与看报纸相比，**盯着屏幕**(screen time)**容易头疼和疲劳**(cause headache and fatigue) 5. 与**冷冰冰的电子屏**(impersonal electronic screen)相比，手里拿着**实物阅读**(physical copies)更舒适 6. **熟悉的排版方式**(be reassuringly familiar)，**更容易找到自己需要的信息**(could be easy to navigate) |

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| **印刷媒体的坏处 Disadvantages of Printed Media** | |
| **生命生活** | 1. **篇幅有限制**(limited content length)，公众不能**深入了解某一事件**(could be unable to develop a deep understanding of an event) 2. **审查严格**(rigid media censorship)，**公众获取的信息受到一定的限制**(have limited access to information) 3. 对于**社会问题**(social issues)，**公众可以自由评论**(could be made free to comment) |
| **经济商业** | 1. **印刷报纸**(newspaper print)的**成本过高**(could be high in cost) 2. 大多数新闻**从网络上获得**(could be acquired from the internet)，**不需要支付任何费用**(with no expenses involved) 3. 图片和文字呈现的广告内容**不够有吸引力**(could be not sufficiently attractive) |
| **工作效率** | 1. **不能及时更正信息**(may be unable to correct information promptly) 2. 相对比于电子媒体，**信息的传播**(spread of the information)**跨越时间的限制和地理的障碍**(may overcome time restrictions and geographic barrier) |
| **环境保护** | 1. **过多印刷**(overprinting)**造成纸张浪费，**更多的树木**被砍伐**(will lead to a waste of paper and thus a wider range of deforestation) 2. **印刷油墨**(ink printing)会**污染环境**(will pollute the environment) 3. **需要思考回收和垃圾处理的问题**(will need to consider recycling and garbage disposal) |