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Unit 3	GPS Cell Phones	Development of Cell Phones	Partnership	Coordinate Clauses and Complex Sentences	Letters of Order
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Unit 9	Environmental Problems	Air Pollution and the Importance of Trees	Internet	Subject Clauses	Exposition of the Environment
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Unit Advertising

1

Pre-reading Tasks

Identify what you believe to be the functions of advertisements by entering Y.

- () Build brand recognition.
- () Spread messages of a particular service or product.
- () Improve the relationship between a company and the government.
- () Promote product sales.
- () Increase company operating costs.
- () Increase purchasing power.
- () Enrich cultural life.
- () Promote inter-industry competition.



Discussion Questions:

1. Is it fair that people blame advertising when they buy something they don't need?
2. How many different kinds of advertising can you mention?
3. Do you think women are more influenced than men by advertisements?

Text A

resent /rɪˈzent/	<i>vt.</i> 愤恨, 厌恶 <i>to feel bitter or angry about something</i>
derive /dɪˈraɪv/	<i>vi.</i> 起源于, 出自 <i>to be drawn (from a source)</i>
gaze /geɪz/	<i>vi.</i> 凝视 <i>to look steadily (at)</i>
regulation /regjuˈleɪʃən/	<i>n.</i> 条例 <i>an official rule</i>
column /ˈkɒləm/	<i>n.</i> 栏目 <i>one of the vertical sections into which the printed page of a book, newspaper, etc. is divided</i>
witty /ˈwɪti/	<i>adj.</i> 言辞诙谐的, 巧妙的 <i>clever; showing wit</i>
calamity /kəˈlæməti/	<i>n.</i> 大灾难, 灾祸 <i>a big disaster or misfortune</i>
revenue /ˈrevɪnjuː/	<i>n.</i> 财政收入 <i>the money that a government receives from taxes</i>
fascinating /ˈfæsmɪnɪŋ/	<i>adj.</i> 迷人的 <i>extremely attractive</i>

Word Tips

Advertisers' Useful Service to the Community



Advertisers tend to think big and perhaps this is why they're always coming in for criticism. Their critics seem to resent them because they have a talent for self-promotion and because they have so much money to throw around. "It's unfair," they say, "that this entirely unproductive industry should absorb millions of pounds each year. It only goes to show how much profit the big companies are making. Why don't they stop advertising and reduce the price of their goods? After all, it's the consumer who pays ..."

The poor old consumer! He'd have to pay a great deal more if advertising didn't create mass markets for products. It is precisely because of the heavy advertising that consumer goods are so cheap. But we get the wrong idea if we think the only purpose of advertising is to sell goods. An equally important function is to inform. A great deal of the knowledge we have about household goods derives largely from the advertisements we read. Advertisements introduce us to new products or remind us of the existence of ones we already know about. Supposing you wanted to buy a washing machine, it is more than likely that you would obtain details regarding performance, price, etc., from an advertisement.

Lots of people pretend that they never read advertisements, but this claim may be doubted. It is hardly possible not to read advertisements these days. And what fun they

often are, too! Just think what a railway station or a newspaper would be like without advertisements. Would you enjoy gazing at a blank wall or reading railway regulations while waiting for a train? Would you like to read only closely printed columns of news in your daily paper? A cheerful, witty advertisement makes a difference to a dull wall or a newspaper full of the daily calamities.

We must not forget, either, that advertising makes a positive contribution to our pockets. Newspapers, commercial radio and television companies could not survive without this source of revenue. The fact that we pay so little for our daily paper, or can enjoy so many broadcast programs is due largely to the money spent by advertisers. Just think what a newspaper would cost if we had to pay its full price!

Another thing we mustn't forget is the "small ads" which are in virtually every newspaper and magazine. What a tremendously useful service they perform for the community! Just about anything can be accomplished through these columns. For instance, you can find a job, buy or sell a house, announce a birth, marriage or death in what used to be called the "hatch, match and dispatch" column, but by far the most fascinating section is the personal or "agony" column. No other item in a newspaper provides such entertaining reading or offers such a deep insight into human nature. It's the best advertisement for advertising there is!

Notes to the Text

1. Advertisers tend to think big and perhaps this is why they're always coming in for criticism.

☞ Advertisers think of the world in terms of large markets of consumers who can be convinced to buy their products, not in terms of what's best for people or the country, so that is why people criticize them.

2. No other item in a newspaper provides such entertaining reading or offers such a deep insight into human nature.

☞ The personal column is a feature of the paper that reveals real information about what people want and are seeking.

