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https://www.100test.com/kao_ti2020/122/2021_2022__E8_8B_B1_E8_AF_AD_E5_9B_9B_E7_c83_122437.htm Classified Advertising is that advertising which is grouped in certain sections of the paper and is thus distinguished from display advertising. Such groupings as "Help Wanted", "Real Estate", "Lost and Found" are made, the rate charged being less than for display advertising. Classified advertisements are a convenience to the reader and a saving to the advertiser. The reader who is interested in a particular kinds of advertisement finds all advertisements of that type grouped for him. The advertisers may, on this account, use a very small advertisement that would be lost if it were placed among larger advertisements in the paper. It is evident that the reader approaches the classified advertisement in a different frame of mind from that in which he approaches the other advertisements in the paper. He turns to a page of classified advertisements to search for the particular advertisement that will meet his needs. As his attention is voluntary, the advertiser does not need to rely to much extent on display type to get the readers attention. Formerly all classified advertisements were of the same size and did not have display type. With the increase in the number of such advertisements, however, each advertiser within a certain group is competing with others in the same group for the readers attention. In my cases the result has been an increase in the size of the space used and the addition of headlines and pictures. In that way the classified advertisement has in reality become a display

advertisement. This is particularly true of real estate advertising. 11. Classified advertising is different from display advertising because _____. [A] all advertisements of a certain type are grouped together [B] it is more distinguished [C] it is more expensive [D] nowadays the classified advertisements are all of the same size 12. One of the examples given of types of classified advertisement is _____. [A] houses for sale [B] people who are asking for help [C] people who are lost [D] rare objects 13. What sort of attitude do people have when they look at classified advertisement, according to the writer? [A] They are in the frame of mind to buy anything. [B] They are looking for something they need. [C] They feel lost because there are so many advertisements. [D] They feel the same as when they look at display advertisements. 14. What does the writer say about the classified advertisements that used to be put in the papers? [A] They used to be voluntary. [B] They used to use display type. [C] They were all of the same size. [D] They were more formal. 15. Why have classified advertisements changed in appearance? [A] Because people no longer want headlines and pictures. [B] Because real estate advertising is particularly truthful now. [C] Because the increase in the number of such advertisements means they have to be small now. [D] Because there are more advertisements now and more competition among advertisers. 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