

英语四级阅读理解练习题第042组 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/122/2021_2022__E8_8B_B1_E8_AF_AD_E5_9B_9B_E7_c83_122356.htm Every year television stations receive hundreds of complaints about the loudness of advertisements. However, federal rules forbid the practice of making ads louder than the programming. In addition, television stations always operate at the highest sound level allowed for reasons of efficiency. According to one NBC executive, no difference exists in the peak sound level of ads programming. Given this information, why do commercials sound so loud? The sensation of sound involves a variety of factors in addition to its speak level. Advertisers are skillful at creating the impression of loudness through their expert use of such factors. One major contributor to the perceived loudness of commercials is that much less variation in sound level occurs during a commercial. In regular programming the intensity of sound varies over a large range. However, sound levels in commercials tend to stay at or near peak levels. Other "tricks of the trade" are also used. Because low-frequency sounds can mask higher frequency sounds, advertisers filter out any noises that may drown out the primary message. In addition, the human voice has more auditory (听觉的) impact in the middle frequency ranges. Advertisers electronically vary voice sounds so that they stay within such a frequency band. Another approach is to write the script so that lots of consonants (辅音) are used, because people are more aware of consonants than vowel (元音) sounds. Finally, advertisers try to begin commercials

with sounds that are highly different from those of the programming within which the commercial is buried. Because people become adapted to the type of sounds coming from programming, a dramatic change in sound quality draws viewer attention. For example, notice how many commercials begin with a cheerful song of some type. The attention-getting property of commercial can be seen by observing one-to-two -year-old children who happen to be playing around a television set. They may totally ignore the programming. However, when a commercial comes on, their attention is immediately drawn to it because of its dramatic sound quality.

1. According to the passage, the maximum intensity of sound coming from commercials .A. does not exceed that of programsB. is greater than that of programsC. varies over a large range than that of programsD. is less than that of programs

2. Commercials create the sensation of loudness because .A. TV stations always operate at the highest sound levelsB. their sound levels are kept around peak levelsC. their sound levels are kept in the middle frequency rangesD. unlike regular programs their intensity of sound varies over a wide range

3. Many commercials begin with a cheerful song of some kind because .A. pop songs attract viewer attentionB. it can increase their loudnessC. advertisers want to make them sound different from regular programsD. advertisers want to merge music with commercials

4. One of the reasons why commercials are able to attract viewer attention is that .A. the human voices in commercials have more auditory impactB. people like cheerful songs that change dramatically in sound qualityC. high-frequency sounds are used to

mask sounds that drown out the primary messageD. they possess sound qualities that make the viewer feel that something unusual is happening5. In the passage, the author is trying to tell us .A. How TV ads vary vocal sounds to attract attentionB. how the loudness of TV ads is overcomeC. how advertisers control the sound properties of TV adsD. how the attention-getting properties of sounds are made use of in TV ads 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com