Comprehension

I. Content Questions: Decide which of the following statements are True (T), False (F), or Not Given (NG).

1. () Critics of advertisements suggest that manufacturers, rather than consumers, pay for advertising.
2. () Advertising keeps people in touch with the latest information about household products.

3. () People read newspapers just for the fun of it.
4. () The personal or agony column is a section from which you can gain a better knowledge of human nature.

II. Group Discussion: Break into small groups and discuss the following questions. The teacher may ask you to repeat your group's answers to the class.

1. What does this sentence mean to you: "Doing business without advertising is just like you winking at a girl in the dark: you know what you are doing, but nobody else does"?
2. Some people cannot stand the interruption of their program by advertising; others say it can be a form of TV art and they enjoy it. What's your view?
3. Can you imagine what it would be like if there were no advertisements?
4. Have you ever read the personal columns (or agony columns)? What kind of advertising do they contain?

Language Practice

Vocabulary

I. Fill in the gaps with words or phrases chosen from the box. Change the form where necessary.

critics
resent
witty
agony
insight
positive
revenue
gaze
hatch
advertising
mass
absorb
promotion
blank
household

1. To quote Oliver Wendell Holmes, "A moment's _____ is sometimes worth a life's experience."
2. _____ are hoping the young director can breathe new life into the Chinese film industry.
3. Jennifer felt embarrassed under his steady _____ — she was ashamed beyond words.
4. Globalization has caused unprecedented interaction among diverse religions across the world, and young people sometimes suffer the _____ of religious doubt.
5. Thanks to the fast growth of the Internet, email has made _____ mailings possible at the touch of a button.
6. I'm at my _____'s end with this problem. I just cannot figure it out.
7. Cecelia feels _____ that her sister married before she did.
8. I am a person likely to think _____, so if something goes wrong, I try to fix it, and if I can't, I just forget it.
9. As a large personal computer manufacturer, Lenovo has become a _____ name around the world.
10. Tom knew all his lines in rehearsal, but his mind went _____ when he took the stage before an audience.

II. Substitute words or phrases from the text that best keep the meanings of the underlined words or phrases in the following sentences.

1. The phrase *crème de la crème* comes from French.
2. Barack Obama was almost unknown before running for office.
3. Two reporters were sent to Naples to cover the riot.
4. People have a tendency to need less sleep as they get older.
5. The annual advertising income of the company can hit 3 million yuan.
6. A television talk show is a desirable vehicle for publicity.

III. Consult a dictionary for the meanings of the phrasal verbs given below. Then fill in the blanks with the suitable phrasal verbs. Change the form where necessary.

stand out	stand up to	stand by
stand against	stand over	stand for

1. There is a ladder _____ the wall.
2. Her special talents _____ in comparison with the others in class.
3. I hate to have my boss _____ me while I am working at the computer.
4. The olive branch _____ peace.
5. This material can _____ high temperature.
6. The police officer told his men to _____ for action tonight.

Cloze

Choose the appropriate words and expressions to fill the blanks in the passage below. Change the form where necessary.

method	endless	recognizable	subsequently	purpose
on	longer	influence	bombard	oriented
tie	relate	seemingly	primary	toward

Today, ads are much more pervasive and less (1) _____ as a sales pitch. For instance, while eating at a favorite child (2) _____ fast food restaurant, a child may receive a toy. That toy may also be (3) _____ to a movie, a cartoon, a video game, or to a website that offers additional games, toys, and (4) _____ products. Books, clothing, accessory items, backpacks, cell phones, scooters and more are all tied to the same theme. There are a (5) _____ limitless number of products that are then presented to the children.

These ads for children, just as those targeted (6) _____ adults, create a need where none existed previously. They also hook children, and (7) _____ their parents, into an (8) _____ loop of buying more and more products.

Advertising is no (9) _____ limited to store displays, radio and TV commercials, and newspaper ads. Some children's literature is developed for the (10) _____ purpose of marketing. Movies, cartoons, video games and more are also developed for the (11) _____ of marketing additional products. Some schools even allow advertising (12) _____ books, educational posters, on the sides of buses, and more.

As we are (13) _____ with ads from every direction, even as adults these games, movies, children's meals, websites, etc. are seldom recognized as the mere marketing (14) _____ that they are. With increased prevalence and subtlety, the (15) _____ of advertising has grown enormously.



