

# 2019 考研英语五夜十篇讲稿

(10 月 1 日)

## 第一篇 新闻道德

第一段:

① Two years ago, Rupert Murdoch's daughter, Elisabeth, spoke of the "unsettling dearth of integrity across so many of our institutions".



1. Unsettling=upsetting

Unsettling= unstable

例句: Conditions on the stock-market were unsettled.

Upset the balance

2. Institutions

3. Dearth of = lack of = absence of = shortage of

4. integrity: being honest; being morally upright 诚实, 正直!

Respect and preserve a nation's territorial integrity

② Integrity had collapsed, she argued, because of a collective acceptance that the only "sorting mechanism" in society should be profit and the market.

1. a collective acceptance that 大家都认为 (认为) ...

2. sorting mechanism 分选机制, 遴选机制;

③ But "it's us, human beings, we the people who create the society we want, not profit."

Us=human beings=we= the people

“We the People”

We the people of the United States, in order to form a more perfect Union, establish justice, insure domestic tranquility, ..., do ordain and establish this Constitution for the United States of America. ”

“我们合众国人民，为建立更完善的联盟，树立正义，保障国内安宁，...，特为美利坚合众国制定本宪法。”

1.Us, human beings, we the people create the society we want, not profit.

你是刘一男，一个男人，爱吃大猪蹄子的男人，万千女粉丝追捧的腊肉，你不能倒下！

第二段：

①Driving her point home, she continued: “It’s increasingly apparent that the absence of purpose, of a moral language within government, media or business could become one of the most dangerous goals for capitalism and freedom.”

切分+独立成句：

1. She drives her point home.

2. She continued 继续说道

3. It’s increasingly apparent that

4. the absence of purpose, of a moral language/ within government, media or business/ could become one of the most dangerous goals for capitalism and freedom.

A could become B.

A= the absence of purpose, of a moral language/ within government, media or business/

B= one of the most dangerous goals for capitalism and freedom

②This same absence of moral purpose was wounding companies, such as News International, she thought, making it more likely that it would lose its way /as it had with widespread illegal telephone hacking.

1. telephone hacking 电话监听

2. lose its way: its=News International 误入歧途

3. widespread illegal telephone hacking 大规模的非法电话窃听

切分：

1. This same absence of moral purpose was wounding companies, such as News International

2. This same absence of moral purpose makes it (形式宾语) more likely (更加可能)

3. the News International would lose its way

4. it had (lost its way) with widespread illegal telephone hacking

36. According to the first two paragraphs, Elisabeth was upset by

伊丽莎白因为什么而不安?

[A] the consequences of the current sorting mechanism.

Integrity had collapsed, she argued, **because of** a collective acceptance that the only “sorting mechanism” in society should be profit and the market.

所以:

**Integrity had collapsed= the consequences (这里是关键!)**

[B] companies' financial loss due to immoral practices

[C] governmental ineffectiveness on moral issues.

Ineffectiveness=lameness=flimsiness

Lame argument

[D] the wide misuse of integrity among institutions.

第三段:

①As the hacking trial concludes—finding guilty one ex-editor of the <i>News of the World</i> , Andy Coulson, for conspiring to hack phones, and finding <b>his</b> predecessor, Rebekah Brooks, innocent of the same charge—the wider issue of dearth of integrity still stands.
<p>1. As the hacking trial concludes, the wider issue of dearth of integrity still stands</p> <p>2. 1) The trial finds one ex-editor of the <i>News of the World</i>, Andy Coulson, for conspiring to hack phones, (guilty) Find sb guilty = find guilty sb</p> <p>2) The trial finds the predecessor, Rebekah Brooks, innocent of the same charge</p>
②Journalists are known to have hacked the phones of up to 5,500 people.
<p>1. Sb be known to 据悉, sb..</p> <p>2. Be be seen to 人们看到...</p> <p>JPP is seen to have a fight with Aman. (人们看到...)</p> <p>3. Little is known about ...人们对于...知之甚少;</p>
③ <b>This is hacking on an industrial scale, as was acknowledged by</b> Glenn Mulcaire, the man hired by the <i>News of the World</i> in 2001/ to be the point person for phone hacking.
④Others await trial.
⑤This long story still unfolds.

37. It can be inferred from Paragraph 3 that

[A] Glenn Mulcaire may deny phone hacking as a crime. N G

[B] more journalists may be found guilty of phone hacking.

