

## Complete Lesson Transcript – Lesson 252 [English]

Kirin: [Chinese Learn Online lesson 252](#) .

[Hello everyone](#) , I am Teacher Yang .

Raphael: [Hello everyone](#) , I am Teacher Lai .

Adam: And hello, I'm Adam.

Kirin: [Welcome to our learning Chinese course](#) .

Raphael: [Today's subject is](#)

Kirin: [Advertisements / Commercials](#) .

Adam: Advertisements or commercials.

Raphael: [I think that watching commercials is also very helpful for learning a country's language](#) , since not only can you hear the local manner of speaking , it also helps you better understand that country's culture . [So in today's lesson](#) , we are going to teach you some words related to advertisements . [Let's first listen to the new words that we will use in today's lesson](#)

Kirin: [Radio](#) .

Adam: Literally, that's "receive sound machine", which means radio.

Kirin: [Fashion model](#) .

Adam: Fashion model.

Kirin: [To do something in a hurry](#) .

Adam: To do something in a hurry.

Kirin: [To not have enough time to do something](#) .

Adam: To not have enough time to do something.

Kirin: [Sell out](#) .

Adam: Literally, that means "sell finish", and means to sell out.

Raphael: I always get confused , as to why so many companies spend a lot of money to make advertisements ?

Kirin: That's because they want to let their customers better understand their company's products !

Raphael: Oh, so where can see advertisements ?

Kirin: You can see them in many places ! Like newspapers , magazines , television , on the internet , as well as on the radio , on the road side etc ...

Raphael: You are right . Many people often while driving , also listen to the radio . This way they can listen to the most popular music and news . Sometimes they will also hear some advertisements . So in the advertisement , what kind of content do they talk about ?

Kirin: Normally they introduce the advantages of their products , as well as how these products will make your life better , more comfortable, more convenient etc ...

Raphael: Right . As well, in order to let the customers buy their company's products , they will think of some ways to make the products succeed in selling enough . So what methods do they use ?

Kirin: In most advertisements , they normally look for some models to introduce their products .

Raphael: So why do they use models ?

Kirin: The models that they use are normally very beautiful , or very handsome . This lets people easily pay attention to them . So their goal is for you to imagine , that if you use their products , you might become as good as the model .

Raphael: Right, for example many companies that sell makeup products use this method . Now in the advertisement , what else can we see ?

Kirin: Sometimes they will say that there is a big sale taking place now , so that we will quickly go there to buy .

Raphael: Why do they want us to quickly go there and buy ?

Kirin: Because normally items on sale have a definite time period . If you go there too late , you might not be able to buy them . If you go there too late , the sale would have just ended , and

the the items will go back to their original price . Alternatively the things might really be useful and cheap , so they sell out quickly , all bought by other people .

Raphael: Right . Now other than products on sale , some companies will also have special activities , for example when you buy their products , on top of that, they will give you a free small gift . From these two ways, which do you like better ?

Kirin: If what they give me is something that I can't use , then of course I still prefer spending less money to buy the same thing .

Raphael: Ok then . Let's take a moment to review the new words we taught you today .

Adam: Advertisements or commercials.

Kirin: Advertisements / Commercials .

Adam: Radio.

Kirin: Radio .

Adam: Fashion model.

Kirin: Fashion model .

Adam: To do something in a hurry.

Kirin: To do something in a hurry .

Adam: To not have enough time to do something.

Kirin: To not have enough time to do something .

Adam: To sell out.

Kirin: To sell out .

Raphael: Ok, our premium subscribers can visit our website [chineselearnonline-com](http://chineselearnonline-com) and see some Chinese advertisements on Youtube . I hope you find this interesting .

Kirin: And then please continue to listen to our lessons .

Raphael: Continue to keep at it !