

类型 4 | 广告宣传



考查要点	方法技巧
<ol style="list-style-type: none">1. 广告宣传的目的。2. 广告中提及的时间、地点、人物。3. 所介绍的事物、产品的特征。4. 所宣传的活动、项目的内容及其作用。	<ol style="list-style-type: none">1. 浏览标题，了解大意。2. 找准关键词、关键句，把握住细节。3. 通过分析、对比，筛选出可用信息。

经典案例分析

(2016·全国丙卷·A)

Music

Opera at Music Hall: 1243 Elm Street. The season runs June through August, with additional performances in March and September. The Opera honors *Enjoy the Arts* membership discounts. Phone: 241 2742. <http://www.cityopera.com>.

Chamber Orchestra: The Orchestra plays at Memorial Hall at 1406 Elm Street, which offers several concerts from March through June. Call 723 1182 for more information. <http://www.chamberorch.com>.

Symphony Orchestra: At Music Hall and Riverbend. For ticket sales, call 381 3300. Regular season runs September through May at Music Hall and in summer at Riverbend. <http://www.symphony.org/home.asp> .



College Conservatory of Music (CCM): Performances are on the main campus(校园) of the university, usually at Patricia Cobbett Theater.CCM organizes a variety of events, including performances by the well known LaSalle Quartet, CCM's Philharmonic Orchestra, and various groups of musicians presenting Baroque through modern music.Students with I. D.cards can attend the events for free.A free schedule of events for each term is available by calling the box office at 556 4183.*http://www.ccm.uc.edu/events/calendar.*

Riverbend Music Theater: 6295 Kellogg Ave. Large outdoor theater with the closest seats under cover (price difference). Big name shows all summer long!
Phone: 232 6220. <http://www.riverbendmusic.com>.



21. Which number should you call if you want to see an opera?

A. 241 2742.

B. 723 1182.

C. 381 3300.

D. 232 6220.

22. When can you go to a concert by Chamber Orchestra?

A. February.

B. May.

C. August.

D. November.



23. Where can students go for free performances with their I. D.cards?

A. Music Hall.

B. Memorial Hall.

C. Patricia Cobbett Theater.

D. Riverbend Music Theater.



24. How is Riverbend Music Theater different from the other places?

- A. It has seats in the open air.
- B. It gives shows all year round.
- C. It offers membership discounts.
- D. It presents famous musical works.



语篇解读： 本文是一篇应用文——广告。全文介绍了要举办的五场音乐演出。提供的信息包含音乐会的主题、电话以及网址等。


长难句解读： CCM organizes a variety of events, including performances by the well known LaSalle Quartet, CCM's Philharmonic Orchestra, and various groups of musicians presenting Baroque through modern music.

分析：本句是一个含有较长介词短语的简单句。including...至句末为介词短语作定语修饰前面的 events，其中 by...至句末为介词短语作定语修饰其前的 performances，其中 presenting Baroque through modern music 为现在分词短语作定语修饰其前的 groups of musicians。

翻译：CCM 组织了各种各样的活动，包括知名的 LaSalle 四重奏乐团和 CCM 爱乐管弦乐团的演出，还有各种代表巴洛克风格到现代音乐家团体的演出，通过现代音乐呈现巴洛克艺术风格。

21. **A** [细节理解题。根据第一则广告中的“The Opera honors *Enjoy the Arts* membership discounts.Phone: 241 2742.”可以得出，如果想看歌剧，应打241 2742，故选A。]

22. **B** [细节理解题。根据第二则广告中的“...which offers several concerts from March through June.”可知，可以在三月至六月去听 Chamber Orchestra 举办的音乐会，因此 May(五月)合适，故选B。]



23. C [细节理解题。根据第四则广告中的“...usually at Patricia Cobbett Theater.”和“Students with I. D.cards can attend the events for free.”可知，有身份证的学生在 Patricia Cobbett Theater 可以免费看演出，故选 C。]

24. A [细节理解题。从第五段第二句可知，Riverbend Music Theater 提到了露天场地，而其他四个地方均没有提到，故选 A。]



题材对点训练

A

(2016·江西省重点中学盟校联合模拟)

Watch the countryside fly by as you travel by superfast Eurostar from London or Kent, through the Channel Tunnel and direct to the Heart of the Magic. Once there, enjoy this extraordinary world of fun, laughter, and magic.

Day One

Board the direct Eurostar service to Disneyland Paris. When you arrive, a free shuttle bus will take you to your hotel to check in. Once you've settled, why not head to Disney Village—the resort's lively entertainment centre? This evening, dine in the hotel or in one of the restaurants in Disney Village, and look forward to the days ahead.



Day Two

Enjoy a fantastic full day at Disneyland Paris, and take advantage of your Extra Magic Hours as specific areas of Disneyland Park open up to two hours earlier for Disney Resort Hotel guests. At the end of a wonderful day, head back to your hotel or into Disney Village.

Day Three

Return to the Disney Parks for another day of thrills. Your special Hopper Ticket gives you unlimited admission to both Disneyland Park and Walt Disney Studios Park during opening hours, and you can plan your visit using the Park Timetables and Fastpass system to shorten your wait at popular rides.



Day Four

Check out of your hotel this morning, and use the hotel's left luggage facility to make the most of your last day at Disneyland Paris. Your Eurostar departs this evening, so you'll have plenty of time to make the most of the magic of Disney Village before beginning your journey home.

本文是一则广告。乘坐欧洲之星列车去巴黎迪士尼乐园吧！巴黎迪士尼乐园充满欢笑与神秘。文中介绍了巴黎迪士尼乐园之游的日程安排。

1. How do travellers go to Disneyland Paris?


A. By air.

B. By ship.

C. By train.

D. By coach.

C [推理判断题。根据第一段中的“Watch the countryside fly by as you travel by superfast Eurostar from London or Kent, through the Channel Tunnel”可推知，游客是乘坐火车去巴黎迪士尼乐园的。]



2. What are travellers advised to do after checking in at their hotel?

A. Go to Disney Village.

B. Dine in the hotel.

C. Prepare for the days ahead.

D. Have a good rest.

A [细节理解题。根据第二段中的“Once you've settled, why not head to Disney Village—the resort's lively entertainment centre?”可知，对游客的建议是在酒店登记入住后去娱乐中心 Disney Village。]

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：
<https://d.book118.com/608124100047006112>