

高职高专规划教材

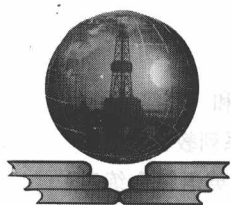
# 高职英语

教师参考书 **4**

《高职英语》编写组 编  
〔美〕Eve Bower 审



石油工业出版社  
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## 内 容 提 要

《高职英语》是依据教育部颁布的《高职高专教育英语课程教学基本要求》和《高等学校英语应用能力考试大纲》编写而成的,是供高职高专学生英语教学使用的大学英语系列教材。

全套教材共分四册,每册包括《高职英语综合教程》(附赠光盘)、《高职英语综合练习》(附赠光盘)和《高职英语教师参考书》三个分册。本书为《高职英语教师参考书4》。

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# Preface

## 前言

高职高专规划教材《高职英语》是依据教育部颁布的《高职高专教育英语课程教学基本要求》和《高等学校英语应用能力考试大纲》编写而成的，是供高职高专学生英语教学使用的大学英语系列教材。本套教材的培养目标是学生实际应用语言的能力，具体涉及四个方面：1. 一定的英语基础知识和技能；2. 阅读和翻译有关英语资料的能力；3. 进行简单日常会话的能力；4. 模拟套写简单英语应用文的能力。本套教材分一至四册，每册包括《高职英语综合教程》（附赠光盘），《高职英语综合练习》（附赠光盘）和《高职英语教师参考书》三个分册。

《高职英语教师参考书》为教师提供每单元的相关背景知识、难句解释、语言点释例、补充材料、课文参考译文和练习答案以及听说技能训练部分中的听力原文及练习答案。

《高职英语》系列教材主编由吴大可（河北石油职业技术学院）担任，主审由美籍专家 Eve Bower 担任。

《高职英语教师参考书 4》主编为吴大可、张玉文（天津工程职业技术学院），参加编写的还有：周何（河北石油职业技术学院）、田丽（河北石油职业技术学院）、张雪梅（河北石油职业技术学院）、李蔚（天津工程职业技术学院）、时晓朋（天津工程职业技术学院）。在本书的编写过程中，美籍教师 Sharon Gralapp、Mitch Moxley 对本书的内容提出了宝贵意见和建议，在此表示感谢。

由于编者经验与水平所限，书中不足与疏漏之处在所难免，恳请广大读者批评指正。在编写过程中我们参阅了大量的国内外相关资料，借鉴了一些很有价值的文章，在此向有关机构、作者和资料的提供者一并致以诚挚的谢意。

编者

2009年6月

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# Unit 1 Ads and Commercials

## Section A Listening Comprehension and Speaking Development

### Part I Dialogues

#### Task 1

1. M: Excuse me, I'd like to place an advertisement for a used car in the Sunday edition of your paper.  
W: OK. But you have to run your advertisement all week. We can't quote the rates for just Sunday.  
Q: Where is the conversation most probably taking place?
2. W: Is this the bookcase you advertised?  
M: Yes, it's our regular \$100 bookcase on sale today for \$80. These are the last two.  
If you buy them both, you can have the pair for \$150.  
Q: What is the present price of the bookcase?
3. M: I don't think that news report can possibly be true.  
W: Neither do I.  
Q: What does the woman mean?
4. M: Did Mark stop at the service station?  
W: Yes, he had the attendant check the oil in his car.  
Q: What does the woman mean?
5. W: Can your friends go with us this afternoon, or do you think they will be too busy?  
M: They hardly ever work in the afternoon.  
Q: What does the man say about his friends?
6. W: Do you think we could turn the air-conditioner on? I'm really uncomfortable.  
M: The air-conditioner never works when it gets warm.  
Q: What does the man mean?

7. M: How do most students find a job after they graduate?

W: They usually look for a job by searching the want-ads in the newspapers.

Q: What does the woman mean?

**Note:** want-ads 招聘广告

8. M: Wonderful weather, isn't it? I've seen you around here, but I don't think we've met before. I'm John Bubber. Market Research Section.

W: Nice to meet you, John. I'm Gale Gayley. I'm in the advertising section on the ninth floor.

Q: What can we infer from the conversation?