**Others await trial. This long story still unfolds.**

[C] Andy Coulson should be held innocent of the charge. N G

[D] phone hacking will be accepted on certain occasions. N G

第四段:

① In many respects, the dearth of moral purpose frames not only the fact of such widespread phone hacking but the terms on which the trial took place.
<p>1. frame</p> <p>1) Managers have been more than willing to adjust team uniforms to fit the growing numbers of bigger, longer frames.</p> <p>2) The framers of the Constitution envisioned another picture.</p> <p>3) A frames not only B but C.</p> <p>A 不仅体现在 B 而且体现在 C;</p> <p>A= the dearth of moral purpose</p> <p>B= the fact of such widespread phone hacking</p> <p>C= the terms on which the trial took place= the trial took place on terms.</p> <p>2 terms 词语/辩词; 证词 采信</p> <p>We can catch up all the new fads and slang terms</p> <p>我们可以采用所有流行的新词语和俚语。</p>
② One of the astonishing revelations was how little Rebekah Brooks knew of what went on in her newsroom, how little she thought to ask and the fact that she never inquired how the stories arrived.
<p>Revelations 披露 (of the trial)</p> <p>Reveal</p> <p>One of the astonishing revelations was A, B and C</p> <p>A = how little...</p> <p>B = how little...</p> <p>C = the fact...</p>
③ The core of her successful defense was that she knew nothing.
<p>1. successful defense 成功辩护</p> <p>2. core 核心</p>

38. The author believes that Rebekah Brooks's defense

[A] revealed a cunning personality. (可能对)

[B] centered on trivial issues.(没有提及)

[C] was hardly convincing.

One of the astonishing revelations was A, B and C

the core of her successful defense was A, B and C=she knew nothing

[D] was part of a conspiracy. (可能对)

第五段:

① In today's world, it has become normal that well-paid executives should not be accountable for what happens in the organizations that they run.
1. well-paid executives 薪酬丰厚的高管们 2. be accountable for = be responsible for 3. the organizations that they run 他们经营的机构
② Perhaps we should not be so surprised.
③ For a generation, the collective doctrine has been that the sorting mechanism of society should be profit.
1. The collective doctrine has been A A 已经成为了集体的信条。 A= the sorting mechanism of society should be profit
④ The words that have mattered are efficiency, flexibility, shareholder value, business-friendly, wealth generation, sales, impact and, in newspapers, circulation.
效率, 灵活, 股东价值, 商业友好, 财富创造, 销量, 影响力, 以及报业中的发行量成为重要的单词。
⑤ Words degraded to the margin have been justice, fairness, tolerance, proportionality and accountability.
正义, 公平, 容忍, 均衡和责任却降至边缘。

39. The author holds that the current collective doctrine shows

[A] generally distorted values.

“The words that have mattered are efficiency, flexibility, shareholder value, business-friendly, wealth generation, sales, impact and, in newspapers, circulation. Words degraded to the margin have been justice, fairness, tolerance, proportionality and accountability.” 以上就是集体接受的信条=扭曲的价值观

(主题为王)

[B] unfair wealth distribution.

不公平的财富分配

[C] a marginalized lifestyle.

一种被边缘化的生活方式;

[D] a rigid moral code.

严格的道德标准

第六段:

①The purpose of editing the News of the World was not to promote reader understanding, to be fair in what was written or to betray any common humanity.
1. Betray= show Her eyes betrayed her secret delight. 她的眼睛流露出了悄悄的喜悦之情。 The purpose of editing the News of the World was not to promote reader understanding, (not) to be fair in what was written or (not) to betray any common humanity.
② It was to ruin lives in the quest for circulation and impact.
1. circulation 发行量 2. impact 影响力 In the quest for sth= trying to find sth= seeking sth
③ Ms Brooks may or may not have had suspicions about how her journalists got their stories, but she asked no questions, gave no instructions—nor received traceable, recorded answers.
切分: 1. Ms Brooks may or may not have had suspicions about how her journalists got their stories. 2. She asked no questions, gave no instructions—nor received traceable, recorded answers.

40. Which of the following is suggested in the last paragraph?

[A] The quality of writings is of primary importance.

写作的质量是最重要的。

[B] Common humanity is central to news reporting.

A is central to B. A 对于 B 至关重要

(共同的人性对于新闻报道至关重要。)

[C] Moral awareness matters in editing a newspaper.

It was to ruin lives in the quest for circulation and impact.

(主题为王) 正话反说

[D] Journalists need stricter industrial regulations.

