

# 学会了八词六边形, 就能够口语写作一起准备 critical thinking

What are the advantages and disadvantages of advertisement? Adverts; ads; tv commercial Poster; banner; sticker; flyer; public service announcement	
Surely, it can be a good thing	Since firstly, And besides
While conversely, when talking about drawbacks, I have to say that	If xxx too much, troublesome Similarly/likewise, without xxx, xxx is likely to happen
That's why xxx needs to be more responsible There should be a balance It really varies from person to person/ people have to trade off;	
类似的题目呢? 1 keeping plant? 2 online shopping? 3 doing extreme sports?	

Band	Fluency and coherence	Lexical resource	Grammatical range and accuracy	Pronunciation
9	<ul style="list-style-type: none"> <li>speaks fluently with only rare repetition or self-correction; any hesitation is content-related rather than to find words or grammar</li> <li>speaks coherently with fully appropriate cohesive features</li> <li>develops topics fully and appropriately</li> </ul>	<ul style="list-style-type: none"> <li>uses vocabulary with full flexibility and precision in all topics</li> <li>uses idiomatic language naturally and accurately</li> </ul>	<ul style="list-style-type: none"> <li>uses a full range of structures naturally and appropriately</li> <li>produces consistently accurate structures apart from 'slips' characteristic of native speaker speech</li> </ul>	<ul style="list-style-type: none"> <li>uses a full range of pronunciation features with precision and subtlety</li> <li>sustains flexible use of features throughout</li> <li>is effortless to understand</li> </ul>
8	<ul style="list-style-type: none"> <li>speaks fluently with only occasional repetition or self-correction; hesitation is usually content-related and only rarely to search for language</li> <li>develops topics coherently and appropriately</li> </ul>	<ul style="list-style-type: none"> <li>uses a wide vocabulary resource readily and flexibly to convey precise meaning</li> <li>uses less common and idiomatic vocabulary skilfully, with occasional inaccuracies</li> <li>uses paraphrase effectively as required</li> </ul>	<ul style="list-style-type: none"> <li>uses a wide range of structures flexibly</li> <li>produces a majority of error-free sentences with only very occasional inappropriacies or basic/non-systematic errors</li> </ul>	<ul style="list-style-type: none"> <li>uses a wide range of pronunciation features</li> <li>sustains flexible use of features, with only occasional lapses</li> <li>is easy to understand throughout; L1 accent has minimal effect on intelligibility</li> </ul>
7	<ul style="list-style-type: none"> <li>speaks at length without noticeable effort or loss of coherence</li> <li>may demonstrate language-related hesitation at times, or some repetition and/or self-correction</li> <li>uses a range of connectives and discourse markers with some flexibility</li> </ul>	<ul style="list-style-type: none"> <li>uses vocabulary resource flexibly to discuss a variety of topics</li> <li>uses some less common and idiomatic vocabulary and shows some awareness of style and collocation, with some inappropriate choices</li> <li>uses paraphrase effectively</li> </ul>	<ul style="list-style-type: none"> <li>uses a range of complex structures with some flexibility</li> <li>frequently produces error-free sentences, though some grammatical mistakes persist</li> </ul>	<ul style="list-style-type: none"> <li>shows all the positive features of band 6 and some, but not all, the positive features of band 8</li> </ul>

# PATH TO IMPROVING STUDENTS' WRITING

BY STACEY LLOYD

## OVERALL STRUCTURE

Now it's all about the overall planning and structure. Time to pull together all the threads and weave them into one larger tapestry.



## PARAGRAPH STRUCTURE

Journey down to paragraphs: transition words and phrases; topic sentences; embedding quotations; structure.



## SENTENCE FLUENCY

Spend time focusing on individual sentences: varying sentence beginnings; understanding types; playing with length.



## WORD CHOICE

No go back to basics by focusing on individual words: connotations, tone, strong verbs, adverbs and adjectives.



## GAPS

Before they get started, students need to know *what* they are writing and *why*. Think genre, audience, purpose, and style. Play with formal/informal language.



