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https://www.100test.com/kao_ti2020/635/2021_2022_2010_E5_B9_B4_E8_81_8C_c91_635934.htm Characteristics of Publicity

Publicity offers several benefits. There are not costs for message time or space. An ad in prime-time television may cost \$250,000 to \$5000,000 or more per minute, whereas a five-minute report on a network newscast would not cost anything. However, there are costs for news releases, a publicity department, and other items. As with advertising, publicity reaches a mass audience. Within a short time, new products or company policies are widely known. Credibility about messages is high, because they are reported in independent media. A newspaper review of a movie has more believability than an ad in the same paper, because the reader associates independence with objectivity. Similarly, people are more likely to pay attention to news reports than to ads. For example, Womens Wear Daily has both fashion reports and advertisements. Readers spend time reading the stories, but they flip through the ads. Furthermore, there may be 10 commercials during a half-hour television program or hundreds of ads in a magazine. Feature stories are much fewer in number and stand out clearly. Publicity also has some significant limitations. A firm has little control over messages, their timing, their placement, or their coverage by a given medium. It may issue detailed news releases and find only portions cited by the media, and media have the ability to be much more critical than a company would like. For example, in 1982, Procter amp. Gamble decided to remove the logo from

its-products. A firm may want publicity during certain periods, such as when a new product is introduced or new store opened, but the media may not cover the introduction or opening until after the time it would aid the firm. Similarly, media determine the placement of a story. It may follow a report on crime or sports. Finally, the media ascertain whether to cover a story at all and the amount of coverage to be devoted to it. A company-sponsored fobs program might go unreported or receive three-sentence coverage in a local newspaper.

练习 : 1. The author mentions all of the following advantages of publicity except A) Having no time costs. B) Having attentiveness. C) Having high credibility. D) Having high profitability. 2. The second paragraph indicates that people are more likely to believe stories A) in a newspaper than in a women's daily. B) In a newspaper than in a magazine. C) In an independent newspaper than in a dependent newspaper. D) In a magazine than in a local newspaper. 3. According to the passage, which of the following statements is true? A) A firm can control and time publicity accurately. B) A firm can neither control nor time publicity accurately. C) A firm can either control or time publicity accurately. D) In most cases a firm can control and time publicity accurately. 4. The example in Paragraph 4 is intended to demonstrate A) the power of publicity. B) the victim of publicity. C) the terrible effect of rumors. D) the vulnerability of people to publicity. 5. The passage implies that A) the placement of a story is not quite important. B) the report of a crime may not be true. C) local newspapers are not interested in company-sponsored programs. D) publicity is not always necessary.

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