

2011年英语一阅读 Text 3

新媒介给营销传播带来的机遇和风险

审题划出关键点，精准定位，提高正确率：

31. Consumers may create “earned” media when they are \_\_\_\_\_.  
32. According to Paragraph 2, sold media feature \_\_\_\_\_.  
33. The author indicates in Paragraph 3 that earned media \_\_\_\_\_.  
34. Toyota Motor’s experience is cited as an example of \_\_\_\_\_.  
35. Which of the following is the text mainly about?

段1

①The rough guide to marketing success used to be that you got what you paid for.  
②No longer. 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. 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. ⑤The 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.

【段1】\_\_\_\_\_

补充：长难句⑤见微信公众号田静老师的每日长难句23。

段1生词：

- commercial n. 商业广告 adj. 商业的，营利的；靠广告收入的  
commerce n. 贸易，商业，商务
- print advertisement 平面广告
- play a major role \_\_\_\_\_

- exploit v. \_\_\_\_\_  
exploitation n. \_\_\_\_\_
- alternative adj. \_\_\_\_\_  
alternatively adv. 作为一种选择，二者择一地；要不，或者
- passionate adj. 热情的，多情的  
passionately adv. 热情地；强烈地  
passion n. 激情，热情
- promote sth. to sb. 将某物推荐给某人
- promote v. 推销，促销；促进，推动；提升，晋升  
promotion n. 推销，促销；促进，推动；提升，晋升
- leverage v. \_\_\_\_\_ n. 手段，影响力；杠杆作用
- alert n. 提示信号；警报
- register v. 登记，注册
- approach v. \_\_\_\_\_ n. 方法，方式；接近，临近；路径
- stem from... \_\_\_\_\_
- a broad range of 范围广泛的
- conventional adj. \_\_\_\_\_  
conventionally adv. \_\_\_\_\_  
convention n. \_\_\_\_\_；大会

## 段2

①Paid and owned media are controlled by marketers promoting their own products. ②For earned media, such marketers act as the initiator for users' responses. ③But 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. ④We 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. ⑤This 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. ⑥Johnson & Johnson, for example, has created BabyCenter, a stand-alone media property that promotes complementary and even competitive products. ⑦Besides 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.

【段2】

补充：长难句④见微信公众号田静老师的每日长难句24。

段2生词：

- act as... 充当，担任.....
- initiator n. 创始人，发起人  
initiate v. 开始，创始；发起
- e-commerce retailer 电子商务零售商
- define... as... 把.....定义为.....
- traffic n. \_\_\_\_\_  
user traffic \_\_\_\_\_
- in one's infancy 处于萌芽阶段；在幼年期
- stand-alone adj. 独立的
- property n. 资产，财产
- complementary adj. \_\_\_\_\_  
complement v. \_\_\_\_\_
- competitive adj. 竞争的
- generate v. \_\_\_\_\_  
generation n. \_\_\_\_\_；一代，一代人
- the presence of... .....的出现、存在

- objective adj. \_\_\_\_\_
- appeal n. 吸引力, 感染力, 魅力; 呼吁, 恳求; 上诉, 申诉  
v. 呼吁, 恳求; 上诉, 申诉; 对……有吸引力, 有感染力
- concerned adj. 相关的; 关心的

### 段3

①The 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. ②Such 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. ③Members of social networks, for instance, are learning that they can hijack media to apply pressure on the businesses that originally created them.

【段3】 \_\_\_\_\_

段3生词：

- dramatic technological changes \_\_\_\_\_
- diverse adj. \_\_\_\_\_  
diversity n. \_\_\_\_\_
- increase the risk \_\_\_\_\_
- voice one's opinion 发表意见
- voice v. 表达 n. 声音, 噪音; 发言权
- hijack v. 劫持, 绑架
- hostage n. 人质 (文中指“劫持物”)
- stakeholder n. 利益相关者
- activist n. 激进分子

- make negative allegations \_\_\_\_\_
- allegation n. \_\_\_\_\_
- apply pressure on... \_\_\_\_\_
- originally adv. 最初地, 最开始地  
original adj. 最初的, 原来的; 原创的

#### 段4

①If that happens, passionate consumers would try to persuade others to boycott products, putting the reputation of the target company at risk. ②In such a case, the company's response may not be sufficiently quick or thoughtful, and the learning curve has been steep. 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.

【段4】 \_\_\_\_\_

补充：长难句③见微信公众号田静老师的每日长难句25。

段4生词：

- boycott v./n. \_\_\_\_\_
- put... at risk \_\_\_\_\_
- sufficiently adv. \_\_\_\_\_  
sufficient adj. \_\_\_\_\_
- steep adj. 急剧升降的, 突然的; 陡峭的
- alleviate v. \_\_\_\_\_
- recall crisis 召回危机
- relatively adv. 相对地; 相关地
- well-orchestrated 精心策划的
- social-media 社交媒介
- engage with sb. \_\_\_\_\_

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.

我的答案：\_\_\_\_\_ 正确答案：\_\_\_\_\_

定位原文在哪段？\_\_\_\_\_

选项B和C的正误原因？\_\_\_\_\_

静姐的“填坑指南”：\_\_\_\_\_

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

- [A] a safe business environment.
- [B] random competition.
- [C] strong user traffic.
- [D] flexibility in organization.

我的答案：\_\_\_\_\_ 正确答案：\_\_\_\_\_

从原文的哪句话可以判断出答案？\_\_\_\_\_

静姐的“填坑指南”：\_\_\_\_\_

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.
- [C] may be responsible for fiercer competition.
- [D] deserve all the negative comments about them.

我的答案：\_\_\_\_\_ 正确答案：\_\_\_\_\_

选项A和D的正误原因？\_\_\_\_\_

静姐的“填坑指南”：\_\_\_\_\_

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

- [A] responding effectively to hijacked media.
- [B] persuading customers into boycotting products.
- [C] cooperating with supportive consumers.
- [D] taking advantage of hijacked media.

我的答案：\_\_\_\_\_ 正确答案：\_\_\_\_\_

定位原文在哪段？\_\_\_\_\_

选项B和D的正误原因？\_\_\_\_\_

静姐的“填坑指南”：\_\_\_\_\_

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

- [A] Alternatives to conventional paid media.
- [B] Conflict between hijacked and earned media.
- [C] Dominance of hijacked media.
- [D] Popularity of owned media.

我的答案：\_\_\_\_\_ 正确答案：\_\_\_\_\_

主旨题解题的关键3点？\_\_\_\_\_

静姐的“填坑指南”：\_\_\_\_\_