Translation

I. Translate the following sentences into English.

1. 他为人正直、工作认真,正是我们想要找的那种人。(precisely)
2. 出乎大家意料的是,南希嫁给了一个比她老许多的人;这个人没钱,也没工作。(a great deal more/less)
3. 几乎可以肯定的是,交通运输部部长将亲自出席剪彩仪式。(more than likely)
4. 是他父亲让他第一次领略到了赛马的乐趣,这也彻底改变了他的生活。(introduce... to...)
5. 你的脾气怎么变得这么坏? 你以前可不是这样的呢!(used to)
6. 她是这个班上最聪明的学生,也是老师最喜欢的学生。(by far)

7. 今早所有的国内航班因天气原因推迟起飞,导致 500 多名旅客滞留机场。(due to)
8. 假设发生了火灾,你会怎么应对呢? 是拨打火警电话,还是先自行灭火?(supposing)
9. 由于在此问题上处理不当,市政府饱受批评,市长也因此引咎辞职。(come in for)
10. 基督教教义中的七宗罪体现了人性的阴暗面,它们是色欲、贪食、贪婪、懒惰、暴怒、忌妒和骄傲。(lust, gluttony, greed, sloth, wrath)

II. Simultaneous Interpretation: Now the Chinese sentences are played back without stopping. Translate them into English orally at almost the same moment you hear them.

Text B

product placement	植入式广告 <i>product integration, or embedded advertising, an advertising technique used in movies and TV in which companies arrange for their products to be displayed in certain contexts</i>
commercial /kə'mɜːʃəl/	<i>n.</i> 商业广告 <i>advertisement</i>
victim /'vɪktɪm/	<i>n.</i> 受害者 <i>sb. who suffers because sth. bad happens</i>
prop /prɒp/	<i>n.</i> 道具 <i>a small object used by actors during the performance</i>
folk /fəʊk/	<i>n.</i> 人 <i>people who do a particular kind of work</i>
visible /'vɪzəbl/	<i>adj.</i> 看得见的 <i>that can be seen</i>
scene /siːn/	<i>n.</i> 镜头 <i>a part of a film</i>
seamlessly /'siːmlɪslɪ/	<i>adv.</i> 无缝地 <i>without spaces or pauses</i>
realism /'riːlɪzəm/	<i>n.</i> 现实感 <i>the quality of being very like real life</i>

Word Tips

surge /sɜːdʒ/	<i>n. & vi.</i> 激增; 涌动 <i>a sudden increase; to move quickly and forcefully</i>
corporate /'kɔ:p(ə)rət/	<i>adj.</i> 公司的 <i>connected with a company</i>
agency /'eidʒənsɪ/	<i>n.</i> 办事处 <i>a business that provides a particular service</i>
personnel /,pɜːsə'nel/	<i>n.</i> 员工 <i>the people who work for an organization</i>
integration /,ɪntɪ'greɪʃən/	<i>n.</i> 有机结合 <i>the combining of two or more things</i>
spot /spɒt/	<i>vt.</i> 认出 <i>to see or notice</i>
Coke /kəʊk/	可口可乐 <i>an American multinational beverage corporation</i>
Pepsi /'pepsɪ/	百事可乐 <i>an American multinational food and beverage corporation</i>
Nestle /'nesl/	雀巢 <i>a Swiss multinational nutritional, snack food, and health-related consumer goods company</i>
logo /'lɒgəʊ/	<i>n.</i> 标志 <i>the official sign of a company or organization</i>
Audi /'ɒdɪ/	奥迪(汽车) <i>an automobile manufacturer and distributor with its headquarters in Germany</i>
involvement /ɪn'vɒlvmənt/	<i>n.</i> 参与 <i>the act of taking part in an activity</i>
Hollywood /'hɒlɪrwʊd/	<i>n.</i> 好莱坞 <i>a district in Los Angeles, California, United States known as a historical center of movie studios and movie stars</i>
vehicle /'viːkl/	<i>n.</i> 车辆; (表达思想的) 工具 <i>a tool used to express your ideas or feelings</i>
attribute /ə'trɪbjʊ(:)t/	<i>vt.</i> 归因于 <i>to say that a situation is caused by sth.</i>
segment /'segmənt/	<i>n.</i> 部分 <i>a part of sth.</i>
sandwich /'sænwɪdʒ/	<i>vt.</i> 插入 <i>to fit sth. into a very small space between two other things</i>
Ford /fɔːd/	福特(汽车) <i>an American multinational automaker headquartered in Detroit, Michigan and founded by Henry Ford on June 16, 1903</i>
decorate /'dekəreɪt/	<i>vt.</i> 装饰 <i>to make sth. look more attractive by putting things on it</i>

How Product Replacement Works

Have you ever watched a television show or a movie and felt like you were watching a really long commercial? If so, then you've been the victim of bad product placement. There's certainly a line that can't be crossed when presenting brand-name items as props within the context of a movie, television show, or music video. Clever marketing folks try never to cross that line. They want their products to be visible within a scene, but not the focus. The product needs to fit, almost seamlessly (almost being the key word here) into the scene.