**Key:** 1. D 2. B 3. D 4. A 5. B 6. C 7. B 8. B

## **Task 2**

### **Passage 1**

M: Hello, I'm ringing about your advertisement for English teachers. Can you tell me something about the job?

W: Yes, we're looking for people to teach in Spain this summer.

M: Where exactly?

W: Cordoba and Cadiz. The salary is \$1850 a month. We're looking for people who can speak Spanish and who've got experience and qualifications in teaching English as a foreign language.

M: Oh, I've taught English, but I haven't got a qualification.

W: Well, I'm sorry, but a qualification is essential.

M: I see. Well, thank you anyway.

W: Not at all. Goodbye.

### **Questions**

1. What is the talk about?

2. Where does the talk take place?

**Key:** 1. C 2. D

### **Passage 2**

W: We're having a debate on advertising tomorrow and I have to take part.

M: That's interesting. I should like to hear what young people think about advertising.

W: Well, we wouldn't know what there was to buy if we didn't have advertisements.

M: Yes, that's true – to some extent. Advertisements provide information that we need.

If someone has made a new product, naturally he wants us to know about it.

W: Yes, and advertisements tell us which product is the best.

M: Do they? I don't think so. Every manufacturer says that his product is the best, or at least tries to give that impression. Only one can be the best, so the others are misleading us, aren't they?

W: Well, in a way, I suppose, but we don't have to believe everything they say, do we?

M: Are you saying that advertisements aren't effective? I don't think that intelligent businessmen would spend millions of dollars on advertising if nobody believed the ads, do you?

W: Of course not. After all, it's their money.

M: Is it? I think not. The cost of advertising is added to the price of the products. Actually you and I and all the other consumers who buy the products pay for the advertising!

W: Well, I suppose we get some information in return for our money.

M: But it's often misleading and even harmful.

### Questions

1. What are they discussing?
2. With which of the following would the man disagree?
3. What's the man's opinion about advertising?

Key: 1. D 2. D 3. C

## Part II Spot Dictation

### Passage 1

Advertising is a form of selling. It urges people to buy goods or services, or to accept a point of view. The word "advertising" comes from the French word "avertir," which means "to notify." Advertisers pay for advertising that tells people about the advantages of a product, a service, or an idea.

Advertising has been called "the voice of business," for it seeks to make people aware of things they need and to make them want these things and tells "what" products or services are on the market, and how they can be obtained. It announces new products and describes new uses and improved features of familiar ones.

### Passage 2

Advertising a product on the radio has many advantages over using television. Radio rates are much cheaper. For example, with the money for a one-time 60 second spot on local



TV, advertisers can purchase nine 30-second spots on radio. Equally attractive are the low production costs for radio advertising. In contrast, television advertising often has extra costs. Another advantage radio offers advertisers is immediate scheduling. Often the ad appears during the same week an advertisement deal is made. Because television stations are frequently booked up months in advance, it may be a long time before an ad appears. Furthermore, radio gives advertisers a greater chance to reach possible buyers. Radio follows listeners everywhere in their homes, at work and in their cars. Although it is very popular, television cannot do that.

## Section B Intensive Reading

[ 参考译文 ]

### 电视广告

在美国, 电视广告通常被认为是最有效的大众市场广告模式。这一点从电视台在高收视电视节目播出时间商业广告的收费即可看出。一年一度的美式橄榄球超级碗比赛期间的商业广告和比赛本身同样出名。在这场有 9000 万观众观看的比赛中一则 30 秒的电视广告的平均成本已经达到了 270 万美元。

广告公司经常在其市场营销活动创意中使用幽默。事实上, 很多心理学研究都在试图论证幽默的效果以及如何增强广告宣传的说服力。

很多电视广告都使用能产生持久吸引力的押韵动听的广告词(如歌曲或音乐旋律)或是朗朗上口的语言(口号)。这些广告词能在广告播出周期结束很久之后仍然留在电视观众的脑海中。可以说, 这些给人留下长久记忆的广告元素已经在它们所出现的地域流行文化的历史上占有了一席之地。一个这样经久不衰的广告流行语的例子是: “牛肉在哪里?” 这句话如此流行, 以至于沃尔特·蒙代尔在 1984 年的总统大选中也引用了这句话。