记者需要更严格的行业标准;

史上最强译文:

P1
1.Two years ago, Rupert Murdoch's daughter, Elisabeth, spoke of the "unsettling dearth of integrity across so many of our institutions". 两年前, 默多克的女儿伊丽莎白谈到很多机构中都存在着诚信的缺失, 这令人不安。
2.Integrity had collapsed, she argued, because of a collective acceptance that the



only “sorting mechanism” in society should be profit and the market. 她说道诚信已经破产,因为集体的认同就是:这个社会唯一的遴选机制是利润和市场。
3.But "it's us, human beings, we the people who create the society we want, not profit." 但是我们!人!我们!人民!创造了我们想要的世界,而不是利润!
P2
1.Driving her point home, she continued: “It’s increasingly apparent that the absence of purpose , of a moral language within government, media or business could become one of the most dangerous goals for capitalism and freedom.” 为了把自己的观点讲透彻,她继续说道:政府部门,媒体和商业机构中使命(目的)的缺失和道德语言的缺失,正成为资本主义和自由最危险的两大目标。
2.This same absence of moral purpose was wounding companies, such as News International, she thought, making it more likely that it would lose its way as it had with widespread illegal telephone hacking. 她认为,同样的道德使命的缺失正在伤害着像国际新闻集团这样的公司,使其很有可能迷失,在大规模的非法电话窃听事件中,这家公司就曾经迷失过。
P3
1,2.As the hacking trial concludes—finding guilty one ex-editor of the News of the World, Andy Coulson, for conspiring to hack phones, and finding the predecessor, Rebekah Brooks, innocent of the same charge—the wider issue of dearth of integrity still stands. Journalists are known to have hacked the phones of up to 5,500 people. 随着窃听事件的审判接近尾声,一位前任编辑安迪库尔森因为谋划电话窃听而被判有罪,而其前任吕蓓卡布鲁克斯面对同样的指控被判无罪,更大的诚信缺失的问题却依然存在。据悉,记者们窃听了多达 5500 人的电话。
3.This is hacking on an industrial scale, as was acknowledged by Glenn Mulcaire, the man hired by the News of the World in 2001 to be the point person for phone hacking. Others Glenn Mulcaire2001 年受雇于世界新闻报,他是此次电话窃听事件中的关键人物,他承认这次电话窃听事件是工业级的。
45. Others await trial. This long story still unfolds. 其他人还在等待审判。这个常常的故事还没有结束。
P4
1.In many respects, the dearth of moral purpose frames not only the fact of such widespread phone hacking but the terms on which the trial took place. 从很多方面来讲,道德目的的缺失不只是体现在这样大规模的窃听事件上,

而且还体现在法庭所采信证言上。

2. One of the astonishing revelations was how little Rebekah Brooks knew of what went on in her newsroom, how little she thought to ask and the fact that she never inquired how the stories arrived.

审判披露布鲁克斯对于在她的新闻采编室中发生的事情她知之甚少，她很少过问甚至从来就没有询问过这些新闻线索是如何获得的，这点真的令人惊讶。

3. The core of her successful defense was that she knew nothing.

(而) 她辩护成功的核心就在于她一无所知。

P5

1. In today's world, it has become normal that well-paid executives should not be accountable for what happens in the organizations that they run.

当今世界，收入丰厚的管理者们不用对在他们经营的机构中所发生的事情负责。这已然成为常态。

2. Perhaps we should not be so surprised.

可能我们不用感到惊讶，

3. For a generation, the collective doctrine has been that the sorting mechanism of society should be profit.

在过去的一代人当中，社会的遴选机制应该是利润，这早就成为了集体的准则。

4. The words that have mattered are efficiency, flexibility, shareholder value, business-friendly, wealth generation, sales, impact and, in newspapers, circulation.

重要的单词是：效率，灵活性，股东价值，商业友好，财富的产生，销量，影响力，而就报纸而言，那就是发行量。

5. Words degraded to the margin have been justice, fairness, tolerance, proportionality and accountability.

正义，公平，容忍，均衡和可信这些单词已经边缘化了。

P6

1. The purpose of editing the News of the World was not to promote reader understanding, to be fair in what was written or to betray any common humanity.

世界新闻编辑的目标不再是提高文章的可读性，保持报道客观公正也不是去揭示任何人性中的共性。

2. It was to ruin lives in the quest for circulation and impact.

它为了追求发行量和影响力而毁掉了别人的生活。

3. Ms Brooks may or may not have had suspicions about how her journalists got their stories, but she asked no questions, gave no instructions-nor received traceable, recorded answers.