When done correctly, product placement can add a sense of realism to a movie or television show that something like a can simply marked "soda" cannot.

Product placement is something that dates back to at least the early 1950s, and saw a surge in the mid-1980s. Now there are specific corporate positions and entire agencies that can handle the job. Some larger corporations will appoint personnel to find out opportunities for product integration or placement within films, television shows and even games and music.

The next time you watch a movie, try to keep an eye out for products or brand-names you recognize. It's highly likely that you'll see one of the major soft drink companies represented. Is it Coke? Pepsi? Nestle? Once you've spotted something, see how many other scenes include that product. You're likely to see many. "How," you'll wonder, "can the actor hold the Coke can just the right way every time so that the logo is perfectly visible?"

In 2004, product placement reached a new level with Audi's involvement with the movie *I, ROBOT*. The Audi RSQ concept car plays a central role in that film. Audi didn't just place the RSQ in the movie; Audi created the RSQ for the movie. In the creative cooperation between the carmaker and Hollywood, we may be looking at the future of this type of advertising — name-brand products that are not simply chosen to fill a role that benefits both parties, but products that are *created* to fill that role.

Product placement is not quite as widespread on TV as it is in movies, but it is a rapidly growing industry. Product placement on TV has to share its advertising space with traditional advertising known as the 30-second spot. Since the beginning of television program, advertisers have invested big bucks to promote their products and brands. The 30-second spot has been the main vehicle for a very long time. Does that mean there can only be one winner in television advertising? Not necessarily.

There's a big difference between product integration and a standard 30-second advertising spot. Yes, both are a means to a similar end, but that doesn't mean there's only room for one of these vehicles in advertising. In fact, the current trend is a combination of the two. This trend can in large part be attributed to many of today's reality-based television shows, which seem to be a perfect match for product integration. The very best example of this is the popular talent show "American Idol". Not only are segments of the show sandwiched between ads for Coca-Cola and Ford, but some of these companies' brands and products are evident (REALLY EVIDENT) in the show. For examples, each of the three judges sits behind large red cups decorated with the Coca-Cola logo.

Notes to the Text

1. *I, Robot*:《机械公敌》 A 2004 science-fiction action film.
2. The Audi RSQ: 奥迪 RSQ 概念车 A mid-engine concept car developed by Audi AG for use as a product placement in the film *I, Robot*. It is meant to depict a technologically advanced automobile in the Chicago city from the year 2035.
3. 30-second spot: 30 秒广告时段 An advertising period on television or radio which lasts for 30 seconds.
4. American Idol: 美国偶像 A reality game show/singing competition in the US.

Comprehension

I. Multiple Choices: Read the text and choose the best answer to each question or unfinished statement.

1. People sometimes feel like they are watching a commercial when they are actually watching a movie because _____.
 A. the products are used as props in the movie
 B. the products are shown within the context of the movie
 C. the products don't fit the scene
 D. the products appear more than once in the movie
2. Product placements that are perfectly done can _____.
 A. put the products at the focus of a scene
 B. make the products invisible in a scene
 C. change a scene
 D. add a sense of realism to the scene
3. The author says that product placement reached a new level with Audi's involvement with the movie *I, Robot* because _____.
 A. the Audi RSQ concept car plays a central role in the film
 B. the Audi RSQ concept car was created to fill the role in the film
 C. it is the first cooperation between the carmaker and Hollywood
 D. the Audi RSQ concept car fits the film perfectly
4. Which of the statements below is TRUE?
 A. Product placement is more widespread in movies than on TV.
 B. Product placement on TV grows faster than that in movies.
 C. Product placement becomes more popular than the traditional 30-second spot.
 D. Product placement and traditional 30-second spot cannot exist at the same time.