广告中常常使用动画。从传统的手绘动画到计算机动画不一而足。一则广告可以通过使用卡通人物达到很难用演员或单纯产品展示获得的效果。通常动画都伴有真人演员。

整个广告产业的存在都是建立在要让观众产生足够的兴趣看完广告的任务之上的。尼尔森收视统计系统的存在就是要让电视台清楚自己电视节目的成功与否, 从而确定该收取广告商多少广告费。

广告占用了节目的播出时间。在 60 年代有代表性的一个 1 小时长的电视节目去掉广告后的实际播出时间为 51 分钟。今天, 类似的节目实际播出时间只有 42 分钟。

一个有代表性的 30 分钟时长的节目现在只有 22 分钟的实际内容，加上 6 分钟的全国广告和 2 分钟的地方广告时间。

换句话说，在 10 个小时的电视节目中，美国观众差不多要看到 3 小时的广告，是 60 年代的两倍。而且如果 60 年代的节目要在今天重播，很可能要被砍掉 9 分钟来为更多的广告腾出空间。

在五六十年代，一则广告的平均时长为 1 分钟。随着时间的推移，广告的平均时长缩短到了 30 秒（更常见的只有 10 秒，这要看购买了多长的电视台广告时间），但在节目中间有了更多的广告播出，而在 60 年代，在节目间隙只有一两则广告播出。

一则电视广告可以重复播出几个星期、几个月甚至是好几年。电视广告的拍摄机构经常花费巨资来制作一则只有 30 秒的电视广告。这种高投资产生了不少高水平的广告。很多电影导演都执导过电视广告，既增加了曝光率也挣了钱，可谓一举两得。

尽管有些广告非常受欢迎，很多人还是出于种种原因讨厌广告。主要原因可能是广告的音量往往要比正常播出的节目高，有时候要高出很多。其次比较招人烦的原因是广告数量越来越多以及同一则广告的重复播出。第三个原因可能是能做广告的产品门类越来越多，广告宣传从手机公司、快餐厅到地方小企业无处不在。

从认知的角度看，人们觉得广告讨厌的核心原因是广告的宣传不是观众当时的兴趣所在，或者广告的宣传定位不清晰。已经看够了广告和普通观众会觉得大多数广告都很烦人，会在观看时毫不客气地进行选择。反过来，如果一则广告打动了观众的心弦，或是其娱乐效果超过了其基本信息，那么观众会愿意收看该广告，甚至会期待着再多看几遍。

### Comprehension Check

- |      |      |      |      |       |
|------|------|------|------|-------|
| 1. T | 2. F | 3. T | 4. T | 5. F  |
| 6. F | 7. T | 8. T | 9. T | 10. T |

### Exercises

- |         |       |       |       |       |
|---------|-------|-------|-------|-------|
| I. 1. B | 2. B  | 3. B  | 4. B  | 5. B  |
| 6. B    | 7. A  | 8. C  | 9. B  | 10. A |
| 11. D   | 12. A | 13. B | 14. B | 15. D |
| 16. C   | 17. B | 18. A | 19. A | 20. C |

II. 1. publish / run an advertisement in the newspaper

2. broadcast / air commercials

3. special sales

4. colorful outdoor signs

5. mass media

6. classified ads

- III. 1. F          2. A          3. R          4. B          5. C  
6. I          7. E          8. H          9. D          10. G

IV. 1. 我们喝点茶 / 咖啡，休息一下。

2. 下面是广告时间。

3. 她在胡言乱语的时候，不知道节目已经在播出了。

4. 广告已成为迅速发展的产业。

5. 对广告产品的宣传不要全信。

6. 广告是如何传递信息的？

7. 我很少看报纸上的分类广告。

8. 分类广告非常有用而且相当便宜。

9. 每年都要花费巨资做广告。

10. 所有电视台和电视频道，无论是国有还是私人的，都播出广告。

11. 我们希望信息技术企业会在我们的页面上为其产品和服务打广告。

12. 计算机三维动画制作的广告通常要比用传统的手绘动画制作的广告更有吸引力。

13. 流行语通常来自流行文化，一般是通过大众传媒（如电影、电视和电台）和观众的口碑来传播。

14. 广告信息通过报纸、杂志、电视、电台和其他的大众传媒传递到千家万户。从而在从制造商到消费者的产品配送中起到了至关重要的作用。

15. 电视广告在节目之间播出，也会打断节目在节目中间播出。这种打广告的方法旨在吸引观众的注意，让观众关心电视节目，不会换频道。相反，观众会在等下一段节目的时候观看广告。然而，遥控器能让观众很容易地屏蔽广告，只需在广告播出的时候调低音量或者干脆换频道。此外，像数字录像机和 TiVo 这样的电视录像工具已经能让观众在观看电视节目的时候直接跳过广告。

