**There are many advertisements directed at children, such as snacks, toys, and other goods. Parents argue that children are under pressure. Advertisers claim that the advertisements provide useful information. Discuss both views and give your own opinion.**

Influence类题型

确定话题范围：媒体，未成年的保护

确定论对象：广告，孩子，父母

首段：

People today are too often bombarded with various advertisements on television, in newspapers, or on running buses or subways具象思维, a large proportion of which are children targeted.

be (well) exposed to = too much exposure to

be bombarded with

Generally, I tend to have concern about this trend.

立论：

Some people may point out that too much exposure to advertising imposes too much stress on children as well as their parents.

impose stress on someone

impose influence on someone

impose control on someone

impose heavy taxes/taxation on someone

The advertisers usually have a deep insight into children's psychology and behavior which are taken advantage of in their advertising to make their products whether a toy, a snack, or some other goods more appealing to the young minds.

take advantage of

As a result, the innocent young are very likely to fall prey to the predators and ask their parents to buy whatever is advertised, regardless of the price and the function.

be likely to do

fall prey to

让步：

However, advertisers themselves hardly agree with these arguments, claiming that the advertisements are full of useful information.

This is true to a certain extent.

In some cases, parents tend to choose the right quality products according to what a commercial introduces, especially after careful comparison.

Nevertheless, in some others, quite the reverse is true.

That is to say that the information in a commercial is far from helpful but rather harmful since almost all kinds of advertisements exaggerate their merits and conceal their demerits.

结尾段：

Overall, I believe that advertising marketed towards children should be strictly examined and controlled by the related authorities because childrenare the disadvantaged groups of people **and** prone to any trick and deceit.

be prone to

More importantly, parents should be more discreet when choosing a product from advertisements.

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