



主旨大意，重要事实和细节，隐含意义，判断作者的观点、态度等。
阅读部分考核的技能是：

1. 辨别和理解中心思想和重要细节
 - (1) 理解明确表达的概念或细节。
 - (2) 理解隐含表达的概念或细节（如总结、判断、推论等）；
通过判断句子的交际功能（如请求、拒绝、命令等）来理解文章意思。
 - (3) 理解文章的中心思想（如找出能概括全文的要点等）。
 - (4) 理解作者的观点和态度。
2. 运用语言技能理解文章
 - (5) 理解词语（如根据上下文猜测词和短语的意思）。
 - (6) 理解句间关系（如原因、结果、目的、比较等）。
 - (7) 理解篇章（如运用词汇及语法承接手段来理解篇章各部分之间的关系）。
3. 运用专门的阅读技能
 - (8) 略读文章，获取文章大意。
 - (9) 查读文章，获取特定信息。

大学英语四级考试阅读理解部分要求考生达到《大学英语课程教学要求（试行）》中的一般要求，即“能基本读懂一般性题材的英文文章，阅读速度达到每分钟 70 词。在快速阅读篇幅较长、难度略低材料时，阅读速度达到每分钟 100 词。能基本读懂国内英文报刊，掌握中心意思，理解主要事实和有关细节。能读懂工作、生活中常见的应用文体的材料。能在阅读中使用有效的阅读方法。”



词、黑体词、脚注、标点符号等，对文章进行预测略读。预测略读要了解作者的思路、行文方式，以便把握大意、相关细节及其相互关系。

(2) 以一般阅读速度阅读文章开头的第一、二段，力求抓住文章大意、背景情况、作者的写作风格、口吻或语气等。

(3) 阅读段落的主题句和结论句。抓住主题句就掌握了段落大意，然后略去细节不读，以实现略读速度。

(4) 注意转折词和序列词。转折词如 however, moreover, in addition 等；序列词如 firstly, secondly 等。

2. 查读 (scanning)

查读又称寻读，同略读一样，也是一种快速阅读技巧。查读的目的主要是从大量的资料中迅速查找某一项具体事实或某一项特定信息，如数字、时间、人名、地名等。在查读时，目光要自上而下、一目数行地寻视与答题内容相关的词句，与此无关的内容要很快掠过。例如，在车站寻找某次列车的运行时刻，在机场寻找某次航班的起飞时间，在图书馆查找书刊的目录，都可以运用这种方法。

查读与略读不同。略读时，读者事先对材料一无所知，而查读则是在读者对材料有所了解的情况下进行的。因此，查读带有明确的目的性。作为一种快速寻找信息的阅读技巧，查读主要用于回答细节题，根据题干部分的关键词语，现在文章中找到大致的方位，然后再仔细阅读，确认信息。在找到关键词之前不用花费时间去试图理解每一个句子。

查读可以运用以下技巧：

(1) 利用章节标题和说明。查读时，首先看看文章标题或章节标题，确定章节内是否包含自己所需的材料，这样可以直接阅读与问题有关的信息。

(2) 抓提示词。读者找到包含所需信息的章节准备阅读时，要小心与那个具体信息有关的提示词。例如，在报纸体育运动版上寻找某田径运动员的某项运动成绩，他的国名就是提示词。

求抓住文章的主旨大意。注意了解文章的主题句及结论句。

2. 注意标点符号的使用

可以运用标点符号（破折号、小括号、冒号）了解抽象的词汇或句子的含义。因为这些标点符号的出现就是为了更进一步地解释其前的信息。但同时，由于快速阅读用词相对比较简单，很容易理解和把握标点前的被解释信息，所以，可以将这些标点符号后面的信息删除，从而可以更加快速地把文章，提高阅读效率。

