

2019 年口语考试题库范文

2019 年 0629 事物类

Prompt:

Describe an advertisement that left you a deep impression. You should say:
What it was
When you watched it
What content it was
and explain how you felt about it

When you asked me to discuss an advertisement that left me with a **deep impression**, the first that **came to mind** is an advertisement by the cosmetics company SK-II concerning “leftover women” in China. As part of SK-II’s #ChangeDestiny campaign, the video **aims to** uplift and empower women. **Believe it or not**, it actually does a fantastic job. Many people, including myself, were deeply moved after watching it.

I remember watching this advertisement a few years ago on Weibo when it **went viral**. It was very widely and well-received, since the subject of “leftover women” **hit so close to home**.

Anyway, the video showed several single Chinese women talk about the enormous pressure they receive from their families to get married. Sadly, that’s not all—there’s also the severe societal stigma of being an unmarried woman in your late twenties. In the video, we even see parents trying to find matches for their daughters at a “marriage market,” obviously without their consent. Also, throughout the video, the single women were all determined to live authentically and won’t get married for the sake of getting married, yet there was also a woman who teared up, blaming herself for being selfish. In a turn of

the events at the end, the women head back to the marriage market and post images of themselves with messages proclaiming their independence.

As for how I felt about the advertisement, I was definitely very touched and inspired, and it broke my heart to hear the women describe their **struggles with** such emotional pain and distress. I feel like a lot of women in China experience these struggles, having wildly different ideas from their parents **in terms of** what a fulfilling life looks like. Even though there may constant pressure from family and society, what' s most important is to be true to yourself above all else. And I think that' s the most empowering message of the advertisement.

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范文解析：这是一篇使用了 **Expand Strategy**（扩展技巧）和 **FBS Strategy**（流畅性技巧）结合的口语范文。使用 **Expand Strategy** 技巧的时候，如本篇范文，是按照四个 **helping question**（辅助问题）的顺序来叙述的，辅助问题就是字答题卡种的关于广告的四问题，同时作者在回答问题的时候使用了 **FBS** 的结构来进行展开和扩充。如本

篇文章中的第一段描述是什么广告的时候，作者使用了 FBS 方法中 opening phrase + helping question, linking phrase + details 的结构来完成的。使用两种方法相结合的方式来回答案，可以使口语回答更加自然，不会显得非常的公式化，这也是帮助考生获取高分的技能之一。这个综合性技巧在启德 2018 雅思标准化教材的强化段第八课有详细的讲解和练习，其他的口语技巧也会在标准化教材中有详细的讲解，如果大家想学习更多关于雅思口语的内容，欢迎大家来启德上课。



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