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## Task 2

Band	Task Response	Coherence and Cohesion	Lexical Resource	Grammatical Range and Accuracy
9	<ul style="list-style-type: none"> <li>fully addresses all parts of the task</li> <li>presents a fully developed position in answer to the question with relevant, fully extended and well supported ideas</li> </ul>	<ul style="list-style-type: none"> <li>uses cohesion in such a way that it attracts no attention</li> <li>skillfully manages paragraphing</li> </ul>	<ul style="list-style-type: none"> <li>uses a wide range of vocabulary with very natural and sophisticated control of lexical features; rare minor errors occur only as 'slips'</li> </ul>	<ul style="list-style-type: none"> <li>uses a wide range of structures with full flexibility and accuracy; rare minor errors occur only as 'slips'</li> </ul>
8	<ul style="list-style-type: none"> <li>sufficiently addresses all parts of the task</li> <li>presents a well-developed response to the question with relevant, extended and supported ideas</li> </ul>	<ul style="list-style-type: none"> <li>sequences information and ideas logically</li> <li>manages all aspects of cohesion well</li> <li>uses paragraphing sufficiently and appropriately</li> </ul>	<ul style="list-style-type: none"> <li>uses a wide range of vocabulary fluently and flexibly to convey precise meanings</li> <li>skillfully uses uncommon lexical items but there may be occasional inaccuracies in word choice and collocation</li> <li>produces rare errors in spelling and/or word formation</li> </ul>	<ul style="list-style-type: none"> <li>uses a wide range of structures</li> <li>the majority of sentences are error-free</li> <li>makes only very occasional errors or inappropriacies</li> </ul>
7	<ul style="list-style-type: none"> <li>addresses all parts of the task</li> <li>presents a clear position throughout the response</li> <li>presents, extends and supports main ideas, but there may be a tendency to overgeneralise and/or supporting ideas may lack focus</li> </ul>	<ul style="list-style-type: none"> <li>logically organises information and ideas; there is clear progression throughout</li> <li>uses a range of cohesive devices appropriately although there may be some under-/over-use</li> <li>presents a clear central topic within each paragraph</li> </ul>	<ul style="list-style-type: none"> <li>uses a sufficient range of vocabulary to allow some flexibility and precision</li> <li>uses less common lexical items with some awareness of style and collocation</li> <li>may produce occasional errors in word choice, spelling and/or word formation</li> </ul>	<ul style="list-style-type: none"> <li>uses a variety of complex structures</li> <li>produces frequent error-free sentences</li> <li>has good control of grammar and punctuation but may make a few errors</li> </ul>

People nowadays are surrounded by all kinds of advertising.

Advertising affects what people think is important and sometimes has a negative influence on people's lives. to what extent do you agree or disagree?

- 一句话看清题目
- 题目实意词的替代词; be packed with; be full of; relevant; related; critical; misleading; false; misguiding; inappropriate troublesome
- 规划八词六边形

## Wayne's BRAIN STORM

### Positive

- Informative  
信息量大

### Negative

- Misleading  
误导信息

-Helps us make decisions  
behavior

帮助消费者做决定

-Consumer power  
biased

消费者的权利

## 2. Competitive 竞争力

-Opens up the market  
打开市场

-Keeps prices low  
带来低价

## 3. Entertaining 娱乐

-Ads these days are more captivating  
parents

创意性广告吸引眼球

-Social media involvement  
社交媒体的植入

- fraudulent online

网络诈骗

- Information is

片面的信息

## 2. Saturation 广告饱和

- Too much advertising  
过多的广告

- Annoying ads on TV  
电视广告带来困扰

## 3. influence children 影响儿童

- put pressure on

给家长施压

- persuade children to follow trend  
说服儿童跟随潮流

## Advertising

观点 1: A can be informative and instrumental	<p>解释:</p> <p>举例: 包括了 feature, function, price, design, specifics</p> <p>比较:</p> <p>反证: without xxx, it will be laborious to discover details by themselves, which tends to be troublesome</p> <p>对比:</p> <p>效果: accordingly, consumers can be well informed about those xxxx without stepping out.</p> <p>As a result, people' s life can be facilitated by xxx in terms of improving efficiency and productivity</p>
观点 2 PSA can be educational and socially meaningful	<p>解释:</p> <p>举例: regarding public courtesy, xxx protection</p> <p>比较:</p> <p>反证: with the absence of xxx , people would lose a golden oppor to be educated</p> <p>对比:</p> <p>效果 due to that, xxx better their behavior and raise awareness, after all, behavior lies on mentality and understanding</p>
让步	<p>缺乏监管方的监管:</p> <p>过多的 xxx:</p>



