

<<08 (上)>>

图书基本信息

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内容概要

大学英语四级考试总体备考策略（科学评估自身水平，合理制定学习计划，理性选择备考材料，有效平衡复习时间）； 大学英语四级考试各分项做题流程与核心技巧； 大学英语四级考试新题型特别； 大学英语四级考试历年最新真题命题规律与考试趋势分析。

章节摘录

Recreational Activities Part Reading Comprehension (Skimming and Scanning) (15 minutes)

Directions: In this part, you will have 15 minutes to go over the passage quickly and answer the questions on Answer sheet 1. For questions 1-7, choose the best answer from the four choices marked A), B), C) and D).

For questions 8-10, complete the sentences with the information given in the passage.

Media Selection for Advertisements After determining the target audience for a product or service, advertising agencies must select the appropriate media for the advertisement. We discuss here the major types of media used in advertising. We focus our attention on seven types of advertising: television, newspapers, radio, magazines, out-of-home, Internet, and direct mail.

Television Television is an attractive medium for advertising because it delivers mass audiences to advertisers. When you consider that nearly three out of four Americans have seen the game show *Who Wants to Be a Millionaire*, you can understand the power of television to communicate with a large audience. When advertisers create a brand, for example, they want to impress consumers with the brand and its image. Television provides an ideal vehicle for this type of communication. But television is an expensive medium, and not all advertisers can afford to use it.

Television's influence on advertising is fourfold. First, narrowcasting means that television channels are seen by an increasingly narrow segment of the audience. The Golf Channel, for instance, is watched by people who play golf; Home and Garden Television is seen by those interested in house-hold improvement projects. Thus, audiences are smaller and more homogeneous than they have been in the past. Second, there is an increase in the number of television channels available to viewers, and thus, advertisers. This has also resulted in an increase in the sheer number of advertisements to which audiences are exposed. Third, digital recording devices allow audience members more control over which commercials they watch. Fourth, control over programming is being passed from the net-works to local cable operators and satellite programmers.

编辑推荐

上海交通大学是全国大学英语四、六级考试命题中心，同时又是全国大学英语四、六级考试阅卷中心，在推动全国高校英语教学改革、研究和四、六级考试改革方面做出了巨大贡献。

本套试卷借助于具有多年教学经验的一线教师对四、六级考试改革方向的把握，力求做到紧跟命题改革方向，答案权威精确，解析深入详尽，对考生备考四级具有较高的指导性。

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