3. 注意逻辑关系的运用

逻辑关系分布在文章的句子内部、句句之间以及段落之间。最基本的逻辑关系有以下几种：

(1) 因果关系：as a result, therefore, hence, consequently, because, for, due to 等。

(2) 并列、递进关系：and, or, then, in addition, besides, in other words, moreover 等。

(3) 转折关系：however, but, yet, in fact 等。

这些我们其实已经很熟悉的逻辑提示词在文章中所起的效果，并非仅仅是衔接文章的句子，从阅读角度来看，它们同时在给我们某种提示，告诉我们哪些句子是有效信息，相对重要的信息，哪些信息是相对不重要的信息，因为我们在处理文章的时候，有一条清晰的思路，你不是为了完整翻译文章而进行阅读，而是为了获取某些信息而进行阅读，所以，要利用逻辑关系简化阅读。

例如，并列、递进关系词，意味着它们前后衔接的信息从主旨的体现上没有发生变化，而更多地表现为前后句子主旨的相似性，所以我们选择其中的一半进行阅读。这样，在保证阅读质量的基础上，也极大地提高了阅读速度。

4. 注意特殊标记的使用

用最快速度通读文章，找到自己需要的细节描述部分，并在有关的句子下做出各种记忆符号。文章浏览完毕，再将划线部分（或做其他符号）重新详读一次，并进行适当的判断。以 2006 年 6 月四级真题详细阅读第二篇为例。

例如，在阅读文章时，对于首段第二行的“Sept. 11”，第二段第



二行的“Operation Safe Travel”、“14”第三段第一行的“1956”等位置就应该做特殊的标记，因为这里可能涉及到问题，阅读时就应该通过标记尽可能缩小寻找答案的范围。而“1956s”恰好和后面第三题“It was in the 1950s that the American government finally took action to build a national high way system.”中的“1950s”形成对应。

再例，文章倒数第二段：the interstate system has been an essential element of the nation's economic growth in terms of shipping and job creation: more than 75 percent of the nation's freight deliveries arrive by truck; and most products that arrive by rail or air use interstates for last leg of the journey by vehicle.

以上这段文字中，“creation”之后出现一个冒号，它说明后面内容是对前面内容的解释，后面的信息可以考虑放弃阅读，但是，之后有“75”这样一个数字，可以仅将数字做特殊标记，其他部分忽略。

（三）研读法以辅助

除了在阅读理解中运用略读法和寻读法之外，有时还需要仔细阅读文章的某一特定部分，力求对其有较深的理解，或对其进行归纳、总结、推断等，这时就需要对这部分进行仔细阅读，理解作者的言外之意。这种仔细的阅读方法就是研读法（study reading），通常适用于推断型阅读理解试题。这种方法在快速阅读中使用并不多，但它对于快速阅读的解题方法来说绝对是一个有力的补充。

例如第8题：

The great benefit brought by the interstate system was _____.

由于文章阅读我们使用略读和寻读相结合的方法，所以，定位相对不是很容易，这个时候要刻意放慢解题速度，在原文倒数第三段发现这么一句：

Above all, the interstate system provides individuals with what they cherish most: personal freedom of mobility.

问题中的“The great”就相当于原文中的“Above all”，所以答案就在该句中的冒号之后的信息：“personal freedom of mobility.”

总的来说，在试题中，快速阅读理解部分，由于其篇幅长，题目灵活，会让考生感觉无从下手。但是，对于该题型，我们应该有一个



noted: "The old convoy had started me thinking about good, two-lane highways, but Germany's Autobahn or motorway had made me see the wisdom of broader ribbons across the land."

It would take another war before the federal government would act on a national highway system. During World War II, a tremendous increase in trucks and new roads were required. The war demonstrated how critical highways were to the defense effort. Thirteen per cent of defense plants received all their supplies by truck, and almost all other plants shipped more than half of their products by vehicle. The war also revealed that local control of highways had led to a confusing variety of design standards. Even federal and state highways did not follow basic standards. Some states allowed trucks up to 36,000 pounds, while others restricted anything over 7,000 pounds.

A government study recommended a national highway system of 33,920 miles, and congress soon passed the Federal-Aid Highway Act of 1944, which called for strict, centrally controlled design criteria.

