
Advertising discourages people from being different individuals by making us all want to do the same and look the same. To what extent do you agree or disagree?

立场：不完全同意

正方：消费者选择很多；大部分消费者觉得适合自己就好，不会在意是否与众不同

反方：因为一个明星或一个广告而消费，使得很多人买的东西一样

Some people maintain that people's individuality is disappearing because of advertising. Although this is true to some extent, it is still up to each of us to maintain our individuality.

On behalf of advertising, it is important to note that most advertising is targeted at large groups of consumers. Although that advertising encourages us all to wear the same brand of clothes, to drink the same brand of soft drink, or to shop at the same retail store, the advertisers are well aware that people have multiple choices and will make buying decisions based on their individual preferences.

Although some people will succumb to the conformity encouraged by advertisers, most of people still will buy a product or service mostly because it fits who they are and who they want to be. For example, a person might see a television commercial promoting a specific brand of athletic shoes that is being promoted by a popular professional basketball player. The person viewing the advertisement might buy that brand of shoes because they like the image of that brand or because they aspire to be like the professional athlete in the commercial. Nevertheless, it can be argued that the consumer still has the free will to determine whether he will buy or not buy those shoes.

Although advertising seems to encourage conformity and discourage individuality, people still have the free will to determine whether they will conform or not and whether they will buy a product or not. If a person wants to maintain their individuality in regards to using a specific product, they can certainly choose to use an alternative product.

We can get knowledge from news, but some people think we cannot trust the journalist. What do you think? What qualities do you think a successful journalist should have?

立场：大多数记者是值得信任的

1.他们的职责是把事件的真相准确客观的还原，这也是他们必备的职业素养

2.但他们也会有犯错的时候或者因为政府的压力不能报道真相

Some people question whether we can trust the journalists who bring us the news. With this in mind, it is good to outline the qualities and characteristics of a successful journalist.

It is the responsibility of any journalist to supply readers, viewers, or listeners with an accurate and unbiased account of the news story he is covering. Journalists are taught to be accurate and objective. They are instructed to check and double-check their sources for any

story on which they are reporting. A journalist who fabricates the facts of a story or plays loose with the details of a story may be risking his reputation and possibly his career.

That being said, journalists are human, and they sometimes make mistakes or have personal opinions or feelings regarding the news stories they are reporting. So it is possible that a journalist may slant the story that he is covering, providing a subjective voice to the story instead of an objective voice. In other cases, news agencies are not allowed to reveal the truth to the public for political reasons, so it is not fair to blame journalists. Readers, listeners, and viewers of the news should consider this and should check multiple accounts of a news story, if multiple accounts are available, to make sure that the facts from those different accounts coincide.

Most journalists are trustworthy, but it is also good to remember that they are human and they may occasionally make errors in reporting the facts of a story or in providing an objective account of a story.

其他观点

It is increasingly difficult for modern-day journalists to write impartially, so people tend to be suspicious about the content in the news. There are now so many competing sources for news within the media today, so it is quite difficult to discern which ones are reliable and which ones are not.

Journalists often in the spotlight, and people look up to them for offering unbiased and truthful reporting. Sometimes the truth can be uncomfortable or does not sell the message that governments want to hear, so there is pressure on news organizations to limit their questions and criticism. This is why people may only know some parts of truth about an incident or even distorted facts.

In order to be successful in the news industry, the journalists must show that they have integrity and courage to stand up. It has always been the journalists' ability to distinguish fact from fiction which has been one of their most important qualities. Other characteristics that are of great importance are tenacity, objectivity in presenting both sides of the argument, and to have courage and not to be afraid of being unpopular with the authorities.

The printed words have such power, which can influence and inform the minds of millions of readers in seconds. Due to the pressure of governmental policies, news can be distorted. Overall, successful journalists are those who are brave, objective and trying to give news which can be trusted, despite and difficulty that truth may hurt some authorities' benefits.

News media are important in modern society. Why are they so important? Are their influences generally positive or negative?

媒体重要的原因

1.让人们不和社会脱节

2.及时提示人们对灾情或者其他紧急情况做好准备。

影响：如果报道客观公正，严格意义上说，不存在正面或者负面影响，毕竟媒体只是尽到报道的职责。

The news media plays an important role in our society. Some people contend that the media has a negative influence; other people maintain that the media has a positive influence. I believe that the media has neither a positive nor a negative influence, as they are simply distributing the news, not making the news.