布鲁克林女士可能怀疑过也可能没有怀疑过她的记者是如何获得新闻线索的，但是她没有问过任何问题，没有给出过任何指令，也没有收到过任何可被追踪的和有记录的回答。

## 第二篇：新闻媒体

P1
1. A new survey by Harvard University finds more than two-thirds of young Americans disapprove of President Trump's use of Twitter.
disapprove of 不认同
2. The implication is that Millennials prefer news from the White House to be filtered through other sources, not a president's social media platform.
news from the White House 关于白宫的新闻 filtered 传递 through other sources 通过其他渠道;
P2
1 Most Americans rely on social media to check daily headlines.
Check: 查看, 检查, 制约 Check and balance 制衡= 三权分立
2 Yet as distrust has risen toward all media, people may be starting to beef up their media literacy skills.
media literacy skills 媒体认知技能 代入法! [A]boast 夸耀[B]define 定义[C]sharpen 强化[D]share 分享
3 Such a trend is badly needed.
Trend= starting to beef up their media literacy skills. Badly = very Impossibly = very Impossibly beautiful

4 During the 2016 presidential campaign, nearly a quarter of web content shared by Twitter users in the politically critical state of Michigan was fake news, according to the University of Oxford.

in the politically critical state of Michigan = swing state of Michigan  
nearly a quarter of web content was fake news  
shared by Twitter users

5 And a survey conducted by BuzzFeed News found 44 percent of Facebook users rarely or never trust news from the media giant.

the media giant = Facebook

26. According to the Paragraphs 1 and 2, many young Americans cast doubt on \_\_\_\_.

[A] the justification of the news-filtering practice

新闻过滤做法的正当性 (NG)

[B] people's preference for social media platforms

人们对社交媒体平台的偏好 (答非所问, 定位错误, 排除!)

[C] the administrations' ability to handle information

政府应对信息的能力

[D] social media as a reliable source of news

社交媒体是可靠地信息来源

Yet as distrust has risen toward all media, people may be starting to beef up their media literacy skills.

27. The phrase "beef up" (Line 2, Para. 2) is closest in meaning to \_\_\_\_.

[A] boast 夸耀

[B] define 定义

[C] sharpen 强化

[D] share 分享

代入法解题!

P3

1 Young people who are digital natives are indeed becoming more skillful at separating fact from fiction in cyberspace.

1) who are digital natives

2) Young people are indeed becoming more skillful at separating fact from fiction in cyberspace.

2A Knight Foundation focus-group survey of young people between ages 14 and 24 found they use “distributed trust” to verify stories.

They= 14 and 24

“distributed trust” 分布式信任???

引用, 强调, 反语

3They **cross-check sources** and prefer news from different perspectives—especially those that are open about any bias.

4“Many young people assume a great deal of personal responsibility for educating themselves and actively seeking out opposing viewpoints,” the survey concluded.

Assume 承担

1) educating themselves

2) actively seeking out opposing viewpoints

Information-balance

28. According to the Knight Foundation survey, young people \_\_\_\_\_

[A]tend to voice their opinions in cyberspace

倾向在网络中发表他们的观点

[B]verify news by referring to diverse resources

通过不同的源头来验证新闻

[C]have a strong sense of social responsibility

有强烈的社会责任感

[D]like to exchange views on “distributed trust”

喜欢就分布式信任交换观点

**[D] identify different opinions to educate themselves.**

扩展引号的考点:

2010 年真题:

In *re Bilski*, as the case is known, is "a very big deal", says Dennis D. Crouch of the University of Missouri School of law.

It "has the potential to eliminate an entire class of patents."

[D] It may change the legal practices in the U.S.

Which of the following is true of the Bilski case?

[A] Its ruling complies with the court decisions

[B] It may involve a very big business transaction

[C] It has been dismissed by the Federal Circuit

[D] It may change the legal practices in the U.S.

错误不是！

P4
1 Such active research can have another effect.
2 A 2014 survey conducted in Australia, Britain, and the United States by the University of Wisconsin-Madison found that young people's reliance on social media led to greater political engagement.
P5
1 Social media allows users to experience news events more intimately and immediately while also permitting them to re-share news as a projection of their values and interests.
紧密；即时；
2 This forces users to be more conscious of their role in passing along information.
Conscious 关注
3 A survey by Barna research group found the top reason given by Americans for the fake news phenomenon is "reader error," more so than made-up stories or factual mistakes in reporting.
more so than 而不是
4 About a third say the problem of fake news lies in "misinterpretation or exaggeration of actual news" via social media.
"reader error,"="misinterpretation or exaggeration of actual news" via social media.