- V. 1. C          2. B          3. D          4. B          5. C  
6. C          7. A          8. B          9. D          10. D  
11. B          12. A          13. B          14. C          15. A  
16. A          17. A          18. D          19. C          20. D

## Section C Extensive Reading

### In-Class Reading

[参考译文]

### 广 告

很多人都觉得商业广告很烦人,但很难想象一个没有广告存在的现代社会。广告已逐渐变成我们生活的一部分。几乎每个人每天都要接触各种文字或电视广告。无论何时,走在街上我们都能看见公告牌、海报或是商店外的广告。无论何时,打开电视都能看见广告。商店在橱窗内放上吸引眼球的告示来吸引人们入场,公交车、出租车车身和地铁里也贴上了广告。有些人声称他们从来不看广告,但这很难相信。如今不和广告打交道几乎是做不到的。

广告的主要目的当然是鼓动人们购买广告产品。广告另一个同等重要的功能是信息传递。广告告诉我们新产品或提醒我们已有产品的存在。

广告通过不同形式的大众传播媒介到达公众。一家公司可以通过报纸、杂志、电视、广播、室外广告牌甚至是空中文字的方式宣传其产品。其他广告的招数有交通工具、橱窗展示、电话目录和新颖廉价的小纪念品。广告商在报纸和杂志上购买位置来刊登产品广告,在电视台和电台购买广告时间播出商业广告。

很多成年人每天阅读报纸,其中不少人专门查阅有关产品、服务或促销的广告信息。在地铁发放的免费报纸是所有报纸中广告内容最多的。人们通常在很放松的状态下阅读杂志,而且往往保留几个星期或几个月才丢弃它们。

几乎每一份报纸和杂志上都有分类广告,它们是在各类目录下列出的小广告。这些分类广告针对不同年龄、性别、职业或社会地位的特定读者群体。你可以通过这些分类广告专栏找工作,买卖汽车或是宣布生子、订婚、结婚等。

最有影响力和说服力的是电视广告,电视上商业广告的宣传口号经常成为流行语。所有电视频道的节目都安排有广告时间,不同节目之间和节目中间都插播广告。在电台做广告的一大优势是人们可以在听节目的同时做其他事情,比如开车或做家务。人们频繁路过巨大的彩色广告牌很容易引起注意。

生产商经常采用促销的方式宣传其产品。有时他们在报纸杂志的里面夹上某种产品的宣传页或邮寄到住宅。还经常送出新产品的免费样品。公司还会打住宅电话宣传新推出的产品或服务,也许还打折促销。

报纸、杂志和电视台收入的很大一部分都依赖于广告。报纸之所以便宜,电视上众多的节目选择主要都因为广告商花的钱。

很多大公司赞助高人气的比赛以及运动员或选手个人，借此在运动场或运动员身上的服装或器械上大力宣传其品牌，比如说在足球或网球比赛中。烟草公司就常用这一招。

一些广告制作精良，一些欺骗误导消费者，一些广告的语言就事论事，非常平淡，还有一些广告拍得很差。广告应有严格的规范控制。它们应该是合法、体面、诚实和真实的。

1. C          2. A          3. D          3. D

### **Complementary Reading**

1. C          2. D          3. A          4. C          5. B          6. C

## **Writing**

Nanjing Blue Sky Computer Co. Limited is a Sino-England Joint Venture Company and is a leader in China in developing software technology. In order to meet the fast growth of the company, it is now seeking for two qualified applicants for the post of computer programmer.

#### **Job Requirements:**

A college diploma in computer or related majors

Command of spoken and written English

At least 3-year working experience in related field

Ability to develop software on your own

Positive, confident, hard-working and self-disciplined with good health

Interested applicants please forward your résumé with two recent photos to Room 2230, Nanfang Hotel, No.40 Huaihai Road, Nanjing 210034. Welcome to join us!

