

## 媒体

\_\_\_\_\_ n. 新闻界，新闻报道

coverage n. \_\_\_\_\_

\_\_\_\_\_ adj. 公平的

cater for audiences \_\_\_\_\_

\_\_\_\_\_ vt. 吸引，使上钩

\_\_\_\_\_ v. 揭露

supervise v. \_\_\_\_\_

mislead vt. \_\_\_\_\_

\_\_\_\_\_ v. 夸大，夸张

public opinion \_\_\_\_\_

## 广告

\_\_\_\_\_ n. (无线电或电视中的)广告

public service advertising \_\_\_\_\_

\_\_\_\_\_ n. 登广告者

\_\_\_\_\_ n. 促销

marketing tool \_\_\_\_\_

\_\_\_\_\_ audience 目标受众

\_\_\_\_\_ n. 购物狂

induce vt. \_\_\_\_\_

\_\_\_\_\_ vt. 刺激，激励

purchase decision \_\_\_\_\_

## 艺术娱乐

unique adj. \_\_\_\_\_

\_\_\_\_\_ n. 代表 adj. 典型的，有代表性的

\_\_\_\_\_ n. 诗

painting n. \_\_\_\_\_

\_\_\_\_\_ n. 音乐

\_\_\_\_\_ n. 雕刻，雕塑

spiritual adj. \_\_\_\_\_

\_\_\_\_\_ n. 追求，追逐

\_\_\_\_\_ 京剧

cross-talk \_\_\_\_\_

看句子积累话题词汇

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 much public distrust of the media.
3. The media nowadays carries too many stories about celebrities and trivia 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.

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 analysis of recent events, for example, the outbreak of epidemics.
12. The growing popularity of online advertising has resulted in a loss of revenue for the printed media in general.
13. Supermarkets, for example, always carry huge in-store advertisements when they slash the prices of products.
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.
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.
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.