5. Where can you find product placements?
 A. In movies. B. In TV shows.
 C. In music videos. D. All of the above.

II. Text Comprehension: Fill in the blanks in the table with the information you have read.

	Product Placement	Traditional Advertising
Features	Products presented as _____ within the context that fit almost _____ into the scene	Segments of the show are _____ between ads displayed within a period that usually last for _____
Development	Emerge in _____ ; _____ in the mid-1980s; the current trend is to be combined with _____	Remains the _____ for advertisement for a very long time
Examples	1) The actor holds the Coke can the right way so that the _____ is perfectly visible; 2) Audi _____ the RSQ to fill a role in the movie <i>I, Robot</i> ; 3) Each of the three judges in "American Idol" sits behind large red cups _____ the Coca-Cola logo.	_____ and _____ ads in-between segments of "American Idol"

III. Translate the following sentences into Chinese, and then paraphrase them.

- There's certainly a line that can't be crossed when presenting brand-name items as props within the context of a movie, television show, or music video.
- When done correctly, product placement can add a sense of realism to a movie or television show that something like a can simply marked "soda" cannot.
- Both are a means to a similar end, but that doesn't mean there's only room for one of these vehicles in advertising.
- Not only are segments of the show sandwiched between ads for Coca-Cola and Ford, but some of these companies' brands and products are evident in the show.

Oral Practice

Discussion

1. **Work in pairs to discuss the pros and cons of product placements. You may refer to the cues in the table below.**
 cons divert viewers' attention, interrupt the plot, annoying, unnatural, deceptive, over-emphasized
 Pros benefit both manufacturers and movie producers, producing more and better movies and TV programs, make the movie or TV show more real
2. **Search the Internet for examples of product placement. Then discuss in groups.**
 - 1) Apart from movies, TV shows, MV, games, where else can you find embedded advertising?
 - 2) Name some successful and unsuccessful examples of product placement. Give the possible reasons for their success and failure.
 - 3) A representative is selected to present his/her findings and explanation to the rest of the class.

Language Practice

1. Fill in the blanks with words or phrases given in the box. Change the form where necessary.

involvement	decorate	vehicle	corporate	attribute
integration	commercial	placement	victim	visible
spot	surge	spot	segment	seamless

1. The aim is to promote closer economic _____ so as to achieve common development of the countries in the region.
2. The government is trying to play down its _____ in the economic activities of the enterprises.
3. Many small businesses have fallen _____ to the financial crisis.
4. He resigned from the company a year ago because he didn't share the _____ culture.
5. Neighbors _____ smoke coming out of the house and called 119.
6. She _____ her success to hard work and a little luck and insists that she is not a genius.
7. I have never seen a cake like this before — it is _____ to look like a car.
8. Most stars are not _____ to naked eyes because they are so far away from the Earth.
9. Paintings may be used as a _____ to show the painter's thoughts and feelings.
10. We are having trouble keeping up with the recent _____ in demand, so we should hire more people to do the work.

II. Translate the following paragraph into English.

电视广告是一种最有效的广告形式,不同于报纸、杂志、广播和网站等形式,电视广告综合了视听信息,形式百变多样。研究报告显示,人们每天花在看电视上的时间是4个半小时,看电视是最主要的休闲活动。鉴于其对人们的影响如此之大,电视被称为广告媒介之“王”。但同时,电视也被称为广告费用之“王”。

III. Simultaneous Interpretation: Now the Chinese paragraph is played back without stopping. Translate them into English orally at almost the same moment you hear them.

Text C

An advertisement is a message printed in a newspaper or magazine, broadcast on radio or television, sent to individuals through the mails, or disseminated in some other fashion that attempts to persuade readers or listeners to buy a particular product, favor a particular organization, or agree with a particular idea.

There are eight principal media for advertising. Perhaps the most basic medium is the newspaper, which offers advertisers large circulations, a readership located close to the advertiser's place of business, and the opportunity to alter their advertisements on a frequent and regular basis. Magazines, the other chief print medium, may be of general interest or they may be aimed at specific audiences (such as people interested in outdoor sports or computers or literature) and offer the manufacturers of products of particular interest to such people the chance to make contact with their most likely customers. Many national magazines publish regional editions, permitting a more selective targeting of advertisements.

In Western industrial nations the most pervasive media are television and radio. Although in some countries radio and television are state-run and accept no advertising, in others advertisers are able to buy short “spots” of time, usually a minute or less. Advertising spots are broadcast between or during regular programs, at moments sometimes specified by the advertiser and sometimes left up to the broadcaster. For advertisers the most important facts about a given television or radio program are the size and composition(构成)of its audience. The size of the audience determines the amount of money the broadcaster can charge an advertiser, and the composition of the audience determines the advertiser's choice as to when a certain message, directed at a certain segment(部分)of the public, should be run.