The interstate highway system was finally launched in 1956 and has been hailed as one of the greatest public works projects of the century. To build its 44,000-mile web of highways, bridge, and tunnels, hundreds of unique engineering designs and solutions had to be worked out. Consider the many geographic features of the country: mountains, steep grades, wetlands, rivers, deserts and plains. Variables included the slope of the land, the ability of the pavement to support the load, the intensity of road use, and the nature of the underlying soil. Urban areas were another problem. Innovative designs of roadways, tunnels, bridges, overpasses, and interchanges that could run through or bypass urban areas soon began to weave their way across the country, forever altering the face of America.

Today, the interstate system links every major city in the U. S. , and the U. S. with Canada and Mexico. Built with safety in mind, the highways have wide lanes and shoulders, dividing medians, or barriers, long entry and exit lanes, curves engineered for safe turns, and limited access. The death rate on highways is half that of all other U. S. roads (0.86 deaths per 160 million



5. In spite of safety considerations, the death rate on interstate highways is still higher than that of other American roads.
6. The interstate highway system provides access between major military installations in America.
7. Service stations, motels and restaurants promoted the development of the interstate highway system.
8. The greatest benefit brought about by the interstate system was _____.
9. Trucks using the interstate highways deliver more than _____.
10. The interstate system was renamed after Eisenhower in recognition of _____.

► 真题详解

本文是一篇 770 词左右的说明文，主要讲述了美国公路的发展史以及公路交通在美国社会发展中的重要作用。20 世纪初美国的大部分道路都是由砖、土或由松木块铺制而成。随着汽车产量的增加，私营的收费公路公司在地方政府的支持下如雨后春笋般涌现出来。但当时并没有针对道路规格、限重和商业标牌的全国性标准。二战中，公路发挥了强大的运输功能，设计标准不一的弊端也显现出来。1944 年，政府终于决定要在全美修建 33920 英里长的国家公路系统，并提出建立严格的、由中央控制的道路建设规范。美国国家公路系统于 1956 年动工，根据美国的地形特点，数以百计的独特设计和解决方案在建设过程中涌现出来，彻底改变了美国的面貌。现在，跨州系统连接了美国所有的主要城市，并连接了美国与加拿大和墨西哥。由于设计建设时充分考虑了安全因素，高速公路上的事故死亡率仅为美国其他道路的一半。便利的交通不仅为美国人的生活选择提供了自由，而且为促进美国经济的发展作出巨大贡献。

1. 题意：全国性公路铺设标准于 1921 年出台。

解析：细节题。根据关键词 national standards 找到信息句 “Beyond that, there were no national standards for size, weight restrictions, or commercial signs”，因此判断为 NO。

2. 题意：艾森豪威尔将军认为德国的宽阔高速公路优于美国的双干道公路。

first thing in the morning, you're sucking energy out of your relationship. Finally, help another person — and make the help real, concrete. Give a *massage* (按摩) to someone you love, or cook her dinner. Then, expand the circle to work. Try asking yourself what you'd do if your goal were to be helpful rather than efficient.

After all, if it's true that what goes around comes around, why not make sure that what's circulating around you is the good stuff?

1. The energy crisis in America discussed here mainly refers to a shortage of fossil fuels.
2. People these days tend to lack physical energy.
3. Laura Hillenbrand is an example cited to show how emotional energy can contribute to one's success in life.
4. The author believes emotional energy is inherited and genetically determined.
5. Even small changes people make in their lives can help increase their emotional energy.
6. Ivy filled her life with meaning by launching a program to help poor children.
7. The real-estate broker the author knows is talented in home redecoration.
8. People holding on to sad memories of the past will find it difficult to _____.
9. When it comes to decision-making, one should make a quick choice without _____.
10. Emotional energy is in a way different from physical energy in that the more you give, _____.