Happiness 幸福		Incentives 动机	
Emotion	信息过量，给生活造成困扰（3分让步）	Cost	带来竞争，降低价格（7分支持）
Health	导致购物上瘾（3分让步）	Efficiency	人们获得产品信息和功能的有效途径（7分支持）
P2P	公益广告传递正能量（7分支持）	Quality	公益广告能够更好地教育和引领大众（7分支持）
Career	树立品牌形象，打开市场（7分支持）	Safety	虚假广告和网络广告诈骗（3分让步）



最后一段：基于哪些问题，我们给出建议或者 solution  
这样一来，积极的广告需要的是 xxx  
让题目的受众因为这事而得到更美好的明天或者更多的机会；

## Task Response

范文:

### Introduction 引言段

#### 1. 时代背景和讨论的必要性

无所不在的广告已经不可避免的改变了人们的购物的习惯和企业经营的模式。

The omnipresence of today's advertising has had inevitable impact in several aspects. This has been apparent ever since consumers' shopping habits were reshaped and company's way of conducting business was revolutionized.

#### 2. 个人观点 (from my perspective)

广告对人们的生活还是利大于弊的

From my perspective, the overall influence carries more merits than drawbacks for the following reasons.

### Body paragraph 1:

#### 1. 观点 1: (one of the most supporting arguments is that...)

最有力的一个支持是广告能够有效地告诉消费者必要的相关信息, 包括外观, 功能, 效率和价格

One of the most supporting arguments is that advertising is both reliable and efficient for informing consumers with necessary details about a certain product, including the appearance, function, efficiency and availability as well as the price.

#### 2. 反证: (conversely)

如果没有类似电视广告, 平面广告或者分类信息这样的途径, 消费者就不得不花时间和经历去搜集可供比较的信息

Conversely, those potential buyers have to waste time and energy searching for information and making comparisons among brands if there are insufficient advertising channels, such as TV commercials, printed ads or classified websites ads.

#### 3. 效果: (for these reasons, )

这就是为什么现在人们越来越多的依靠社交网络媒体去做最终购买的决定

That's why consumers now increasingly rely on emerging ways of advertising such as social network, or new media to absorb information when they need to make a purchasing decision.

### Body paragraph 2:

#### 1. 观点 2: (besides)

另外, 公益广告在教育 and 提高公众意识方面也有很重要的作用, 包括环保, 保护动物, 和关注弱势群体等方面

Besides, public service announcements serves an essential purpose in educating and raising public's awareness in a wide range of fields that include preserving the environment, protecting animals or caring for the socially vulnerable groups.

#### 2. 举例: (to illustrate this point)

比如一个叫做 WildAid 的非盈利组织就利用名人效应达到了非常好的广告效果

To illustrate, the campaigning of “no buying, no killing” was conducted and promoted by a non-profit organization named Wild Aid and has successfully attracted attention with impressive TV commercials advocated by celebrities,

3. 效果(which shows ...)

展示了公众在拯救濒危物种的责任感和决心

showing how public's shared responsibility and boycott resolution can make a huge difference in saving endangered animals.

### Body paragraph 3:

1. 让步观点(admittedly)

诚然，不负责任的广告也会给个人和社会带来很多烦恼

Admittedly, irresponsible advertising brings about a series of disturbances to both individuals and society,

2. 举例(including )

包括有误导性的信息，夸大的功效，不合适的内容描述甚至是网络诈骗行为

and including misleading information, overrated functions, inappropriate content or even defrauding money on the internet.