We are living in an age of information in which most people value news. The news media is the main vehicle for all of the national and international news people receive and also much of the local news. Without the media or without access to the media we would remain largely uninformed. Although some news is certainly trivial, other news can be very important. For example, if a hurricane is projected to hit a certain area, the news media can inform people of that and warn those people to take necessary precautions. With this information, thousands of lives might be saved. Without the news media, the people who are threatened by the hurricane might have no way of knowing the dangers that lie ahead.

When the news media is reporting an event, it is their responsibility to report it accurately and objectively. If they are doing this, then their influences should be neither positive nor negative. In essence, they are delivering the news, rather than making the news.

In conclusion, the news media provides valuable information to society. In most instances, this news is objective and accurate. After people have received the news distributed by the media, they can then determine how they feel about that news. Therefore, I believe the news media should not be considered a positive influence or a negative influence as it is simply the messenger.

其他观点

News media have become an indispensable component of our daily life, by which people can get the latest information and attain knowledge. However, news media also have negative effects to the society and people should be fully aware of it.

News media are significant as they give us the latest information on events that are happening around us or in other countries. For example, weather forecasts and the information of traffic situations broadcasted on the radio can help local residents to make proper plans for traveling. In addition, providing different kinds of news, news media give us a broader range of knowledge and thus enhance our critical thinking in making daily decisions. Most importantly, to some politicians, news media are a platform where they can demonstrate their political opinions and get votes.

The wide spread and the rapid development of news media are positive to the society as

whole despite some problems. News media have dramatically facilitated our life. Nowadays people can get almost whatever information they want by news media, which provides more access to information. However, news media can cause problems as well. There is a possibility that some people will fully trust all the information from the news and lack judgment on reality. Additionally, news media can lead to social chaos. For example, too much disclosure of crime details would lower the sense of security in the society.

It is no doubt that news media are of great significance to the society and should be highly advocated. But citizens ought to be aware of its benefits and weaknesses.

Some people claim that newspaper is the best way to get the latest information because it has more influence than other forms of media. To what extent do you agree or disagree ?

立场：不赞成纸媒不能及时把新闻信息第一时间传播出去

纸媒好处：更多的细节，且读者可以反复阅读

电子类媒体：更新及时，视频的方式报道，让人们更直观的了解事件的进展

Some people claim that the latest information is mostly from newspapers, but I would say television is a better way to get news and other information。

On behalf of newspapers, newspaper stories are generally more detailed and more in-depth than other media accounts of the same stories. A television or radio newscast has limited time in which to tell a news story. If the television news is only 30 minutes or 60 minutes in length, the television network can use only a limited amount of time for each story. Newspapers, on the other hand, often have more time and space to offer for a specific story. Also, newspaper stories are written instead of spoken like television or radio stories. If a person is reading a newspaper story and they are unclear about some of the facts in the story they can go back and read that story again.

On behalf of other forms of media, it is important to point out that printed newspapers are usually printed only once a day. Although some newspapers now have internet sites where they can disseminate news immediately, they still cannot distribute news as fast as other forms of electronic media. Electronic media such as television, radio and internet news sources have the ability to deliver news much more quickly than newspapers. As a medium, television and radio offer unlimited video and audio accounts of news stories, but printed newspapers lack these forms of accounts.

Although newspapers have traditionally been a main source for information, other electronic media, especially television, are now challenging newspapers in this role. Television can provide news immediately while it is happening. Besides, television can do so with video and audio presentations that are not available in newspapers.

其他观点

In this globalized world, the media undoubtedly has significant influence on our life, from education, business to political affairs. I partly agree with the opinion that newspaper is the best source of up-to-date information compared to other sources.

Comparing with the internet and TV reports, the kind of information printed in newspapers is generally outdated. If people want to know what is happening at the moment, their best choice is turn on TV to watch live reports from the event site. Otherwise, they need to wait till the next day to catch up with the changes.

On the other hand, compared with the newspapers, news websites now play a more important role in many countries. These sites could provide readers faster access to reliable information by providing video footages of interviews with concerned individuals. Both younger and older readers could conveniently keep up with the latest news in just few clicks and often free of charge. Unlike radio or television programs, which require people to be there during the live broadcast, news websites are accessible at almost any time.