► 真题详解

本文是一篇 1000 多字的说明文，主要介绍了保持精力旺盛的 6 种方法。作者首先指出，当代美国人普遍缺乏活力，这种力量并非体力上的，而是精神力量。精神力量可以催人奋进，并促使人们走向成功。那么怎样才能获得这种精神力量呢？作者介绍了 6 种行之有效的方法：尝试新鲜事物、重新确立生命的意义、体验生活的乐趣、一直



向前看、果断作决定、学会给予。

1. 题意：文中讨论的美国能源危机主要是指化石燃料的短缺。
解析：细节题。作者在文章开篇句中指出，美国的“energy crisis”与化石燃料无关，人们普遍缺乏的是精神力量。因此判断为 NO。
2. 题意：现代人普遍体力不足。
解析：细节理解题。根据关键词 physical energy 定位信息在第一段，文章指出人们缺乏的不是体力，事实上，现代人比任何一个历史时期的人类都要健康。因此判断为 NO。
3. 题意：文中 Laura Hillenbrand 的例子是为了证明精神力量如何激励人们走向成功。
解析：细节理解题。根据关键词 Laura Hillenbrand 定位信息在第三段，作者在讲述完她如何克服体力不足成功写出畅销书后指出，是精神力量帮助她成功，因此判断为 YES。
4. 题意：作者认为精神力量通过遗传获得，由基因决定。
解析：细节题。对于精神力量如何获得，作者在第四段中指出“emotional energy is unlimited and has nothing to do with genes or upbringing”，因此判断为 NO。
5. 题意：对生活作出的改变即使细微也能使精神力量得到增长。
解析：细节题。通过改变获得精神力量应在“Do something new”一节中，通过举例说明小的改变为生活带来活力，因此判断为 YES。
6. 题意：通过开展帮助贫穷儿童的活动，Ivy 使生活变得有意义。
解析：细节题。根据关键词 Ivy 及 filled her life with meaning 定位信息在“Reclaim life's meaning”第二段中。由“In the process, Ivy filled her life with meaning”判断为 YES。
7. 题意：作者认识的房地产经纪人擅长重新装饰房屋。
解析：细节题。根据关键词 real estate broker 定位信息在“Put yourself in the fun zone”一节中，文中指出该经纪人喜欢在脑海里重新装饰她为顾客展示的房子，并未提到她的装饰水平如何，因此判断为 NOT GIVEN。
8. 细节理解题。Holding on to sad memories of the past 指对过去的事情念念不忘，应在“Bid farewell to guilt and regret”一节中寻找，而

念念不忘的痛苦是文中的“dead weights”，因此所填内容为 moving forward。

9. 细节题。根据关键词 decision-making 确定在“Make up your mind”一节中寻找。由“make a choice and don't look back”一句可知，应填内容为 looking back。
10. 细节题。精神力量与体力的不同在第六节中提到，文中指出“the more you give, the more you get back”，因此所填内容为 the more you get back。

2007 年 6 月大学英语四级试题

Directions: In this part, you will have 15 minutes to go over the passage quickly and answer the questions on Answer Sheet 1. For questions 1-7, mark Y (for YES) if the statement agrees with the information given in the passage; N (for NO) if the statement contradicts the information given in the passage; NG (for NOT GIVEN) if the information is not given in the passage. For questions 8-10, complete the sentences with the information given in the passage.

Protect Your Privacy When Job-hunting Online

Identity theft and identity fraud are terms used to refer to all types of crime in which someone wrongfully obtains and uses another person's personal data in some way that involves fraud or deception, typically for economic gain.

The numbers associated with identity theft are beginning to add up fast these days. A recent General Accounting Office report estimates that as many as 750,000 Americans are victims of identity theft every year. And that number may be low, as many people choose not to report the crime even if they know they have been victimized.

Identity theft is “an absolute epidemic,” states Robert Ellis Smith, a respected author and advocate of privacy. “It's certainly picked up in the last four or five years. It's worldwide. It affects everybody, and there's very little you can do to prevent it and, worst of all, you can't detect it



4. Establish an email address for your search.

Another way to protect your privacy while seeking employment online is to open up an email account specifically for your online job search. This will safeguard your existing email box in the event someone you don't know gets hold of your email address and shares it with others.