3. 效果(therefore)

因此，政府需要实施更加严厉的法律来保证消费者权益不被侵犯

Therefore, governments need to make more stringent legislations to protect consumers from potential abuses by wrongdoers.

### Conclusion 结论段

1. 综述: (determining the pros and cons)

看完优缺点分析之后，广告对人们生活的好处还是很明显的

Looking at pros and cons, it is obvious that advertising carries more merits.

2. 明天会更好: (meanwhile)

但同时，政府要更加严格的去监管和控制广告行业，来保证消费者能够通过广告而让生活变得更加高效和方便

At the meantime, this industry is ought to be well regulated and controlled to ensure that consumers benefit from advertising both efficiently and productively.

## Grammatical Range and Accuracy

### *AFTER Wayne's CORRECTION*

#### Introduction paragraph:

Simon: The omnipresence of today's advertising has had inevitable impact in several aspects. This has been apparent ever since consumers' shopping habits were reshaped and 1. company's way of conducting business was revolutionized. From my perspective, the overall influence 2. carries more merits than drawbacks for the following reasons.



*Wayne: The omnipresence of today's advertising has had an inevitable impact in several aspects. This has been apparent ever since consumers' shopping habits were reshaped and business conduct was revolutionized. From my perspective, this overall influence contains more merits than drawbacks for the following reasons.*

Wayne 点评:

1. Way of conducting business 改为 business conduct

Business conduct 表示商业行为, 更加简洁

2. Carry 改为 contain

表示包含, 具有

*造句元素: the omnipresence of... 无处不在的...; impact = influence 影响; reshape shopping habits 重塑了购物习惯; conduct business 经营企业; be revolutionized 被变革*

Body paragraph 1:

Simon: One of the most supporting arguments is that advertising is both reliable and efficient for informing consumers with necessary details about a certain product, including the appearance, function, efficiency and availability as well as the price. Conversely, those potential buyers have to waste time and energy searching for information and 1. making comparisons among brands if there are insufficient advertising channels, such as TV commercials, printed ads or classified websites ads. 2. That's why consumers now increasingly rely on emerging 3. ways of advertising such as social network, or new media to absorb information when 4. they need to make a purchasing decision.

*Wayne: One of the most supporting arguments is that advertising is both reliable and efficient for informing consumers with necessary details about a certain product, including the appearance, function, efficiency and availability as well as the price. Conversely, those potential buyers have to waste time and energy searching for information and comparing brands if there are insufficient advertising channels, such as TV commercials, printed ads or classified website ads. For these reasons, consumers now increasingly rely on emerging techniques of advertising such as social networking or newer media to absorb information when deciding on a purchase.*

Wayne 点评:

1. Making comparisons among brands 改为 comparing brands

表示比较不同的品牌, 更加的简洁

2. That's why 改为 for these reasons, (try not to use these words in an essay, it's



spoken English)

That's why 过于口语化, 不在写作中使用

3. Ways 改为 techniques

way 过于简单

4. 删掉 they

作文中不适用人称代词

造句元素: *inform* 通知, 告知; *functionality* 功能; *potential buyers* 潜在的买家; *search for information* 搜集信息; *insufficient = not enough* 不够的; *TV commercials* 电视广告; *printed ads* 平面广告; *classified websites ads* 分类网站的广告; *emerging means of media* 新兴的媒体形式; *social network* 社交网络; *absorb information* 吸收信息; *make a purchase decision* 做出购买的决定

## Body paragraph 2:

Simon: Besides, public service announcements serves an essential purpose in educating and raising 1. ~~public's~~ awareness in a wide range of fields that include preserving the environment, protecting animals or caring for the socially vulnerable groups. 2. To illustrate, the campaigning of "no buying, no killing" was conducted and promoted by a non-profit organization named Wild Aid and has successfully attracted attention with impressive TV commercials advocated by celebrities, 3. showing how public's shared responsibility and boycott resolution can make a huge difference in saving endangered animals.

