

本次四级写作考查的是应用文当中的广告写作。广告这种文体之前并未出现在四级考试当中。但是考生也不必慌乱，格式依然采用四级考试中应用最广的三段式；内容方面，因为题目中给出了大量线索，按部就班来完成题目要求即可。

首先，广告首段中一般要出现吸引人的语言点，祈使句和反问句是广告文体中比较常用的语言。

中间段，题目中明确要求给出品牌名称，产品特点，使用情况，和价格，那么在写作过程中不要有所疏漏。

结尾段部分，一方面要按照题目要求给出联络方式，另一方面可以给出口号等形式吸引消费者购买。

总之，虽然是新题型，但格式并不复杂，主要还是考查在内容合理的情况下，如何运用准确多样的词汇和丰富的句式完成写作内容。

Directions: for this part, you are allowed 30 minutes to write an advertisement on your campus website to sell a bicycle you used at college. Your advertisement may include its brand, features, condition and price, and your contact information. You should write at least 120 words but no more than 180 words.

Advertisement

Are you tired of walking between blocks on campus every day? Are you still worried about being late for classes? It is high time for you to get a bicycle!

Now a bicycle with high performance is for sale, whose brand is "Rocket". Although the bike is not a totally brand new one, it is maintained quite well, which can also alter speed anytime as you wish. In addition, the bicycle is in silver color, enabling it to be suitable for both boys and girls. As for price, the bike is rather affordable compared with the ones sold in market, which only needs 150 RMB.

All in all, if you are thinking about transforming you daily transportation pattern and living style, please do not hesitate to contact me by calling 135-3456-7890. Do not leave it too late!