Using an email address specifically for you job search also eliminates the possibility that you will receive unwelcome emails in your primary mailbox. When naming your new email address, be sure that it doesn't contain references to your name or other information that will give away your identity. The best solution is an email address that is relevant to the job you are seeking such as salesmgr 2004@provider.com.

5. Protect your reference.

If your resume contains a section with the names and contact information of your references, take it out. There's no sense in safeguarding your information while sharing private contact information of your references.

6. Keep *confidential* (机密的) information confidential.

Do not, under any circumstances, share your social security, driver's license, and bank account numbers or other personal information, such as race or eye color. Honest employers do not need this information with an initial application. Don't provide this even if they say they need it in order to conduct a background check. This is one of the oldest tricks in the book — don't fall for it.

1. Robert Ellis Smith believes identity theft is difficult to detect and one can hardly do anything to prevent it.
2. In many cases, identity theft not only causes the victims' immediate financial losses but costs them a lot to restore their reputation.
3. Identity theft is a minor offence and its harm has been somewhat overestimated.
4. It is important that your resume not stay online longer than is necessary.
5. Of the three options offered by CareerBuilder.com in Suggestion 2, the

infrastructure (基础设施) and applications software of the 1990s. the link between university-based science and industrial application is often indirect but sometimes highly visible: Silicon Valley was intentionally created by Stanford University, and Route 128 outside Boston has long housed companies spun off from MIT and Harvard. Around the world, governments have encouraged copying of this model, perhaps most successfully in Cambridge, England, where Microsoft and scores of other leading software and biotechnology companies have set up shop around the university.

For all its success, the United States remains deeply hesitant about sustaining the research-university model. Most politicians recognize the link between investment in science and national economic strength, but support for research funding has been unsteady. The budget of the National Institutes of Health doubled between 1998 and 2003, but has risen more slowly than inflation since then. Support for the physical sciences and engineering barely kept pace with inflation during that same period. The attempt to make up lost ground is welcome, but the nation would be better served by steady, predictable increases in science funding at the rate of long-term GDP growth, which is on the order of inflation plus 3 percent per year.

American politicians have great difficulty recognizing that admitting more foreign students can greatly promote the national interest by increasing international understanding. Adjusted for inflation, public funding for international exchanges and foreign-language study is well below the levels of 40 years ago, in the wake of September 11, changes in the visa process caused a dramatic decline in the number of foreign students seeking admission to U. S. universities, and a corresponding surge in enrollments in Australia, Singapore and the U. K. Objections from American university and the business leaders led to improvements in the process and reversal of the decline, but the United States is still seen by many as unwelcoming to international students.

Most Americans recognize that universities contribute to the nation's well-being through their scientific research, but many fear that foreign



1. 细节理解题。文中第一段指出 “the opening of national borders... has made universities a powerful force for global integration”, 因此选择 D)。
2. 推理题。文章第三段指出, 近 30 年来, 出国留学学生的数量以每年 3.9% 的速度增长。总体入学学生的数量是一定的, 总体招收外国留学生的比率就等于出国留学学生的比率, 因此留学生入学率应为 3.9%。选 C)。
3. 细节理解题。第三段指出, 在美国新聘任的工科教授中有 20% 是外籍教师。选 B)。
4. 细节理解题。根据第四段 “Yale and Harvard have led the way, offering every undergraduate at least one international study or internship opportunity”, 可以得出答案为 D)。
5. 例证题。第五段中, 耶鲁大学与复旦大学合作进行研究的例子证明科学研究也日益趋于国际化, 而且合作各方都会从中受益。选 A)。
6. 细节题。根据第六段 “Silicon Valley was intentionally created by Stanford University” 一句可以得出选项为 C)。
7. 细节理解题。文中第七段指出, 尽管大多数政客都意识到科研投资与经济发展间的重要关联, 但对研究经费的拨款一直以来都不稳定。选 B)。
8. 细节题。根据关键词 September 11 定位信息在倒数第二段, 文中指出签证程序的改变使申请出国留学的学生数量大大减少。因此, 导致该状况的原因是 changes in the visa process。
9. 细节题。最后一段首句指出, “many fear that foreign students threaten American competitiveness by taking their knowledge and skills back home.”, 因此所填内容应为 take their knowledge and skills back home。
10. 细节题。末段讨论开放教育的好处时指出, 留学生中的许多精英留在美国为美国经济作出贡献。因此, 应填内容为 strengthen the nation。