*Wayne: Besides, public service announcements serve an essential purpose in educating and raising awareness in a wide range of fields that include preserving the environment, protecting animals or caring for socially vulnerable groups. To illustrate this point, the campaigning of "no buying, no killing" was conducted and promoted by a non-profit organization called Wild Aid and has successfully attracted attention with impressive TV commercials advocated by celebrities, demonstrating how the public's shared responsibility and boycott resolution can make a huge difference in saving endangered animals.*

Wayne 点评:

1. 删掉 public, (The word "public" is used too many times in this paragraph)

Public 可以有很多重意思, 这里用 awareness, 即表示公众的意识

To illustrate 改为 to illustrate this point

表示为了说明这一点

2. Show 改为 demonstrate

表示证明了, 显示了

造句元素: *campaigning of...* ...的造势运动; *No buying, no killing* 没有买卖, 就没有杀害

*conduct and promote* 实施和推动; *non-profit organization* 非营利组织; *advocate*

相应, 支持; *public service announcement* 公益广告; *serve an essential purpose* 发挥重要的作用; *raise awareness of ...* 提高...的意识; *preserve the environment* 保护环境; *care for socially vulnerable group* 关注弱势群体; *shared responsibility* 共同责任; *boycott resolution* 抵制的决心; *make a huge difference* 做出巨大的改变; *save endangered/extinct animals* 保护濒危动物

### Body paragraph 3:

Simon: Admittedly, irresponsible advertising 1. brings about a series of disturbances to both individuals and society, and including misleading information, overrated 2. functions, inappropriate content or even 3. defrauding money on the internet. Therefore, governments need to 4. make more stringent 5. legislations to protect consumers from potential abuses by wrongdoers.

*Wayne: Admittedly, irresponsible advertising introduces a series of disturbances to both individuals and society, and include misleading information, overrated functionality, inappropriate content or even fraudulent online behavior. Therefore, governments need to enforce more stringent legislation to protect consumers from potential abuses by wrongdoers.*

Wayne 点评:

1. Bring about 改为 introduce  
表示带来, 导致了, 多使用动词
2. Functions 改为 functionality  
表示功能, 功效
3. Defrauding money on the Internet 改为 fraudulent online behavior  
表示网络诈骗行为
4. Make more stringent legislation 改为 enforce more stringent legislation  
固定搭配, 表示实施更严厉的法律
5. Legislations 改为 legislation (never plural)  
Legislation 为不可数名词, 不能用 s

造句元素: *irresponsible* 不负责任的; *introduce* 带来; *a series of ...* 一系列的; *disturbance* 困扰; *misleading* 误导的; *overrated* 夸大其词的; *inappropriate* 不适合的; *fraudulent online behavior* 网络诈骗; *enforce more stringent legislation* 实施更加严厉的法律; *protect...from...* 保护...不受...的危害; *potential abuse* 潜在的侵犯权益行为; *wrongdoer* 做坏事的人

### Conclusion 结论段:

Simon: 1. looking at pros and cons, it is obvious that advertising carries more merits. 2. At the meantime, this industry 3. is ought to be well regulated and controlled to ensure that consumers benefit from advertising both efficiently and productively.

*Wayne: Determining the pros and cons, it is obvious that advertising carries more merits while this industry should be well regulated and controlled to ensure that consumers benefit from advertising both efficiently and productively.*

Wayne 点评:

1. Looking at 改为 determining

表示在分析了优缺点之后

2. At the meantime 改为 while

引导一个时间状语从句, 表示同时...

3. Be ought to be 改为 should be

*造句元素: pros and cons 优缺点; it is obvious that...很明显...; industry 行业; regulate and control 监管和控制; benefit from 从...获益;*

