

<<英语口语基础教程>>

图书基本信息

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### 内容概要

《英语口语基础教程》一书题材丰富，不仅包括传统的口语话题，而且还涉及具有浓郁时代气息的主题；语言地道，既编排了较规范的语言文本，也提供了较口语化的对话，其中包括大量的英美口语习用语；练习形式多样且图文并茂，既有循序渐进的语音训练，也有提供谈话背景的规范文本和可供模仿和背诵的语言素材，还有拓展性口语练习。

全书共40个单元，可供基础阶段英语专业口语课使用，也可用作大学英语研究生和本科生教材。

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## 章节摘录

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 flair for self-promotion and because they have SO much money to throw around . “ It ' S iniquitous ” they say , “ that this entirely unproductive industry ( if we can call it that ) 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! Hed have to pay a great deal more if advertising didnt 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 . Anther 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 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 seriously 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 by-laws 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 such a difference to a drab wall or a newspaper full of the daily ration of calamities .

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