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https://www.100test.com/kao_ti2020/645/2021_2022__E5_A4_87_E6_88_982009_c84_645248.htm saozizi"> The most important step in developing an effective campaign, and the step which must come before all others, is to define the objectives of the campaign with greatest possible clarity. Does the company wish to attract new investors? Does it seek to acquire a company abroad? Is a new product to be introduced? Are new government regulations threatening the company's profitability? Only after the fundamental needs of a corporation have been established can the basic objective for a corporate program be isolated. Without such a clearly-defined objective the campaign will have little effect. Note that we have spoken of "an objective", not a set of objectives. One cannot create a favorable climate among the financial community, emphasize one's concern for the environment, seek to attract new employees by the creation of a progressive image, give direct support to sales staff, and emphasize social responsibility, all in a single campaign. A scattering of diverse messages will confuse the reader and in the end he will absorb nothing. After the prime reason for investment in the campaign has been decided upon, the second step is to collect all the information that one wishes to convey to the selected audiences. Since there is only one objective for the campaign, one assumes that the audience has already been clearly identified during the selection of the objective. The third step involves the selection of the best possible media to be used in the campaign. It is alarming how many

advertising experts first create the campaign and then select the media. The print media are quite distinct from such media as radio and television in their advertising capabilities. Even within the print media there are critical differences in style and approach which must be noted by anyone designing an advertisement for printing in a newspaper as opposed to a magazine. Magazine advertising in turn is not one unified field, for there are many different types of magazines and journals directed to entirely different audiences. The fourth and last step is to find a suitable creative approach. If the objective is to develop a receptive climate among the financial community, for example, it would be a mistake to work with too much illustration and too few detailed data, too many clever words and too few facts and figures. In a campaign aimed at fixing in the consciousness of the general public an image of the company as a progressive and innovative leader in its field, on the other hand, it might be appropriate to emphasize dramatic illustrations and not take the chance of boring the audience with facts.

52. According to the author, the most important step in developing an effective campaign is [A] to select the best possible media [B] to create a good environment [C] to collect some information [D] to define the objectives

53. It can be inferred from the third paragraph that ___ [A] one objective will confuse the selected audience [B] set of objectives will help to attract new employees [C] one objective will make the selected audience know what to do [D] a set of objectives will help the selected audience know more about the campaign

54. "print media", in the passage (Line 3, Para 5) probably refers to [A] radio

and television [B] newspaper and radio [C] magazine and television [D] newspaper and magazine

55. What does the author imply by saying "too much illustration and too few detailed data" (Line 3, Para. 6) ? [A] Explain too much with no figures and facts. [B] Emphasize the details without illustration. [C] Explain nothing about the objectives. [D] Illustrate too few detailed data.

56. This passage tells us how to [A] find a suitable creative approach [B] develop an effective campaign [C] create a progressive image [D] establish the objectives

【结构剖析】说明文。本文介绍了开展有效活动的步骤，作者列举了四个步骤并进行了详细说明。首先是确定活动目标。第二是为已确定的宣传对象收集信息，第三是选择活动所需的最佳媒体，第四是找到适合的有创意的途径。

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