The other advertising media include direct mail, which can make a highly detailed

and personalized appeal; outdoor billboards (广告牌) and posters; transit advertising, which can reach the millions of users of mass-transit systems; and miscellaneous media, including dealer displays and promotional items such as matchbooks (纸板火柴) or calendars.

Advertising has become a specialized activity in modern times. In the business world of today, supply is usually greater than demand. There is great competition among different manufacturers of the same kind of product to persuade customers to buy their particular brand. They always have to remind the consumer of the name and the qualities of their product. They do this by advertising.

Manufacturers often spend large sums of money on advertisements. We buy a particular product because we think that it is the best. We usually think so because of the advertisements that say so. Some people never pause to ask themselves if the advertisements are telling the truth.

The influence of modern advertising techniques must also be considered. Insofar as advertising informs the consumer of the range of alternatives, it can be argued that advertising merely increases the consumer's information; and insofar as advertising consciously or subconsciously changes consumer preferences, it remains one of the many factors determining consumer preferences that the economist takes as given. Advertising, however, cannot persuade the public to buy whatever the producer offers. Advertising is likely to be most effective in influencing consumers to choose one of several almost identical products being offered, such as toothpaste, cigarettes, or gasoline. But it may also raise the demand for the group of competing products as a whole. In addition, it can be argued that the total effect of modern advertising is to shift the preferences of consumers in favor of luxury goods rather than necessities, in favor of consumption rather than saving, and in favor of employment rather than leisure.

National advertising, which promotes the products or the identity of a firm that markets them nationwide, is the dominant form of advertising. Retail and other local business advertising is second in importance. Other types include trade advertising, which addresses retailers, asking them to promote the advertised brand; industrial advertising, which sells goods from one producer to another; and professional advertising, from producers to professionals, such as doctors, who influence consumer purchases.

Advertising is the techniques and practices used to bring products, services or opinions to public notice for the purpose of persuading the public to respond in a certain way. Most advertising involves promoting a product that is for sale, but similar methods are used to encourage people to drive safely, to support various charities, or to vote for political candidates, among other examples. In many countries advertising is the most important source of income for the media (e. g., newspapers, magazines, or television stations) through which it is conducted. In most countries advertising has become a large and important service industry.

In the ancient and medieval (中世纪的) world such advertising as existed was conducted by word of mouth. The first step toward modern advertising came with the development of printing in the 15th and 16th centuries. In the 17th century weekly

newspapers in London began to carry advertisements, and by the 18th century such advertising was flourishing(繁荣). The great expansion of business in the 19th century was accompanied by the growth of an advertising industry; it was that century, primarily in the United States, that saw the establishment of advertising agencies. The first agencies were, in essence, brokers(掮客)for space in newspapers. But by the early 20th century agencies became involved in producing the advertising message itself, including copy and artwork, and in the 1920s agencies could plan and execute complete advertising campaigns, from initial research to copy preparation to placement in various media.

There is no dispute over the power of advertising to inform consumers of what products are available. In a free-market economy effective advertising is essential to a company's survival, for unless consumers know about a company's product they are unlikely to buy it. In criticism of advertising it is said that the consumer must pay for the cost of advertising in the form of higher prices for goods. Against this point it is argued that advertising enables goods to be mass marketed, thereby bringing prices down. It has been argued that the cost of major advertising campaigns is such that few firms can afford them, thus helping these firms to dominate the market. On the other hand, whereas smaller firms may not be able to compete with larger ones at a national level, at the local level advertising enables them to hold their own. Finally, it has been argued that advertisers exercise an undue influence over the regular contents of the media they employ — the editorial stance(姿态、立场)of a newspaper or the subject of a television show. In response it has been pointed out that such influence is counteracted, at least in the case of financially strong media firms, by the advertiser's reliance on the media to convey his messages; any compromise(妥协)of the integrity(正直)of a media firm might result in a smaller audience for its advertising.

Exercise 1. Scanning and Skimming

Read the text and choose the best answer to each question or unfinished statement.

- The purpose of sending out an advertisement does NOT include _____.
 A. persuading people to buy a product
 B. inviting people to patronize an organization
 C. convincing people to spend money
 D. asking people to agree with an idea
- How many principal media for advertising are mentioned in the passage?
 A. 8. B. 6. C. 4. D. 10.
- Magazines make a chief print medium of advertisements because they offer _____.
 A. large circulations
 B. the most likely customers
 C. readership interested in outdoor sports or computer or literature
 D. the opportunity to frequently and regularly alter advertisements
- What is most important for a television or radio program?