## Unit 2 Fashion and Recreation

### Background Information

植入式营销 (Product Placement Marketing) 又称植入式广告 (Product Placement), 是指将产品或品牌及其代表性的视觉符号甚至服务内容策略性地融入电影、电视剧或电视节目等各种内容之中, 通过场景的再现, 让观众在不知不觉间留下对产品及品牌的印象, 继而达到营销产品的目的。因其隐秘的特点, 植入式广告也被称为嵌入式广告、隐性广告或软广告。

植入式广告不仅运用于电影、电视, 还可以“植入”各种媒介, 报纸、杂志、网络游戏、手机短信, 甚至小说之中。报纸的软广告、新闻稿、健康专栏、科普专栏等都可算作植入式营销范畴。

### Section A Listening Comprehension and Speaking Development

#### Part I Dialogues

1. M: May I help you, madam? This skirt matches your blouse all right. And it's surely better than the mini one.

W: I tried it on a moment ago, and I didn't like it very much.

Q: What did the man suggest the lady do?

2. W: What a strange suit you are wearing. Your jacket doesn't match your pants.

M: I know. I got dressed in the dark, and I didn't realize my mistake until I had gotten to the office.

Q: Why does the man's suit seem unusual?

3. M: I realize that short hair is fashionable these days, but you looked so much nicer with long hair.

W: Long hair may look nice, but during the summer it's so uncomfortable. Even after I bought an air conditioner, my hair still bothered me.

Q: What's the woman's reason for cutting her hair?

4. M: Which dress do you plan to wear?

W: I like the pink one, and it fits me better, but it's probably too dressy. I suppose I'll wear the black one.

Q: Why didn't the woman wear the pink one?

5. M: My briefcase is just like yours, isn't it?

W: Almost. Mine is smaller, and it doesn't have a lock. I think I'd rather have had one like yours.

Q: Why would the woman rather have had a briefcase like the one the man has?

6. W: That picture flatters Susan a bit. She is not so pretty actually.

M: No, by no means, and she doesn't look so young as she appears in the picture.

Q: What does the man mean?

7. W: Why, you went to the cocktail party wearing such a shabby tie and so worn a suit? You are really a gentleman!

M: Well, you see it's not the good clothes that make a gentleman.

Q: What can we learn about the man from this conversation?

8. W: What can I do for you, gentleman? Maybe you'll like this suit. The color goes with your skin perfectly and it is the latest fashion.

M: Yes, it's really a good suit. It fits me well and the style is nice. But I'm just looking around. Thank you just the same.

Q: What didn't the man like about the suit?

Key: 1. B            2. A            3. D            4. C            5. B  
6. A            7. D            8. D

## Part II Spot Dictation

### Passage 1

In the United States, most regular television series have 20 to 26 episodes per season. In general, dramas usually last 44 minutes (an hour with advertisements), while comedies last 22 (30 with advertisements). However, with the rise of cable networks, especially pay ones, series and episode lengths have been changing. Cable networks usually feature seasons lasting around thirteen episodes. Many British series have significantly shorter runs, particularly sitcoms such as *The Office*, *Extras* and *Peep Show*, which feature six episodes per series. This may be related to the fact that many British shows are written by a single

writer or writing team, unlike some US shows. However, even British shows which do have multiple writers have tended toward shorter series in recent years. Recently, American non-cable networks have also begun to experiment with shorter seasons for some programs, particularly reality shows such as *Survivor*.

### Passage 2

Television now plays such an important part in so many people's lives that it is essential for us to try to decide whether it is a blessing or a curse. Obviously television has both advantages and disadvantages. But do the former outweigh the latter?

In the first place, television is not only convenient source of entertainment, but also a comparatively cheap one. People just sit comfortably at home and enjoy endless series of programs rather than to go out in search of amusement elsewhere. Some people, however, maintain that this is precisely where the danger lies. The television viewer need not do anything. He is completely passive and has everything presented to him without any effort on his part. Secondly, television keeps one informed about current events, allows one to follow the latest development in science and politics. Yet here again there is a hidden danger. The television screen itself has a terrible, almost physical fascination for us. We get so used to looking at its movements, so dependent on its pictures that it begins to dominate our lives.