5 In other words, the choice to share news on social media may be the heart of the issue.

6. “This indicates there is a real personal responsibility in counteracting this problem,” says Roxanne Stone, editor in chief at Barna Group.

29. The Barna survey found that a main cause for the fake news problem is \_\_\_\_.

[A] readers' misinterpretation

读者的误读（正确！）

[B] journalists' biased reporting

记者在报道时的偏见

[C] readers' outdated values

读者过时的价值观

[D] journalists' made-up stories

记者捏造新闻

[D] reader's exaggeration

读者的夸大（正确）

So when young people are critical of an over-tweeting president, they reveal a mental discipline in thinking skills—and in their choices on when to share on social media.

30. Which of the following would be the best title for the text?

[A] A Counteraction Against the Over-tweeting Trend

[B] A Rise in Critical Skills for Sharing News Online

[C] The Accumulation of Mutual Trust on Social Media

[D] The Platforms for Projection of Personal Interests

## 史上最强译文：

P1

1. A new survey by Harvard University finds more than two-thirds of young Americans disapprove of President Trump's use of Twitter.

哈佛大学一项新的调查发现超过三分之二的美国年轻人不认同特朗普总统使用推特这一行为。

2.The implication is that Millennials prefer news from the White House to be filtered through other sources, not a president's social media platform.
这就意味着千禧一代更倾向于白宫的消息可以通过其他资源发布,而不是由总统的社交媒体平台来传递。
P2
1.Most Americans rely on social media to check daily headlines.
大多数的美国人依靠社交媒体来查看每天的新闻头条。
2.Yet as distrust has risen toward all media, people may be starting to beef up their media literacy skills.
但是当所有的媒体都越来越不被人们信赖的时候,人们可能就得开始提升他们的媒体认知技能了。
3.Such a trend is badly needed.
这种趋势是被迫切需要的。
(提升媒体认知技能这种趋势是被迫切需要的。)
4.During the 2016 presidential campaign, nearly a quarter of web content shared by Twitter users in the politically critical state of Michigan was fake news, according to the University of Oxford.
牛津大学认为,2016 年总统大选中,关键州密西根的推特用户所分享的网络内容中,近四分之一是虚假新闻。
5.And a survey conducted by BuzzFeed News found 44 percent of Facebook users rarely or never trust news from the media giant.
嗡嗡喂新闻的一份调查显示 44%的脸书用户很少甚至从不相信来自这一媒体巨头的新闻。
P3
1.Young people who are digital natives are indeed becoming more skillful at separating fact from fiction in cyberspace.
身为网络原住民的年轻人确实在区别网络中的事实和虚构内容方面的能力越来越娴熟。
2.A Knight Foundation focus-group survey of young people between ages 14 and 24 found they use "distributed trust" to verify stories.
奈特基金会针对 14 到 24 岁年轻人的聚焦小组调查发现他们使用分布式信任来验证新闻。
3.They cross-check sources and prefer news from different perspectives—especially those that are open about any bias.
他们交叉检查新闻的来源,更喜欢从不同角度报道的新闻,尤其是对任何偏



见都持开放态度的新闻。
4. "Many young people assume a great deal of personal responsibility for educating themselves and actively seeking out opposing viewpoints," the survey concluded.
调查总结道很多年轻人在教育自己以及积极的寻找相反观点这件事情上承担了大量的个人责任。
P4
1. Such active research can have another effect.
如此积极的参与会有其他的影响。
2. A 2014 survey conducted in Australia, Britain, and the United States by the University of Wisconsin-Madison found that young people's reliance on social media led to greater political engagement.
2014 年由威斯康辛大学麦迪逊分校在澳大利亚，英国和美国进行的一项调查发现，年轻人对社交媒体的依赖提高了他们的政治参与度。
P5
1. Social media allows users to experience news events more intimately and immediately while also permitting them to re-share news as a projection of their values and interests.
社交媒体使用户更紧密并且更即时体验新闻事件，同时也允许他们转发新闻来体现自己的价值观和兴趣。
2. This forces users to be more conscious of their role in passing along information.
这迫使用户在传递信息时更注意自己所扮演的角色。
3. A survey by Barna research group found the top reason given by Americans for the fake news phenomenon is "reader error," more so than made-up stories or factual mistakes in reporting.
巴拿研究中心的一份调查显示美国人认为假新闻现象的主要原因是读取谬误，而不是报道时编造新闻或事实性的错误。
4. About a third say the problem of fake news lies in "misinterpretation or exaggeration of actual news" via social media.
约三分之一的受访者认为假新闻的问题在于通过社交媒体曲解或夸大真实的新闻。
5. In other words, the choice to share news on social media may be the heart of the issue.
换句话说，选择在社交媒体上分享新闻就是问题的核心。
6. "This indicates there is a real personal responsibility in counteracting this problem," says Roxanne Stone, editor in chief at Barna Group.

