**专题6 宣传海报**

【话题导入】

随着汽车数量的增加,交通阻塞越来越成为一个社会热点问题。我们可以采取各种各样的宣传形式,倡导人们遵守交通秩序,尽量乘坐公共交通工具。

【写作指导】

在写宣传海报时,要根据活动的主题,从时间、地点、目的、措施及预期目标等方面进行说明,并发出倡导;海报中应尽量用最少的文字表达最多的信息，因此写作中多用省略句、缩略语等类似的表达；在海报写作中多用一般现在时和一般将来时态。

* 写作步骤

1. Present the theme and purpose of the activity;

2. Give specific introductions;

3. Express expectations.

* 增色语料

精彩句型：

1. With the aim/purpose of calling on more people to pay attention to traffic jams and make joint efforts to relieve the matter, ...will hold a(n) competition/activity, whose theme/aim is...

2. In your article, you're supposed to write about the current traffic problems and put forward some practical suggestions/solutions...if possible.

3. As scheduled/planned, everyone is expected to...before...

4. Upon arrival at the next destination,we'll first attend a lecture given by...,and then we'll..

5. I believe this activity will inspire/encourage more people to obey traffic rules consciously.

6. Looking forward to your joining and let's do what we can to help reduce traffic congestion.

* 范文赏析

假定你是校英文报记者李华,为响应你市“交通安全月”活动,校英文报将举行征文比赛,请你写一份海报,向全校师生宣传此事。内容包括:

1,稿件内容;2.投稿方式; 3.截稿时间。

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：**本写作要求学生用英语写一份海报，宣传征文比赛,在写作过程中应当简洁清晰地表明征文的主题、内容、投稿方式、截稿日期等要求;时态多用一般现在时和一般将来时。

**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。

Poster

In answer to the Traffic Safety Month in our city, we plan to hold an essay competition activity.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(本次活动的主题是如何减少交通阻塞).As you all know, traffic jams have been one of the most serious problems affecting people's daily life. You're supposed to introduce the current traffic conditions in our city in your entry, 2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(尤其是导致交通阻塞的原因). Besides, please put forward some practical suggestions on how to deal with it. 3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(如果你有帮助解决这个问题的经历), your advice will be more welcome.Please send your essay to www.campusarticle.com before May 10 if you are interested in it. Looking forward to your active participation.

The school English Newspaper

April 30，2020

答案：1. The theme of the activity is how to reduce traffic congestion

2. especially the reason for traffic congestion 3. If you have any experience in helping and solve the problem

【且学且练】

假定你是你校学生会宣传部成李华。下周日,学生会将组织一次环1创意大赛,请你用英文写一份海报,T全校师生宣传此次比赛。内容包括:

1、比赛时间、地点;2,比赛目的、比赛规则等;3、呼吁大家参赛。

注意:1.词数100左右;2,可以适当增加细节,以使行文连贯。

Poster

A design competition about environmental protection is to be held in the school hall next Sunday.

To help students and teachers realize that protecting the environment is not a popular idea but practical actions, we will hold this contest with the aim of encouraging people to recycle waste. You're required to design the works which can be used in our daily life using waste within one hour. You can do it by yourself as well as together with your partners. After you finish, not only will the teachers invited as judges evaluate them, but the students present will grade for the one they like best. At last,we will choose three best-received ones and present prizes for their designers. I believe you'll have a deeper understanding of protecting the environment after this interesting and meaningful competition.

Come and join us!