In summary, newspapers could have a stronger influence on readers on a local scale compared to other source. On the other hand, editing and printing of the information takes far more time than other forms of media. Therefore, reading a traditional newspaper can be a quick way of following what is happening around the world for those who have limited access to TV or the internet. But to a large extent, traditional newspapers have been behind the times.

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People are surrounded by many kinds of advertising which can influence their life. Do the positive effects of this trend outweigh negative effects?

立场：利弊相当

利：

1. 提高产品知名度
2. 帮助人们决定是否应该购买一些东西

弊：

1. 诱导人们去购买不需要的东西
2. 只突出好的一面，故意隐藏不好的一面

These days, people can see advertisements almost everywhere. I believe that advertising can have both a positive effect and a negative effect on consumers.

On the positive side, companies use advertisements to sell their products. In advertising, a company can certainly create awareness and business for its products. For the consumer, advertisements can keep people informed as to which products are available. Some advertisements will even provide information which consumers can use in determining whether to buy a product. Therefore, these advertisements can create enough awareness to influence a person's buying decisions. If advertising was not helpful in selling a product, companies would not be advertising.

As to whether advertising can produce negative influences on people, it certainly can. Advertising can often get consumers to purchase products they do not need or cannot afford. For example, a smartphone commercial might convince us that we need the newest and latest smartphone model when we really do not need that or when we really do not have a budget to afford it. Advertisements for alcohol, cigarettes, or prescription drugs might lead to underage drinking, alcoholism, smoking, or drug abuse and addiction. Advertisements often glamourize a product to the point where consumers might see the benefits of the product, but not the possible negative side effects of the product.

In closing, advertising provides a very successful way for companies to promote their products and for consumers to attain the information they need to make buying decisions. That being said, it is important to note that advertising can influence us negatively; we should be cautious of these influences as we determine what products to purchase.

其他观点

These days, advertisements can be seen everywhere. They may assist people to find what is in need quickly, however, I would argue that they mostly affect people's lives in a negative way despite of the convenience.

Due to too much advertising, many people have developed a mindset that is to buy more and waste more. This way of thinking always encourages a consumer to discover new items because they tend to think there will be better replacements for what they have possessed. Even if they are in poor financial condition, they would still try their best to bring home the things they do not actually need.

Moreover, people have to learn to block advertising, which is time-consuming and tedious. Their phones, email boxes are places which can be easily filled up with all kinds of information about unwanted items or services. They just cannot stop the annoyance which is continual and they always need to spend time in getting rid of text messages and letters from companies and shopping malls.

Although advertisements may help people to make the right purchases by giving them adequate information on the items, I still think some business have gone too far on this approach through bombarding phones and email boxes. Too much product exposure will confuse people of all age groups and mislead them to buy unnecessary items, which will be a waste of money and resources.

To conclude, advertising in our everyday life has caused shopping obsession and annoyance which surly have a negative impact on individuals. And this cannot be offset by its limited benefits.

Nowadays, there are many television advertisements aimed at children. What are the effects aimed at children. What are the effects of these advertisements on children? Should TV advertisements be controlled?

影响：

1. 容易做出错误的购买决定
2. 会唆使小孩向家长要钱买东西

是否应该限制：

1. 限制的应该是对小孩心智和身体有害的，比如香烟，酒精等
2. 正常合法的一些商品不一定要限制
3. 与其限制广告，不如好好指导家长，以减少广告负面影响

Nowadays there are many television advertisements mainly promote products to children.

Some people are questioning what effects this advertising has on children and whether these ads should be controlled.

There is no doubt that advertisements can influence children, more than adults. It is well known that the brains of children are not fully developed and children are not yet able to make decisions on which products they should be using. Thus, it is likely that they choose inappropriate items like choosing toys that are not suitable to their ages.

Also, it should be pointed out that most children do not have the money to purchase the products they want to use. In almost all instances, parents or guardians are responsible for purchasing items for their children. That being said, some children have tremendous influence over their parents regarding which items are to be purchased.

There have been some instances in which illegal items for children have been advertised to children. This includes the advertising of alcohol, cigarettes or prescription drugs on children's television programming, in children's magazines, or other forms of media primarily watched or viewed by children. This advertising of products which are illegal for kids should certainly be limited or banned, as the use of alcohol, cigarettes and non-prescribed drugs by children will certainly cause more social problems.