### ~Wayne 的修改范文~

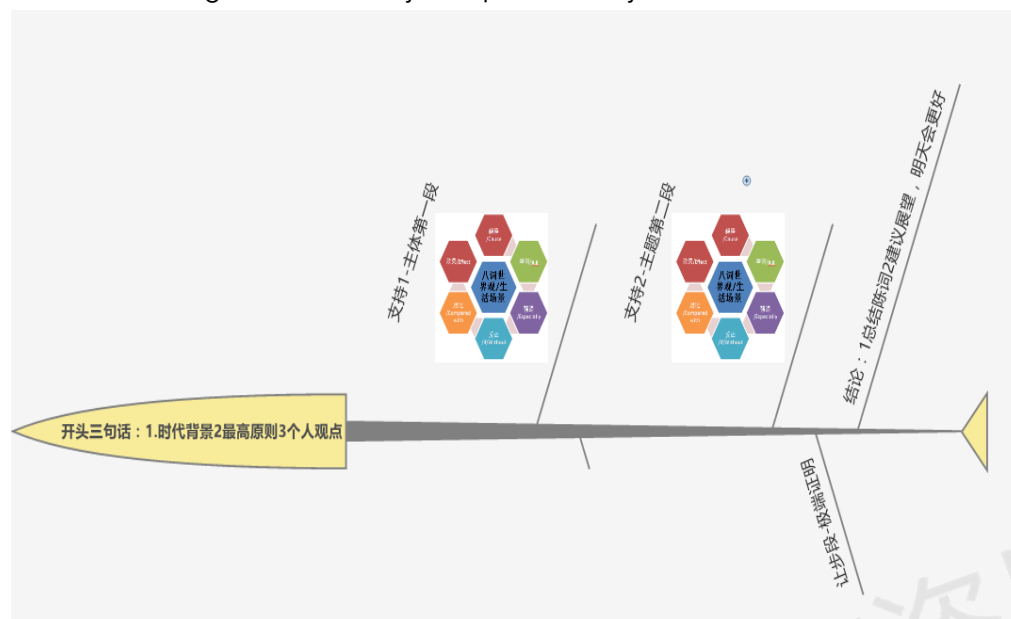
The omnipresence of today's advertising has had an inevitable impact in several aspects. This has been apparent ever since consumers' shopping habits were reshaped and business conduct was revolutionized. From my perspective, this overall influence contains more merits than drawbacks for the following reasons.

One of the most supporting arguments is that advertising is both reliable and efficient for informing consumers with necessary details about a certain product, including the appearance, function, efficiency and availability as well as the price. Conversely, those potential buyers have to waste time and energy searching for information and comparing brands if there are insufficient advertising channels, such as TV commercials, printed ads or classified website ads. For these reasons, consumers now increasingly rely on emerging techniques of advertising such as social networking or newer media to absorb information when deciding on a purchase.

Besides, public service announcements serve an essential purpose in educating and raising awareness in a wide range of fields that include preserving the environment, protecting animals or caring for socially vulnerable groups. To illustrate this point, the campaigning of "no buying, no killing" was conducted and promoted by a non-profit organization called Wild Aid and has successfully attracted attention with impressive TV commercials advocated by celebrities, demonstrating how the public's shared responsibility and boycott resolution can make a huge difference in saving endangered animals.

Admittedly, irresponsible advertising introduces a series of disturbances to both individuals and society, and includes misleading information, overrated functionality, and inappropriate content or even fraudulent online behavior. Therefore, governments need to enforce more stringent legislation to protect consumers from potential abuses by wrongdoers.

Determining the pros and cons, it is obvious that advertising carries more merits while this industry should be well regulated and controlled to ensure that consumers benefit from advertising both efficiently and productively.



## 自我训练

1. People nowadays are surrounded by all kinds of advertising. Advertising affects what people think is important and sometimes has a negative influence on people's lives. to what extent do you agree or disagree?

To what extent do you agree or disagree, 这是一篇

A: Argumentation (观点相互冲突) B: Discussion (观点不冲突) C: Report (原因和方案)

因此, 我准备写 A : 7/3 分 5 段式 B: 5/5 分 四段式

2. 世界观找观点 (确定论点多的方面为 7, 写两段; 另一方面为让步, 写一段)

Happiness 幸福		Incentives 动机	
Emotion		Cost	
Health		Efficiency	
P2P		Quality	
Career		Safety	

3. 文章结构 (利用太阳的六条射线找到论证的角度, 并将句子写在射线旁边空白处)

7 分支持+支持句群

观点 1: \_\_\_\_\_;



观点 2: \_\_\_\_\_;



3 分让步: \_\_\_\_\_;



1.