巴拿集团总编格仙妮.斯通说, 这表明应对这个问题确实存在个人的责任。

P6

So when young people are critical of an over-tweeting president, they reveal a mental discipline in thinking skills—and in their choices on when to share on social media.

所以年轻人对总统老发推特表示不满时, 他们展现出思维技能方面的修为。一种选择何时在社交媒体分享的修为。

附加第二篇:

### 史上最强译文和解析:

Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	• Web site • Mobile site • Blog • Twitter account	Build for longer-term relationships with existing potential customers and earn media	• Control • Cost efficiency • Longevity • Versatility • Niche audiences	• No guarantees • Company communication not trusted • Takes time to scale
Paid media	Brand pays to leverage a channel	• Display ads • Paid search • Sponsorships	Shift from foundation to a catalyst that feeds owned and creates earned media	• In demand • Immediacy • Scale • Control	• Clutter • Declining response rates • Poor credibility
Earned media	When customers become the channel	• WOM • Buzz • "Viral"	Listen and respond earned media is often the result of well-executed and well-coordinated owned and paid media	• Most credible • Key role in most sales • Transparent and lives on	• No control • Can be negative • Scale • Hard to measure

S4869

Source: Forrester Research, Inc.

### 一幅图看懂Earned, Owned 和Paid Media

来源: Forrester Blogs

编译: @SocialBeta

SocialBeta

媒体类型	定义	例子	角色	好处	挑战
<b>Owned media</b> 自有媒体	品牌自己控制的渠道	✓ 企业网站 ✓ 企业移动网站 ✓ 企业博客 ✓ 企业微博等	与直接和潜在用户以及 earn media 建立长期的关系	✓ 企业控制 ✓ 成本低 ✓ 长期效果 ✓ 用途广 ✓ 受众精准	✓ 效果无保证 ✓ 不被信任 ✓ 需要花很长时间维护
<b>Paid media</b> 付费媒体	品牌花钱买来的渠道	✓ 电视广告 ✓ 付费搜索广告 ✓ 其他赞助	吸引眼球 激发讨论	✓ 按需迅速 ✓ 范围大 ✓ 可控	✓ 嘈杂 ✓ 可信度低 ✓ 效果每况愈下 ✓ 花费昂贵
<b>Earned media</b> 赚来的媒体	消费者变成渠道	✓ 用户口碑 ✓ Buzz ✓ 病毒传播	倾听和反馈——earned media 是执行良好, 企业自有媒体和付费媒体协同良好的结果	✓ 可信度高 ✓ 形成销售的关键因素 ✓ 透明 ✓ 栩栩如生 ✓ 花费相对低廉	✓ 不可控 ✓ 可能有负面评论 ✓ 范围广 ✓ 很难衡量

P1

①The rough guide to marketing success used to be that you got what you paid for.

Used to be: 过去常常!

过去, 营销成功的大致准则就是: 你支付多少, 你就能获得多少。

②No longer.
但现在情况已经不是这样了。
③While traditional “paid” media – such as television commercials and print advertisements – still play a major role, companies today can exploit many alternative forms of media.
Exploit= use, develop 虽然传统的支付媒体，比如电视商业广告和印刷品广告，依然扮演着主要的角色，但今天的公司可以开发和利用（exploit）多种其他形式的媒介。
④Consumers passionate about a product may create “earned” media by willingly promoting it to friends, and a company may leverage “owned” media by sending e-mail alerts about products and sales to customers registered with its Web site.
Leverage: fully use 充分利用; power, influence; 影响力 Her wealth gives her enormous leverage in social circles. 她的财富使她在社会各界造成巨大影响。 Alert: 通知, 通知 1. Consumers passionate about a product 热衷于某一产品的消费者 2. by willingly promoting it to friends 可以通过自愿推荐给朋友的方式 2. may create “earned” media 创建免费口碑媒体 a company 企业可以 1. by sending e-mail alerts about products and sales to customers registered with its Web site 可以通过发送邮件给其网站的注册用户，提示他们产品和消费信息
⑤In fact, the way consumers now approach the process of making purchase decisions means that marketing's impact stems from a broad range of factors beyond conventional paid media.
主干: the way means that... consumers now approach the process of making purchase decisions 定语从句 现在消费者做出购买决策过程的方式表明，营销的影响力来自于传统支付媒体之外的众多因素。