2008 年 6 月大学英语四级试题**Part II Reading Comprehension (Skimming and Scanning)**
(15 minutes) 10 % (10 × 1 %)

Directions: In this part, you will have 15 minutes to go over the passage quickly and answer the questions on Answer Sheet 1. For questions 1-7, choose the best answer from the four choices marked A), B), C), D. For questions 8-10, complete the sentences with the information given in the passage.

Media Selection for Advertisements

After determining the target audience for a product or service, advertising agencies must select the appropriate media for the advertisement. We discuss here the major types of media used in advertising. We focus our attention on seven types of advertising: television, newspapers, radio, magazines, out-of-home, internet, and direct mail.

Television

Television is an attractive medium for advertising because it delivers mass audiences to advertisers. When you consider that nearly three out of four Americans have seen the game show *Who Wants to Be a Millionaire?* You can understand the power of television to communicate with a large audience. When advertisers create a brand, for example, they want to impress consumers with the brand and its image. Television provides an ideal vehicle for this type of communication. But television is an expensive medium, and not all advertisers can afford to use it.

Television's influence on advertising is fourfold. First, narrowcasting means that television channels are seen by an increasingly narrow segment of the audience. The Golf Channel, for instance, is watched by people who play golf, Home and Garden Television is seen by those interested in household improvement projects, thus, audiences are smaller and more

advertisers to adapt their methods. Both of these radio forms allow listeners to tune in stations that are more distant than the local stations they could receive in the past. As a result, radio will increasingly attract target audiences who live many miles apart.

Magazines

Newsweeklies, women's titles, and business magazines have all seen increases in advertising because they attract the high-end market. Magazines are popular with advertisers because of the narrow market that they deliver. A broadcast medium such as network television attracts all types of audience members, but magazine audiences are more homogeneous. If you read *Sports Illustrated*, for example, you have much in common with the magazine's other readers. Advertisers see magazines as an efficient way of reaching target audience members.

Advertisers using the print media — magazines and newspapers — will need to adapt to two main changes. First, the Internet will bring larger audiences to local newspaper. These audiences will be more diverse and geographically *dispersed* (分散) than in the past. Second, advertisers will have to understand how to use an increasing number of magazines for their target audiences. Although some magazines will maintain national audiences, a large number of magazines will entertain narrower audiences.

Out-of-home advertising

Out-of-home advertising, also called place-based advertising, has become an increasingly effective way of reaching consumers, who are more active than ever before. Many consumers today do not sit at home and watch television. Using billboards, newsstands, and bus shelters for advertising is an effective way of reaching these on-the-go consumers. More consumers travel longer distances to and from work, which also makes out-of-home advertising effective. Technology has changed the nature of the billboard business, making it a more effective medium than in the past. Using digital printing, billboard companies can print a bill board in 2 hours, compared with 6 days previously. This allows advertisers more



variety in the types of messages they create because they can change their messages more quickly.

Internet

As consumers become more comfortable with online shopping, advertisers will seek to reach this market. As consumers get more of their news and information from the Internet, the ability of television and radio to get the word out to consumers will decrease. The challenge to Internet advertisers is to create ads that audience members remember.

Internet advertising will play a more prominent role in organizations' advertising in the near future. Internet audiences tend to be quite homogeneous, but small. Advertisers still have to adjust their methods to reach these audiences and will have to adapt their persuasive strategies to the online medium as well.

