

Describe a good advertisement that you think is useful (有用的广告)

You should say:

Where you can see it

What it shows

Why you think is useful

And explain how you feel about it

知识点:

- advertisement 可以简称 ad
- commercial 一般指的是电视广告 TV commercial
- promotional flyer 广告宣传单

I don't like those promotional flyers. I hate it when people just hand them to me on the street. And I don't know what to do with them. Do I keep them or do I throw they away?

- newspaper ads 报纸广告
- billboard ads 楼顶的大广告板

You see billboards everywhere advertising real estate.

- cold calling 电话销售

I hate receiving cold calls.

- internet/online ads 网络广告; online marketing 网络营销

Internet ads are a very effective form of advertisement. 网络广告是一种很有效的营销方式。

- jingle 广告主题曲, 那种短小抓人的小旋律

My favourite jingle is the McDonald's commercial, "Balabababa I'm loving it!" It's so catchy.

- slogan 标语 the phrase the ad uses to promote the product.

An ad with a good slogan can always make me remember it, and make the product stand out in my mind.

- entertaining ad 很有娱乐性的广告

I love an entertaining ad. Very funny and memorable.

- a piece of art 艺术品

I like a commercial that is very artistic and unique, almost like a piece of art.

- be drowning in ads

My Facebook feed is drowning in ads now.

The internet is drowning in ads.

- Too much advertising.
- Be flooded with ads.

My inbox is flooded with spam/ads right now.

- Target market 目标市场

The target market of this advertisement is women and children.

- Testimonial 使用者推荐。有些广告里会找所谓的使用者来表达用后感，这里面有真有假。

I trust the product more when I see someone gives a testimonial.

- Word of mouth 身边人、朋友推荐

If my friend, with word of mouth, tells me some product is really good, I trust their words.

- Celebrity endorsement 明星代言
- Product placement 产品植入

I don't like product placement in a movie.

- Provocative ads with shocking images 刺激性广告 带有令人震惊的图片

Some provocative ads with shocking images are really upsetting to see. They're really inappropriate for children.

- Misleading words 误导性文字
- Exaggerated claims 夸张功效
- False advertising 虚假广告

Today, I'd like to share with you an online advertisement that I've heard across several podcast channels lately (最近有不少博客频道有听到的广告) .

It's about online therapy (网上心理治疗). I really like the jingle (主题曲). It's pretty catchy (抓人心扉, 朗朗上口), so that's why it drew me in (吸引我) the first time.

The ad starts by depicting (描述) the overwhelming stress and anxiety that many of us are facing nowadays. It's absolutely relatable (令人感同身受). But it doesn't stop there (不止于此). It dives deeper into (深挖) a common barrier (共同的障碍) we have, which is the fear of judgment and embarrassment (害怕被评头论足的恐惧) when seeking help face to face with a therapist (心理治疗师).

The ad introduces the concept of online therapy, painting a picture (描绘一个画面) of people, like us, finding comfort and support in a safe and comfortable online environment (在线安全寻求帮助).

I find this ad very useful for several reasons. First, it recognizes a significant issue: the modern-day struggle with stress. Second, it offers a solution that's not only convenient but also empathetic (有共情心的).

Online therapy is a non-judgmental option (不会被人评头论足的选项) for people who may be hesitant to seek help.

Lastly, what really touched me was a compelling testimonial (打动人的用户推荐) from someone who had experienced a life-changing transformation (改变一生的转变) through online therapy. Their story was genuine and heartfelt (真诚真心). It really spoke to me on a personal level (与我共鸣). It made me seriously consider exploring this option (探索这个选项) for myself.

So yeh, that was the ad. Thank you!

Part3:

1. What do you think of online advertising?

Well, it's a bit of a mixed bag (好处坏处都有). In my opinion, on the positive side, it allows business to reach more audience and potential clients, and it can be highly targeted (高度针对型) which means that the ads consumers see are more likely to be relevant to their interests and needs (更符合自己的兴趣爱好). However, the downside is pretty obvious too. Internet users are constantly bombarded with ads (被广告轰炸) which can be quite annoying and intrusive. Personally, I enjoy watching a well-designed and well-made (设计和制作精良的) ad that is relatable to me but not too pushy and aggressive (太强势、推着用户走) at the same time. They can provide me with a lot of information I may not know elsewhere.

2. Are there any great online advertisements?

Absolutely there are many fantastic online ads that are creative and out of the box. Yes, we do see a lot of annoying pop-ups (弹窗) and clickbait (标题党) ads and they kind of ruin the reputation of all online ads, but there are still gems (宝藏) too. Like the one I just mentioned. 可以再举个例子。(让位驳斥)

3. What do people usually buy?

Wow...this is a very general topic, I mean, people have all kinds of interests, needs and preferences. They buy a whole range of things, you know? The basic things are always like, groceries, clothing and household items; and there are home appliances (家电) and tech gadgets (数码产品); or bigger things like cars, boats, houses. (分类讨论)

4. Why does buying new things make people happy?

Because people are all novelty-seekers (猎奇心强的人). Buying new things means you will have new experience of using this new thing, which brings joy and satisfaction. And on top of that, new things are always shiny, pretty and perfect. Most people like new and perfect-looking things. That's why people love babies! Haha, just joking! (原因)

5. Do people watch useless advertisements in this day and age?

Oh yeah for sure! And it's not like we are doing it on purpose(不是故意而为之), sometimes we're just doing it without realizing it (无意识)! Because today, our world is flooded with all kinds of advertisements (被广告像洪水一般淹没), and when you scroll online (在线刷手机), sometimes you get caught up in this tornado of advertisements (被卷入广告的龙卷风里), one after another, and before you know it (没等反应过来), you've already spent 30 minutes watching some meaningless advertisements. (原因)

6. Do you think there's too much of advertising in our daily lives?

结合上面的内容, 自己总结。

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