31. Consumers may create “earned” media when they are \_\_\_\_\_.

- [A]obsessed with online shopping at certain Web sites
- [B]inspired by product-promoting e-mails sent to them
- [C]eager to help their friends promote quality products
- [D]enthusiastic about recommending their favorite products**

Consumers passionate about a product may create “earned” media by willingly promoting it to friends

P2
①Paid and owned media are controlled by marketers promoting their own products. 支付媒体和自有媒体由推销自己产品的营销人员控制。
② For earned media, such marketers act as the initiator for users’ responses.

而对于口碑媒体而言, 这些营销人员充当了用户反应的发起者。

③ But in some cases, one marketer's owned media become another marketer's paid media – for instance, when an e-commerce retailer sells ad space on its Web site.

但是在某些情况下, 比如, 当一个电子商务零售商在其网站上出售广告空间时, 一个营销人员的自媒体会成为另外一个营销人员的支付媒体。

④ We define such sold media as owned media whose traffic is so strong that other organizations place their content or e-commerce engines within that environment.

我们把这样的出售媒体定义为自有媒体: 它的访问量如此之大, 以至于其他机构也将他们的广告内容或者电子商务引擎放置在它的网络环境中。

⑤ This trend, which we believe is still in its infancy, effectively began with retailers and travel providers such as airlines and hotels and will no doubt go further.

1) This trend effectively began with retailers and travel providers such as airlines and hotels. 这种潮流有效地开始于零售商和像航空公司和酒店这样的旅游供应商。

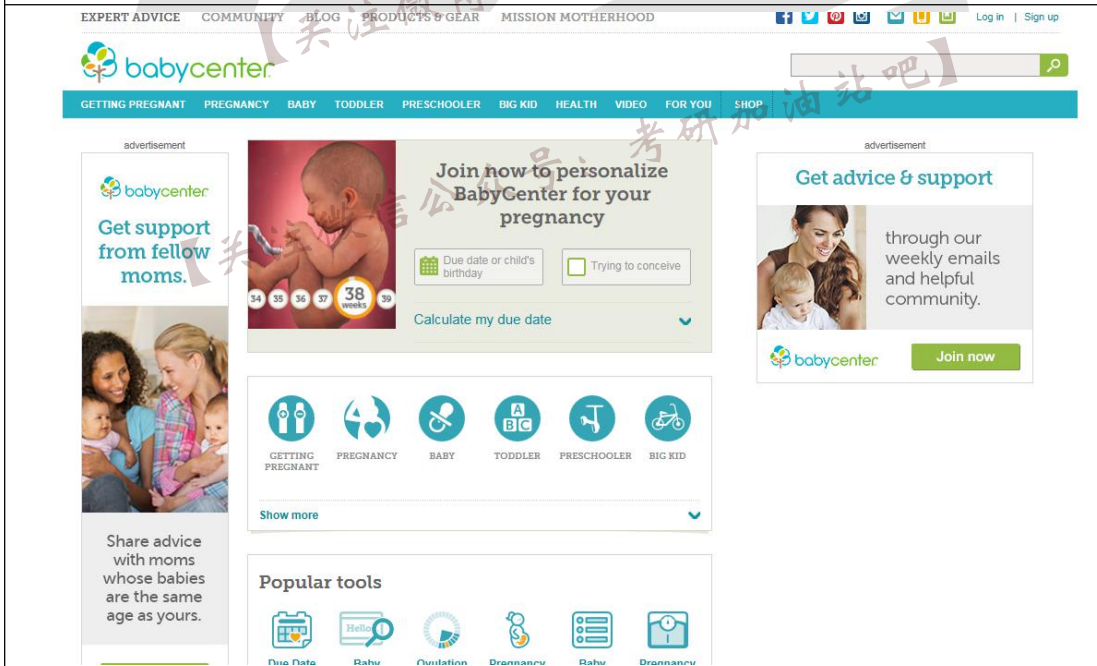
2) This trend will no doubt go further.

这一潮流无疑会得到进一步发展。

3) We believe this trend is still in its infancy.

我们认为这一潮流目前仍处于起始阶段。

⑥ Johnson & Johnson, for example, has created BabyCenter, a stand-alone media property that promotes complementary and even competitive products.