- A. The size of its audience. B. The composition of its audience.
C. Both A and B. D. Neither A nor B.
5. In today's world, supply is _____ demand.
A. slightly smaller than B. much smaller than
C. equal to D. greater than
6. Which of the following is the second important form of advertising?
A. Trade advertising.
B. Professional advertising.
C. Retail and local business advertising.
D. National advertising.
7. The first step toward modern advertising happened in _____.
A. the 14th century B. the 15th and 16th centuries
C. the 16th century D. the 17th century
8. When and where were advertising agencies first established?
A. In the 18th century in the United Kingdom.
B. In the 19th century in the United Kingdom.
C. In the 19th century in the United States.
D. In the 20th century in the United States.
9. In criticism of advertising, it is argued that consumers _____.
A. decide the survival of companies in a free-market economy
B. cover the cost of advertising by paying higher prices for goods
C. buy a company's product although they don't like it
D. save money because advertising enables goods to be mass marketed
10. What does the last sentence in the passage mean?
A. A media firm will sacrifice integrity to advertise to the audience.
B. No media firm will sacrifice integrity to advertise to the audience.
C. Fewer people will trust in the advertising by a dishonest media company.
D. Fewer people will trust in the advertising by an honest media company.

Exercise 2. Paraphrase

1. In a free-market economy effective advertising is essential to a company's survival, for unless consumers know about a company's product they are unlikely to buy it.
2. Any compromise of the integrity of a media firm might result in a smaller audience for its advertising.

Language in Use

Listening Task

Listen and learn the following passage by heart.

The Word “Black”

I am black. When I look in the mirror, I see myself, but I am not ashamed. God made me. He did not make us no badder than the rest of the folks. The Earth is black and all kinds of good things come out of the Earth. Trees and flowers and fruit and sweet potatoes and corn and all that keeps men alive come right up out of the Earth — good old black Earth. Coal is black and it warms your house and cooks your food. The night is black, which has a moon, and a million stars, and is beautiful. Sleep is black which gives you rest, so you wake up feeling good. I am black. I feel very good this evening. What is wrong with black?

— Langston Hughes

Comprehensive Task

Read the following passage and do the exercise that follows by matching the beginnings of the sentences with the endings.

Price is the money or other considerations including other products and services exchanged for the ownership or use of a product or service. The price paid for goods and services goes by many names. You pay rent for your apartment, tuition for your education, and a rate to your doctor or dentist. The airline, taxi and bus companies charge you a fare, and the local bank makes you pay interest and charges for the money you borrow. The price for driving your car on a motorway is a token and the company that insures you charges a premium. The guest speaker charges you an honorarium to tell you about the government official who took a bribe to help some character steal fees collected by the trade union. Your regular lawyer may ask for a retainer to cover his services. The price of an executive is a salary, the price of a salesperson may be a commission, and the price of a worker is a wage.

- | | |
|-------------------------|--|
| 1. You pay rent | a. for taking lessons, especially at a college, university or private school. |
| 2. You pay a premium | b. for a journey. |
| 3. You get a salary | c. for working, usually according to how many hours or days you work each week or month. |
| 4. You pay a commission | d. for using a house, room, etc. that belongs to someone else. |
| 5. You pay tuition | e. to a professional person or institution for their work. |
| 6. You get a wage | f. to a person or institution such as a bank for lending you money. |
| 7. You pay interest | g. to an insurance company so that you are protected by insurance. |

8. You pay a fare
9. You pay fees
- h. for working each month or year.
- i. to a person or an organization for the service provided.

Career Skills

Background information: Nokia

Wireless wizard Nokia has cast a spell on the mobile phone market. The company's products are divided primarily between four divisions: mobile phones (wireless voice and data devices for personal and business uses), multimedia (home satellite systems, and mobile gaming devices), networks (wireless switching and transmission equipment used in carrier networks), and enterprise solutions (wireless systems for businesses). Nokia combined its network equipment business with that of Siemens in 2007.

NOKIA
Connecting People

Task 1: Prepare for an interview

As a journalist from *China Daily*, you have the chance to interview the head of Nokia Living “Open Innovation” Laboratory and try to introduce this Nokia innovation venturing organization to your readers.