But for all other legal products, instead of controlling advertisements for children, it will be more effective to educate parents regarding the possible negative effects of the products which are often targeted at children through advertising. Ultimately, parents should be the ones who are primarily responsible for which ads their children see and how those ads might influence those children.

其他观点

Commercials have been an indispensable part in modern society and, nowadays, children have become the targets. I think government should set strict rules to protect children from overexposure.

Some commercials contain violent and pornographic images, which exert bad influences on children's mental development. Worse still, some advertisements recommend unhealthy lifestyles to children. For example, children are easily attracted when they see fast food and soda on TV, unconsciously they may ask for more money to buy these sugary products, consequently developing obesity and other related diseases. Since most children lack self-control and can develop addiction to products promoted on TV, so the young viewers are likely to become impulsive in shopping in the future.

However, these advertisements have benefits as well. Children's creativity and imagination can be stimulated by the stories and cartoons in the advertisements. Meanwhile, there are advertisements providing useful information, such as what sports equipment is good for outdoor activities or what learning tools are helpful for improving learning abilities. When

children see this kind of information, their desire for learning or playing sports would be stimulated.

Therefore, for the sake of children, what is advertised on TV should be strictly controlled by governmental administrations. Regular supervision and censorship are required to regulate all kinds of commercials and enhance punishment for those who intentionally spread inappropriate information.

To sum up, every coin has two sides and children-oriented advertising is no exception. Governments must take the responsibility to prevent children from being affected by the negative influences of some advertisements. Strict rules and supervision should be implemented as quickly as possible.

Research shows that over-eating is as harmful as smoking. Therefore, advertising for certain food products should be banned, in the same way as cigarette advertising in many countries. To what extent do you agree or disagree?

立场：不同意

正方：确实很多食品，多吃无益

反方：政府无权对人们吃什么强加干涉；同时人们应该对自己的选择负责

Research shows that overeating leads to harmful effects on people's health, so some people contend that governments should prohibit businesses from advertising for certain food products. I disagree with this contention, as I believe that individuals need to be responsible for their own decisions as to whether to eat healthy foods or not.

It is true that some food products can be harmful, especially if not consumed in moderation. And there is no doubt that overeating is currently a major problem in regards to health concerns.

But it is my feeling that the government should not be dictating what people can eat and what they cannot eat, even if that is by dictating which foods can be advertised and which cannot. There is a fine line in determining which food products are harmful and the degree to which they are harmful. Most foods, if consumed in moderation as recommended, are not harmful.

Ultimately, people need to be responsible for their own health, their own eating habits, and their own weight. In banning advertising on certain food products, the government would be discouraging people from taking responsibility for their own eating habits and decisions. The government and society would be better served to simply educate people regarding the negative health consequences of overeating, possibly through some free advertisements on various media.

As long as food is healthy if consumed in moderation, the government should not dictate

which foods can be advertised and which foods cannot be advertised. It will be better for the government to encourage good eating habits through education.

其他观点

Nowadays, many people have the tendency to overeat, which is proven to be harmful to health. Consequently, some people hold the view that advertisements on certain food products should be banned, so that more people's health can be maintained. To some extent, I agree with the opinion.

Some kinds of food, such as French fries and hamburgers, are known to have bad influences on people's health. Overeating them not only leads to obesity, but also causes other diseases like high blood pressure and diabetes. However, most of the current advertisements use seducing images and invite popular celebrities to attract people's attention and lure them to purchase the addictive food. Furthermore, these commercials tend to hid bad effects, so consumers would not realize that they are facing potential health threats until they start feeling sick. Therefore, considering customers' wellbeing, it is necessary to ban certain food advertisements.

However, simply banning some food advertisements is far from enough. It is just a short-term solution because it can only decrease customers' exposure to some junk food temporarily. The best solution is to change people's view on how much they should eat and educate them about nutrition. When people clearly understand the consequences of obsession on addictive food, they will reduce the intake of junk food consciously and maintain a healthy diet.

To conclude, banning certain food commercials can be an effective and quick way to improve people's health conditions, but customers should also be aware of the importance of developing a healthy eating habit.