Direct mail

A final advertising medium is direct mail, which uses mailings to consumers to communicate a client's message. Direct mail includes newsletters postcards and special promotions. Direct mail is an effective way to build relationship with consumers. For many businesses, direct mail is the most effective form of advertising.

1. Television is attractive advertising medium in that _____.
 - A) it has large audiences
 - B) it appeals to housewives
 - C) it helps build up a company's reputation
 - D) it is affordable to most advertisers
2. With the increase in the number of TV channels, _____.
 - A) the cost of TV advertising has decreased
 - B) the number of TV viewers has increased
 - C) advertisers' interest in other media has decreased
 - D) the number of TV ads people can has increased
3. Compared with television, newspaper as an advertising medium _____.
 - A) earn a larger annual ad revenue

- B) convey more detailed messages
 C) use more production techniques
 D) get messages out more effectively
4. Advertising on radio continues to grow because _____.
 A) more local radio stations have been set up
 B) modern technology make it more entertaining
 C) it provides easy access to consumers
 D) it has been revolutionized by Internet radio
5. Magazines are seen by advertisers as an efficient way to _____.
 A) reach target audiences
 B) appeal to educated people
 C) attract diverse audiences
 D) convey all kinds of messages
6. Out-of-home advertising has become more effective because _____.
 A) billboard can be replaced within two hours
 B) consumers travel more now than ever before
 C) such ads have been made much more attractive
 D) the pace of urban life is much faster nowadays
7. The challenge to Internet advertisers is to create ads that are _____.
 A) quick to update B) pleasant to look at
 C) easy to remember D) convenient to access
8. Internet advertisers will have to adjust their methods to reach audiences that tend to be _____.
9. Direct mail is an effective from of advertising for businesses to develop _____.
10. This passage discusses how advertisers select _____ for advertisements.

► 真题详解

本文是一篇 1000 多字的说明文，主要介绍了 7 种不同的广告媒体以及它们各自的特点。文章首先指出，广告公司一般都会根据不同产品和服务锁定的目标人群特点选择适当的广告媒体。主要的广告媒体



有7种，作者通过小标题的形式对它们各自的特点进行了介绍，包括它们的目标性、时效性以及面对的受众群体等。

1. 细节理解题。在 Television 小标题下第一段，作者通过电视节目 Who Wants to Be a Millionaire? 的收视率说明了电视面对的观众数量巨大，是一种很有吸引力的广告媒体。因此，本题应选 A)。
2. 细节理解题。Television 小标题下第二段介绍了电视媒体影响广告的四个方面。其中，第二点指出 “This has also resulted in an increase in the sheer number of advertisements to which audiences are exposed”，由于电视频道的增多，观众可看到的电视广告的数量增多，因此本题应选 D)。
3. 细节理解题。文章在介绍 Newspaper 这种媒体的特点时指出 “newspapers... provide a way for advertisers to communicate a longer, more detailed message to their audience than they can through television”，由此可知，选项 B) 说法正确。
4. 细节理解题。Radio 小标题下第一段指出 “Radio provides a way for advertisers to communicate with audience members at all times of the day”，因为无论人们是在上下班途中、上学的路上还是单位都可以听到广播。因此，使用广播这种媒体做广告的吸引力持续增加的原因是消费者更容易接触到这样的广告。选项 C) 说法正确。
5. 细节题。文中 Magazine 小标题下第一段最后一句指出，“Advertisers see magazines as an efficient way of reaching target audience members”，也就是说能直接命中目标观众群体，因此选项 A) 说法正确。
6. 细节理解题。文章在 Out-of-home advertising 小标题内对该种广告变得更加有效的原因作出说明。作者分析原因有两个：一是人们变得越来越活跃，喜欢出行而不愿意待在家中看电视；二是现在人们开车上下班通常要走很长的一段路，看到路边广告的机会更多。因此，选项 C) 说法正确。
7. 细节题。根据 Internet 标题下第一段 “The challenge to Internet advertisers is to create ads that audience members remember”，选项 C)