

<<时代周刊精选片段选读>>

图书基本信息

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内容概要

《时代周刊精选片段选读(科技教育)》精选美国《时代》周刊中的优秀文章，供广大英语专业人士和各类英语学习者阅读欣赏。

各篇文章均包括“中文简介”、“英语原文”、“单词和短语注解”和“难句翻译”四部分，语言地道，内容有趣，深入浅出，引人入胜。

《时代周刊精选片段选读(科技教育)》英语书面用语和口语兼备，网罗国计民生的方方面面，适合读者各取所需，在享受阅读快乐的同时，更能体会富有现代气息的人生百态。

本书由王欣，曹阳主编。

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作者简介

王欣，男，笔名文深特，天津外国语大学英语副教授，英语硕士。
长期从事英语教学和英语翻译理论与实践研究，迄今翻译、编译出版各类丛书和专著二十余部，在各类报刊发表文章百余篇，参与多项省市级科研项目。

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Indeed, companies as diverse as Unilever and DaimlerChrysler have used neuromarketing. Viacom Brand Solutions, the commercial arm of MTV Networks, for instance, late last year had Neurosense study how viewers digest programming and ads. It looked at nine regions of the brain that control such functions as attraction, long- and short-term memory and understanding. One counterintuitive result: commercials generated more activity in eight of those nine cortical-regions than the programs did, indicating that ads do register with viewers. But programming dominated the ninth area, which controls absorption — indeed, viewers were so absorbed by the programs that the other areas were nearly dormant. More predictably, the study also found that ads work best when their content is in harmony with the programs they're interrupting. An ad for the alcopop WKD, for instance, registered more viewer interest than a Red Cross appeal when it appeared during a South Park clip.

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