大作文

Research indicates that nowadays some consumers are much less influenced by advertising than in the past. What do you think are the reasons for this?

Do you think this is a positive or negative development?

本周题目意为：研究表明当今一些消费者比起以前更少地被广告所影响。你认为这是为什么引起的？你认为这是积极还是消极的变化？

新年第一考，还算友好给了个常见的话题，对于广告这个话题还是要多积累一些话题词。本周的题目是针对事实进行讨论分析，需要找到原因并判断总体优劣。

原因：1. 消费者熟悉套路；2. 消费者更理智；3. 广告太多，习惯性忽略。

总体是好的：消费者变得理性，广告商竞争起来了就要注意广告真实性，最终倒逼生产商提高广告质量。这是市场的良性循环。

Nowadays advertisements have less influence on consumers compared with the **bygone era**. This essay illustrates the apparent reasons behind this change like awareness, education and **excess** of its **presence** before it then argues how this development is advantageous.

The public do not any more get convinced with the **marketing strategies** so easily at present as they are more aware of these strategies and well-educated to understand the pros and cons of any product. Almost everyone understands that products whichever is being advertised on television or other media may not be as good as it is being demonstrated. What is more annoying is that people’s daily life is **crammed** full of advertisements from **roadside billboards** to **pop-up windows** on screens. As a consequence, they can’t wait but **skip** or totally ignore the contents in them.

Aforementioned development has a positive impact on people's lives. Now individuals can think about the features of each product before purchase unlike in previous decades when they used to buy any item whichever is being publicized by **mass media**. Furthermore, apart from the customer's benefits, it will change the **marketer’s** strategies also and hopefully, they will not try to persuade target customers to buy their products on the basis of **false** information. For instance, people have stopped purchasing items on seeing advertisements and have started to combine their own needs with features of products. Therefore, instead of spending money on influencing consumers, companies will focus on enhancing the qualities of their products.

To sum up, now the public has become more **rational** in buying items rather than being convinced easily by **commercials**. It has benefited the customers because they can finally specify their authenticity and thus compel producers to promote their quality.

|  |  |  |
| --- | --- | --- |
| 词汇推荐 | 中文 | 词性 |
| bygone era | 过去的时代 | n. |
| excess | 过量 | n. |
| presence | 出现 | n. |
| marketing strategy | 市场策略 | n. |
| cram | 塞满 | v. |
| roadside billboard | 路边广告牌 | n. |
| pop-up window | 弹窗 | n. |
| skip | 跳过 | v. |
| mass media | 大众传媒 | n. |
| marketeer | 销售商 | n. |
| false | 假的 | adj. |
| rational | 理性的 | adj. |
| commercial | 商业广告 | n. |