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11. If its message were confined merely to information and that in itself would be difficult if not impossible to achieve, for even a detail such as the choice of the color of a shirt is subtly persuasive-advertising would be so boring that no one would pay any attention. [参考译文]如果其信息只被局限于告知——就广告而言，如果这不是完全不可能达到的，也是非常难做的，因为即便是一个诸如衬衫的颜色的选择这样的细节都会具有微妙的说服意味，那么广告就会如此地乏味以至于没有人会关注它。

12. The workers who gets a promotion, the student whose grades improve, the foreigner who learns a new language—all these are examples of people who have measurable results to show for their efforts. [参考译文]得到了升迁的工人们，成绩进步的学生，学会了一门新语言的外国人——这些都是那些有可衡量的结果来显示其努力的人们的例证。

13. As families move away from their stable community, their friends of many years, their extended family relationships, the informal flow of information is cut off, and with it the confidence that information will be available when needed and will be trustworthy and reliable. [参考译文]随着家庭离开他们原来稳定的社区，离开他们多年的朋友和扩展的家庭关系，非正式的信息流动被切断了，随之而去的是对在需要时能获得可靠和值得信赖的信息的信心。

14. The individual now has more information available than any generation, and the task of

finding that one piece of information relevant to his or her specific problem is complicated, time--consuming, and sometimes even overwhelming. [参考译文]现在每个人能够得到的信息比任何时代的人都多，而找到与他 / 她的特定问题相关的那一点信息的任务不仅复杂、耗时，有时甚至令人难以招架。 15. Expertise can be shared world wide through teleconferencing, and problems in dispute can be settled without the participants leaving their homes and/or jobs to travel to a distant conference site. [参考译文]通过远程会议，专家知识可以在全世界范围内被分享，而争论的问题能够得到解决，同时相关人员也不必离开他们的家庭或工作跑到一个遥远的开会地点。 16. The current passion for making children compete against their classmates or against the clock produces a two-layer system, in which competitive A-types seem in some way better than their B type fellows. [参考译文]现在这种让孩子们和其同学或时间竞争的热情导致了一个双层结构，在这个结构里面善于竞争的A类好像在某个方面要比他们B类的同辈更胜一筹。 来源：www.examda.com 17. While talking to you, your could-be employer is deciding whether your education, your experience, and other qualifications will pay him to employ you and your "wares" and abilities must be displayed in an orderly and reasonably connected manner. [参考译文]在跟你谈话的时候，可能成为你的雇主的人就一直在衡量你的教育、经验和其他资格是不是值得他雇用你，而你的"商品"和能力一定要以一种有条不紊而且合情合理的相互关联的方式被展示出来。 18. The Corporation will survive as a publicly funded broadcasting organization, at least for the time being, but its

role, its size and its programs are now the subject of a nation wide debate in Britain. [参考译文]英国广播公司将作为一个公共基金支持的广播组织存在下来，至少目前会这样，但是它的角色、它的规模和它的节目现在在英国成了全国上下的讨论话题。

19. The debate was launched by the Government, which invited anyone with an opinion of the BBC--including ordinary listeners and viewer to say what was good or bad about the Corporation, and even whether they thought it was worth keeping. [参考译文]这场辩论是由政府发动的，政府请任何一个对英国广播公司有意见的人—包括普通的听众和观众—来说说这个公司好在哪里或坏在哪里，甚至要说说他们是否认为这个公司值得被保留下来。

20. The change met the technical requirements of the new age by engaging a large profess signal element and prevented the decline in efficiency that so commonly spoiled the fortunes of family firms in the second and third generation after the energetic founders. [参考译文]这种变化通过引入许多的专业因素从而适应了这个时代的技术要求，并且它(这种变化)防止了效率的降低。这种效率的降低在精力充沛的创业者之后的第二代和第三代人(领导公司)的时候，经常会毁掉那些家族公司的财富。

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