There are many other arguments for and against television. The poor quality of its programs is often criticized. But it is undoubtedly a great comfort to many lonely elderly people. And does it corrupt or instruct our children? We must realize that television in itself is neither good nor bad. It is the uses to which it is put that determine its value to society.

## Section B Intensive Reading

[ 参考译文 ]

### 植入式广告

植入式广告, 又称植入式营销, 是广告的一种, 是指把特定品牌的产品或服务放在电影、书籍、电视剧的故事情节、音乐录影、电子游戏和新闻节目等媒体上。特定品牌的出现是经济交换的结果。如果对某产品的宣传没有经济目的, 则称为产品植入。

植入式广告在 20 世纪 80 年代已很普遍, 其历史可以追溯到 19 世纪的出版业。法国作家儒勒·凡尔纳出版探险小说《环游地球 80 天》时, 已经是世界闻名的文学巨匠, 交通和运输公司上门游说, 请他在这部最早是以连载的方式出版的小说里提一提它们的名字。植入广告现在仍在书籍中——特别是小说中——使用。



第一部突出植入广告的电影应该是1927年发行，获得首届奥斯卡最佳影片的《铁翼雄风》。电影中植入了“好时”巧克力的广告。1946年弗兰克·卡普拉执导的描写了一个渴望成为探险家的男孩的电影《美好人生》中，出现了《国家地理杂志》的特写。

在二十世纪三四十年代，收音机这样的早期媒体和五十年代的早期电视上，节目经常是企业赞助的。由于最早是由“联合利华”这样的日用消费品公司赞助，“肥皂剧”因此得名。产品融入电视剧的情节中通常叫做“品牌植入”。最近的一个例子是HBO电影台播出的《欲望都市》，其中一集的故事情节围绕着绝对伏特加和(纽约)时代广场的公告牌展开。

植入广告的一种变体是广告植入。在影视剧中出现的是产品的广告(而不是产品本身)。另一种广泛使用的形式是赞助促销。电视游戏节目中把广告商的产品作为(节目参与者的)获胜奖励或安慰奖，来回报该产品生产商对节目的赞助。

以这种形式进行促销的产品中最常见的就是汽车。通常一部电影或电视系列剧中所有重要的车辆都是由一家制造商提供。例如，《X档案》中是福特汽车，《反恐24小时》中的主要角色也开福特。007电影开创了这种植入广告的先河。1974年的《007大战金枪人》中大量使用了AMC汽车，在泰国的场景也是如此，而实际上AMC汽车当时并没有在泰国销售，而且影片中并没有考虑到泰国的路况，车的方向盘反了。最新的两部邦德电影中用的是福特和其子公司的汽车。在电影《重案梦幻组2》、《变形金刚》和《黑客帝国之重装上阵》中，几乎每辆车都是通用公司生产的，唯一的例外是《重案梦幻组2》中出现的法拉利。

有时候汽车和其他产品在电影中的作用非常关键，就像是影片的另一个角色。《绝望的主妇》中有三个角色开尼桑车，摄像机经常停留在某个角色所驾驶汽车的尼桑商标上。在《黑客帝国之重装上阵》中，一场关键的追车戏是在一辆崭新的凯迪拉克CTS和一辆凯迪拉克EXT升级版中进行的。皮尔斯·布鲁斯南主演的三部007电影中的座驾都是宝马车，遭到影迷的强烈抗议后制片人迫于压力又回到了传统的阿斯顿·马丁车。在2008年的电影《飓风营救》中，主演连姆·尼森的座驾是奥迪汽车，片中最后在巴黎街道上展开的追车戏中，先是奥迪A3，后是奥达S8。

在《回到未来》电影三部曲中，清楚地描绘了必胜客的未来产品。2006年的电影《皇家赌场》中大量使用了索尼的产品：所有角色都使用VAIO膝上(笔记本)电脑，索尼—爱立信的手机和(车载)卫星定位系统，BRAVIA高清电视，邦德还使用了Cyber-shot相机来拍照。在迈克尔·贝导演的电影《逃出克隆岛》中，出现了至少35种产品或品牌，包括汽车、瓶装水、鞋子、信用卡、啤酒、冰淇淋，甚至还出现了搜索引擎。该片因此而广受批评。

苹果公司的产品经常在影视中出现。但苹果公司声明他们从未花钱做广告。作