

备战2009年12月英语四级考前每日一练(28)英语四级考试 PDF  
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[https://www.100test.com/kao\\_ti2020/645/2021\\_2022\\_\\_E5\\_A4\\_87\\_E6\\_88\\_982009\\_c83\\_645695.htm](https://www.100test.com/kao_ti2020/645/2021_2022__E5_A4_87_E6_88_982009_c83_645695.htm) tb42"> Going online is a favorite recreation for millions of American children. Almost 10 million ( 14 percent) of Americas 69 million children are online. The Internet both entertains and educates children, however, there are some possible negative consequences for children who access kid-based Web sites. Advertising on kid-based Web sites has become both a rapidly growing market for consumer companies and a concern for parents. With a click on an icon, children can link to advertisers and be granted tremendous spending power. Children are an important target group for consumer companies. Children under age 12 spent \$14 billion, teenagers another \$ 67 billion, and together they influenced \$160 billion of their parents incomes. Many critics question the appropriateness of targeting children in Internet advertising and press to require that children be treated as a "special case" by advertisers. Because children lack the analytical abilities and judgment of adults, they may be unable to evaluate the accuracy of information they view, or understand that the information they provide to advertisers is really just data collected by an advertiser. Children generally lack the ability to reject the release of personal information to an advertiser, an even greater problem for children when they are offered incentives(刺激) for providing personal information, or when personal information is required before they are allowed to register for various services. Children may not realize

that in many cases these characters provide hot links directly to advertising sites.来源：考试大的美女编辑们 The Internet does present some challenges for advertisers who want to be ethical in their marketing practices. Many advertisers argue that we underestimate(低估) the levels of media awareness shown by children. By the age of seven or eight most children can recognize an advertisement and know that its purpose is to sell something and are able to make judgments about the products shown in advertisements. However, this somewhat optimistic and decidedly libertarian view of children runs aground when we realize that they are ( like a surprising number of adults) unable to judge accurately between entertainment and advertising. Adults can fend for themselves but, as marketers, we should be explicit (明确的) about our purpose when advertising to children on the Internet. 62.

According to the first paragraph, children as an Internet market [ A ] are becoming increasingly rational B ] are using Internet at an earlier and earlier age [ C ] have created a growing advertising market [ D ] are overtaking the adult market due to their spending power 63.

Targeting children for advertising is controversial because children [ A ] are unable to analyze and judge advertisements [ B ] are unable to cooperate since they are too young [ C ] often give off information that may be dangerous to them [ D ] are not ready to evaluate advertisements or information requests 64. Many advertisers defend the targeting of children because [ A no actual sales take place B it is up to parents to monitor their children C ] children understand what an advertisement is trying to do [ D ] children are provided a game

in return for the information 65. One reason why children are unable to resist giving personal information on the Internet is that A] they feel they must follow an adults orderswww. E xamda.CoM考试就到百考试题 [ B advertisement is presented in connection with entertainment [ C they do not know that the information is going to be read by someone [ D due to their inability to distinguish an advertisement from a non-advertisement 66. In the passage the author wants the marketers to understand that A] advertising to children must stop B ] a libertarian view in advertising is unethical C ] advertising to children must have a clear purpose D ] children must be treated differently when advertising 【结构剖析】议论文。本文首先提出观点：在美国，上网的儿童数量很多，他们成为网上商家重要的广告目标。然后指出：由于儿童还缺乏判断能力，商家在对儿童做广告时要清楚地表达出自己的目的。点击进入论坛查看答案gt. 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](http://www.100test.com)