# ThePowerofAdvertisements(广告的力量)

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　　the power of advertisements

　　every day, it is easy to see advertisements all around us. look around. how many different advertisements can you see?

　　often products show the name of the company that made them. this is a popular form of adver-

　　rising. the special picture or symbol, i.e. logo, appears on many different products. when you see a logo, it is hard to forget that product or company.

　　many people buy a product because it is made by a certain company. in fact, some people only buy a product of a famous company. they think it proves that they are fashionable and have good taste.

　　it is common to find advertisements on tv or radio. most advertisements are very short for people to remember. nike,for example, has a simple slogan used all around the world:\"just do it\". advertisements often use funny situations as well. it is easy to remember an entertaining ad.

　　all advertisements are designed to make people buy a product. an advertisement for a soft drink, for example,might show a group of trendy young people who are having fun. the young people are all drinking the soft drink. adverrisers are saying to you, \"why don\'t you buy it and be like these people? you can be young, modern and trendy, too.\"

　　you might think that advertisements do not affect you, but the next time you buy a soft drink, ask yourself: why am i buying this particular product?

　　广告的力量

　　每天我们很容易在自己的身边发现各种各样的广告。向四周看一下，你能找到多少不同的广告?

　　通常产品都会显示其生产厂家的名称。这是一种很普遍的广告形式。各种各样的商品上出现的特殊图案或符号，叫做标识。当你见过一个标识，就很难忘记该种商品或其生产厂家。

　　很多人买东西是因为它出自某一特定厂家。  事实上，有些人只买某个大牌厂家出品的东西，因为他们觉得这证明他们很时尚，有品位。

　　广告通常出现在电视或收音机里。大多数广告都很短小便于人们记忆。例如，耐克就有一个简单却世界闻名的标语：“just do it”(只管去做)。广告中常常利用一些有趣的情景。通常娱乐广告就很容易记忆。

　　所有的广告设计都是为了使人们购买商品。例如某种软饮料的广告，可能就会出现一群玩得正开心的前卫青年，这些年轻人正畅饮该种饮料。广告词会对你说：“为什么不买来尝一尝，像这些人一样呢?你也会变得年轻、时尚又前卫。”

　　你可能会觉得自己并没有受到广告的影响，但是，下次买饮料的时候，问一问自己：为什么我会买这种牌子的产品呢?

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