

## 媒体

press n. 新闻界，新闻报道

coverage n. 新闻报道

fair adj. 公平的

cater for audiences 迎合观众

hook vt. 吸引，使上钩

unveil v. 揭露

supervise v. 监督

mislead vt. 误导

exaggerate/overstate/magnify v. 夸大，夸张

public opinion 舆论

## 广告

commercial n. (无线电或电视中的)广告

public service advertising 公益广告

advertiser n. 登广告者

promotion n. 促销

marketing tool 市场工具 (营销手段、策略 marketing strategies)

target audience 目标受众

shopaholic n. 购物狂

induce vt. 劝诱、促使

stimulate/motivate vt. 刺激，激励

purchase decision 购买决定

## 艺术娱乐

unique adj. 唯一的，独特的

representative n. 代表 adj. 典型的，有代表性的

poem n. 诗

painting n. 绘画

music n. 音乐

sculpture n. 雕刻，雕塑

spiritual adj. 精神上的

pursuit n. 追求，追逐

Beijing Opera 京剧

cross-talk 相声

## 看句子积累话题词汇—媒体类

1. The editorial policy of a newspaper determines whether serious news items are reported in a responsible way.
2. Unfortunately, sensational journalism has resulted in 后面接结果 much public distrust of the media.
3. The media nowadays carries too many stories about celebrities and trivia 琐事 and not enough serious news.
4. The fire disaster occurring in Australia received global news coverage, so that the whole world became interested in the consequence.
5. It seems that every insignificant event in the lives of celebrities makes front page headlines.
6. One disadvantage of the printed media is that it is unable to carry the latest breaking news stories. (breaking news: news that is arriving about events that have just happened)
7. Newspapers are unable to provide up to the minute news coverage of events as they happen.
8. Newspapers have now become only a source of stale news, which is a major reason why they have become less popular.
9. Celebrity endorsement by famous TV stars is commonly used by companies to encourage consumers to trust and buy their products.
10. Those with a strong interest in a particular field sometimes prefer to subscribe to a magazine which has articles relating to that area.

11. Newspapers have increasingly turned to providing expert and detailed 并列的形容词来修饰 analysis，大家可以自行搜索一下 expert 形容词的用法，查看相关例句 analysis of recent events, for example, the outbreak of epidemics.
- 注意词汇活用，比如政府应不应该做某事，你就可以说政府有责任有义务对公民负责，在 the outbreak of epidemics，政府应当承担责任研发药物，出台什么政策等等。
12. The growing popularity of online advertising has resulted in a loss of (loss 是名词，注意区分 loss 和 lost) revenue for the printed media in general.
13. Supermarkets, for example, always carry huge in-store advertisements when they slash the prices of products.
- slash (常用于报章) 表示大幅度降低 to slash costs 成本/prices/fares 车费  
小作文中可应用 eg: the workforce has been slashed by half.
14. Consumers must always be wary of the claims made in advertisements, because such claims are often exaggerated or untrue.
15. Most large enterprises contract specialist marketing companies to promote their products.
16. Advertising motivates consumers to buy goods impulsively. (motivate sb to do)
17. If consumers were not easily swayed by advertisements, the advertising industry would not exist.
18. In deciding how to promote their products or services, businesses should first conduct market research.
- conduct an experiment/ an inquiry 询问/ a survey
19. Advertising plays a key role in price wars among supermarkets.
20. Companies have recognized that the services of the marketing industry are essential to launch a new product successfully.

以上句子皆可以应用在口语话题中，比如广告对人们的影响，你喜欢杂志还是报纸等等。