

2011年在职硕士联考英语冲刺阅读精篇（七）PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/645/2021\\_2022\\_2011\\_E5\\_B9\\_B4\\_E5\\_9C\\_A8\\_c74\\_645243.htm](https://www.100test.com/kao_ti2020/645/2021_2022_2011_E5_B9_B4_E5_9C_A8_c74_645243.htm) Whenever advertisers want you to stop thinking about the product and to start thinking about something bigger, better, or more attractive than the product, they use that very popular word "like". The word "like" is the advertisers equivalent of the magicians use of misdirection. "Like" gets you to ignore the product and concentrate on the claim the advertiser is making about it. "For skin like peaches and cream" claims the ad for a skin cream. What is this ad really claiming? It doesn't say this cream will give you peaches-and-cream skin. There is no verb in this claim, so it doesn't even mention using the product. How is skin ever like "peaches and cream"? Remember, ads must be read exactly according to the dictionary definition of words. This ad is making absolutely no promise for this skin cream. If you think this cream will give you soft, smooth, and youthful-looking skin, you are the one who has read the meaning into the ad. The wine that claims "It's like taking a trip to France" wants you to think about a romantic evening in Paris as you walk along the street after a wonderful meal in an intimate cafe. Of course, you don't really believe that a wine can take you to France, but the goal of the ad is to get you to think pleasant, romantic thoughts about France and not about how the wine tastes or how expensive it may be. That little word "like" has taken you away from crushed grapes into a world of your own imaginative making. Who knows, maybe the next time you buy wine, you'll think

those pleasant thoughts when you see this brand of wine, and you'll buy it. How about the most famous "like" claim of all, "Winston tastes good like a cigarette should." Ignoring the grammatical error here, you might want to know what this claim is saying. Whether a cigarette tastes good or bad is a subjective judgment because what tastes good to one person may well taste horrible to another. There are many people who say that all cigarettes taste terrible, other people who say only some cigarettes taste all right, and still others who say all cigarettes taste good.

1. The word "like" in an ad often focuses the consumers attention on \_\_\_\_\_. A. what the advertiser says about the product B. what magic the product really possesses C. why the advertiser promotes the product D. why the product is as good as promised
2. The author suggests that language in ads should be understood \_\_\_\_\_. A. according to its dictionary definition B. according to its contexts C. imaginatively D. impartially
3. To promote sales, advertisers often exploit consumers \_\_\_\_\_. A. economic status B. practical need C. emotional need D. social status
4. Advertisers often use ambiguous language to \_\_\_\_\_. A. promise excellent quality B. cash in on grammatical errors C. appeal to consumers rational judgments D. take advantage of consumers imagination
5. The best title for the passage would be \_\_\_\_\_. A. The Magic of "Like" in Advertising B. The Promise of "Like" in Advertising C. The Definition of "Like" in Advertising D. The Application of "Like" in Advertising

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