

2011年职称英语考试综合类补全短文辅导(4)职称英语考试

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考查应试者把握文章结构、掌握作者思路的能力。本部分为1篇300-450词的短文，文中有5处空白，文章后面有6组文字，其中5组取自文章本身。要求应试者根据文章的内容选择5组文字，将其放回相应位置，以恢复文章原貌。

Public Relations[综合类职称英语教材] Public relations is a broad set of planned communications about the company, including publicity releases, designed to promote goodwill and a favorable image. 1 Since public relations involves communications with stockholders, financial analysts, government officials, and other noncustomer groups, it is usually placed outside the marketing department, perhaps as a staff department or outside consulting firm reporting to top management. This organizational placement can be a limitation because the public relations department or consultant will likely not be in tune with 2 marketing efforts. 2 Although the basic purpose of public relations is to provide positive influence on the public image, this influence generally may be less than that provided by the other components of the public image mix. 3 Publicity on the other hand should not be divorced from the marketing department 4, as it can provide a useful adjunct to 5 the regular advertising. 4 The point we wish to emphasize is that a firm is deluding itself if it thinks its public relations function, whether within the company or an outside firm, can take care of public image problems and opportunities. 5 Many of these have to do with the

way the firm does business<sup>7</sup>, such as its product quality, the servicing and handling of complaints, and the tenor of the advertising. Public relations and directed publicity may help highlight favorable newsworthy events, and may even succeed in toning down the worst of unfavorable publicity, but the other components of the public image mix create more lasting impressions. 词汇： goodwill n. (1) 信誉 (2) 善意友好 (3) 愿意, 乐意 overtone n. 联想；暗示；次要的作用 (或意义)；弦外之音 noncustomer group 非顾客集团 delude vt. 欺骗, 哄骗 consulting firm 咨询公司 newsworthy adj. 有新闻价值的 注释： 1. ...designed to promote goodwill and a favorable image. .... 旨在提高信誉, 树立一个良好形象。 2. in tune with：与.....协调, 与.....一致。 例如： The price of gold coins fluctuates in tune with commodities. 金币的价格随商品涨落。 来源： www.examda.com 3. be in the form of：是(或有).....形式(或形状)。 例如： Gold was found in the ancient tomb in the form of bars. 在古墓中发现了铸成金条的黄金。 4. Publicity on the other hand should not be divorced from the marketing department 另一方面, 宣传也不能脱离营销部门..... 5. a useful adjunct to...：对.....的有用的补充 6. downright ill-advised：十分不明智 7. Many of these have to do with the way the firm does business. 这些因素很多与公司做生意的方法有关。 练习： A Publicity may be in the form of 3 news releases that have favorable overtones for the company initiated by the public relations department. B Furthermore, not all publicity is initiated by the firm； some can result from an unfavorable press as a reaction to certain actions or lack of actions that are controversial or even downright ill-advised<sup>6</sup>.

C Publicity then is part of public relations when it is initiated by the firm, usually in the form of press releases or press conferences. D Many factors impact on the public image. E It surely causes heavy losses to the company. F Poor communication and no coordination may be the consequences. 答案：1.C 2.F 3.A 4.B 5.D 相关推荐：[#0000ff>2011年职称英语综合类经典阅读题汇总](#)