Step 1 Prepare a brief question list, focusing on the purpose of your interview — to introduce “Open Innovation” Laboratory to your readers. Which of the following questions will you include in your list? Tick the ones you will choose.

- 1) What kind of organization is “Open Innovation” Laboratory? ()
- 2) Generally speaking, what is the mission of your innovation venturing activities? ()
- 3) What is the process of innovation venturing activities? ()
- 4) What do you like to do during your spare time? ()
- 5) So far what is the main achievement of innovation venturing activities? ()
- 6) If our readers are also very interested in your company's innovation venturing activities, how could they join you? ()
- 7) How about the welfare of your job? ()

Step 2 In the following boxes are the possible replies to some of the above questions from the head of the innovation venturing organization. Read them and match the replies with the questions.

A

The mission of our venturing activities is the renewal of Nokia. The Nokia Ventures Organization is working on new businesses that fall outside the scope or current focus of Nokia's core business units. We are expanding Nokia's interests towards new areas, but still working within Nokia's broad vision of “Life Goes Mobile”. This venturing activity triggers new developments that play a significant role in the renewal of the company.

B

“Open Innovation” Laboratory is a kind of innovation venturing organization. Nokia has moved beyond “not invented here” and are embracing “let’s find the best ideas wherever they are”. They have a very interesting group called Innovent that directly supports and nurtures nascent innovators with the hope of growing future opportunities for Nokia.

C

Innovation venturing process is business incubation from the idea phase to profitable business. Ideas that fit into the Nokia vision are collected continuously from both internal and external sources. The most promising ideas are developed further in the business unit where the objectives and competencies best match the scope of the idea and the resources needed to develop it.

D

Nokia recognizes that innovation does not only happen within Nokia. Our innovation networks extend beyond the company and include research centers, academics and business partners, and entrepreneurs. If you wish to explore opportunities to partner with Nokia, please contact us with the following information:

Nokia Ventures Organization

7Fl, Bund Center, No.222 Yan An East Road

Shanghai, P. R. C. 200002

E

Throughout its history, Nokia has renewed its core businesses and created innovative businesses in entirely new areas. Nokia’s venturing activity has created independent businesses, contributed to the growth and profit of the core businesses of Nokia, provided financial returns on investments, and produced intangible assets and insights.

Question number**Box letter**

Step 3 Role-play the interview with your partner.

Task 2: Write a news article

After the interview, your editor asks you to write a news article about the interview. You can follow the steps below:

Step 1 Read the following points which are important to the writing of a news article:

- **Clear:** Your meaning should be understood without leaving any room for doubt.
- **Concise:** Say everything you have to say with the minimum of words.
- **Precise:** You should write without ambiguities.

● **Interesting:** Make the reader want to keep reading. Write as if you were talking to a friend.

Step 2 Based on the interview you have made in Task 1 and the suggestions above, write a news article with the title — *Nokia's Living "Open Innovation" Laboratory*. Or you may create a title of your own.

Grammar

表语从句 The Predicative Clause

表语从句指从句在句中作表语,通常是位于 be, look, seem, remain, sound, appear 等系动词之后。

表语从句的连接词及用法

连接词	意义	范 例	说 明
that	无意义	Our sincere wish is that we want to establish friendly business ties with your firm based on fairness and common interests.	1. 在表示命令、建议、请求等含义的名词后的表语从句的动词要用“should+动词原形”表示,should可省略。如: My idea is that we (should) give up the attempt. 2. 当主语中的名词是 the reason 时,表语从句中的连接词通常是 that 而不是 because。如: The reason why he quit the job is that the salary was too low. 3. 表语从句的连接词 that 在口语中有时可以省略。
whether	是否	His doubt is whether the goods will be delivered within one day.	
as if/ though	好像	It looks as if it is going to rain.	
because	因为	That is because he was ill.	
who/ whom	谁	The problem is who will preside over the meeting.	
what	什么	Our concern is what commodities you are handling. China is no longer what it used to be.	
which	哪一个	The problem is which department of your college will stay in touch with the foreign teacher.	
where	何地	Our puzzle is where you have got the information that we enjoy a good reputation of more than 30 years in the world market.	
when	何时	The problem is when the products will be introduced into the market.	
how	怎样	The next step is how we work together to do business based on equality and mutual benefit.	
why	为什么	To let you know the quality of our products is why I sent you the catalogues, samples and other related information.	

Exercise

Fill in each blank with an appropriate word.

1. Skilled workers are _____ we need now.
2. The reason why he was absent is _____ the traffic was heavy.