例如, 强生公司创建了宝宝中心网站, 这是一家独立的媒体资产, 这家网站会推广互补的甚至是竞争性的产品。

⑦ Besides generating income, the presence of other marketers makes the site seem objective, gives companies opportunities to learn valuable information about the appeal of other companies' marketing, and may help expand user traffic for all companies concerned.

- 1) the presence of other marketers makes the site seem objective
- 2) the presence of other marketers gives companies opportunities to learn valuable information about the appeal of other companies' marketing
- 3) the presence of other marketers may help expand user traffic for all companies concerned.

除了会产生收入之外, 其他营销人员的出现会使这个网站看起来很客观并且提供给公司机会去获取其他公司营销亮点的宝贵信息, 并且有可能帮助所有相关企业增加用户访问量。

32. According to Paragraph 2, sold media feature \_\_\_\_\_.

[A] a safe business environment

[B] random competition

[C] strong user traffic

We define such sold media as owned media whose traffic is so strong

[D] flexibility in organization

P3

① The same dramatic technological changes that have provided marketers with more (and more diverse) communications choices have also increased the risk that passionate consumers will voice their opinions in quicker, more visible, and much more damaging ways.

1) The dramatic technological changes have provided marketers with more (and more diverse) communications choices

同样是这些重大的技术变革在给营销者带来更多的和更多样化的传播选择的同时。

2) The same dramatic technological changes have also increased the risk that passionate consumers will voice their opinions in quicker, more visible, and much more damaging ways.

这些技术上的变革也增加了一种风险, 那就是消费者们会用更快, 更明显的和更具破坏性的方式表达他们的观点。

② Such hijacked media are the opposite of earned media: an asset or campaign becomes hostage to consumers, other stakeholders, or activists who make negative allegations about a brand or product.

33. The author indicates in Paragraph 3 that earned media \_\_\_\_\_.

[A] invite constant conflicts with passionate consumers

[B] can be used to produce negative effects in marketing

Such hijacked media are the opposite of earned media: an asset or campaign becomes hostage to consumers, other stakeholders, or activists who make negative allegations about a brand or



product.
[C]may be responsible for fiercer competition [D]deserve all the negative comments about them
这种绑架的媒体是口碑媒体的反面：一种媒体或一项活动成为消费者，其他利益相关者以及各种积极分子所劫持的人质，他们会对某一品牌或某一产品发表负面评价。
③Members of social networks, for instance, are learning that they can hijack media to apply pressure on the businesses that originally created them.
比如，社交网络的用户正在认识到他们可以劫持媒体向最初创建这些网络的企业施加压力。

P4
① If that happens, passionate consumers would try to persuade others to boycott products, putting the reputation of the target company at risk. 如果这样的事情发生了，充满激情的消费者会说服他人抵制产品，从而危及到目标公司的声誉。
②In such a case, the company's response may not be sufficiently quick or thoughtful, and the learning curve has been steep. 在这种情况下，公司的反应越迅速越周到越好，并且学习的曲线也很陡峭。 You cannot be too careful to cross the street. You cannot be careful enough to cross the street Cannot/never be too/ enough quick or thoughtful
③Toyota Motor, for example, alleviated some of the damage from its recall crisis earlier this year with a relatively quick and well-orchestrated social-media response campaign, which included efforts to engage with consumers directly on sites such as Twitter and the social-news site Digg. 1) Toyota Motor alleviated some of the damage from its recall crisis earlier this year 2) with a relatively quick and well-orchestrated social-media response campaign 3) which included efforts to engage with consumers directly on sites such as Twitter and the social-news site Digg 例如，丰田汽车公司通过发起相对迅速，协调有致的社交媒体回应活动，缓解了今年早期的召回危机所造成的一些损害。这些活动包括在 Twitter 和社交新闻网站 Digg 上与消费者直接互动。

34. Toyota Motor's experience is cited as an example of\_\_\_\_\_.

[A]responding effectively to hijacked media

In such a case, the company's response may not be sufficiently quick or thoughtful

[B]persuading customers into boycotting products



[C]cooperating with supportive consumers

[D]taking advantage of hijacked media

35. Which of the following is the text mainly about ?

[A] Alternatives to conventional paid media.

传统支付媒体的各种替换方式

While traditional “paid” media – such as television commercials and print advertisements – still play a major role, companies today can exploit many alternative forms of media.

[B] Conflict between hijacked and earned media.

绑架媒体和口碑媒体之间的冲突

[C] Dominance of hijacked media.

被绑架媒体的主导性

[D] Popularity of owned media.

只有媒体的流行度

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