**Text 3**

①The rough guide to marketing success used to be that you got what you paid for. ②No longer. ③While traditional “paid” media—such as television commercials and print advertisements—still play a major role, companies today can exploit many alternative forms of media. ④Consumers passionate about a product may create “earned” media by willingly promoting it to friends, and a company may leverage “owned” media by sending e-mail alerts about products and sales to customers registered with its Web site. ⑤The way consumers now approach the process of making purchase decisions means that marketing’s impact stems from a broad range of factors beyond conventional paid media.

曾经成功促销的粗略准则是付出多少得到多少。现在完全不是这样了。尽管传统的“付费”媒体——例如商业电视和印刷广告仍然扮演重要角色，今天公司能开发很多替代形式的媒体。客户对一个产品很热情，愿意推荐这个产品给他的朋友，会创造“earned”媒体，公司可能通过发送邮件提醒消费者注册过的网站的商品和销售信息的方式充分利用“自有”媒体。让消费者通过这种流程做出购买决定的方式表明现在营销的影响来自于超出传统付费媒体的广泛的各种因素

marketing 促销；营销

while 尽管

leverage 充分利用

①Paid and owned media are controlled by marketers promoting their own products. ②For earned media, such marketers act as the initiator for users’ responses. ③But in some cases, one marketer’s owned media become another marketer’s paid media—for instance, when an e-commerce retailer sells ad space on its Web site. ④We define such sold media as owned media whose traffic is so strong that other organizations place their content or e-commerce engines within that environment. ⑤This trend, which we believe is still in its infancy, effectively began with retailers and travel providers such as airlines and hotels and will no doubt go further. ⑥Johnson & Johnson, for example, has created BabyCenter, a stand-alone media property that promotes complementary and even competitive products. ⑦Besides generating income, the presence of other marketers makes the site seem objective, gives companies opportunities to learn valuable information about the appeal of other companies’ marketing, and may help expand user traffic for all companies concerned.

付费和自由媒体被商家用来推销自己的产品。对于earned媒体，商家用来充当用户响应的发起者。但是在一些案例中，当一个电子零售商在他的网站销售广告位置，一个商家的自有媒体会变成另一个商家的付费媒体。我们将有强大流量自由媒体定义为黄金媒体。这种我们相信仍然处于幼儿时期趋势快速的在零售商和流量提供者开展，毫无疑问会继续发展。Johnson & Johnson创造了BabyCenter，这是一个独立的媒体资产，推荐互补和竞争产品。除了产生收入，展现其他商家让这个网站显得更客观，给公司更多机会去学习关于其他公司促销吸引力的信息，可能帮助所有相关的公司扩展用户流量。

initiator 发起者

complementary 互补

besides 除了....

beside 在...旁边

①The same dramatic technological changes that have provided marketers with more (and more diverse) communications choices have also increased the risk that passionate consumers will voice their opinions in quicker, more visible, and much more damaging ways. ②Such hijacked media are the opposite of earned media: an asset or campaign becomes hostage to consumers, other stakeholders, or activists who make negative allegations about a brand or product. ③Members of social networks, for instance, are learning that they can hijack media to apply pressure on the businesses that originally created them.

提供商家更多交流机会的重大的技术改变增加了热情的消费者用快速、可视化、更危险的方式发声的风险。例如hijacked媒体是earned媒体的对立面：消费者、利益相关者、积极分子通过制造负面指控让一个资产或活动成为他们的人质。

allegations 指控

stakeholder 利益相关者 shareholder股东

①If that happens, passionate consumers would try to persuade others to boycott products, putting the reputation of the target company at risk. ②In such a case, the company’s response may not be sufficiently quick or thoughtful, and the learning curve has been steep. ③Toyota Motor, for example, alleviated some of the damage from its recall crisis earlier this year with a relatively quick and well-orchestrated social-media response campaign, which included efforts to engage with consumers directly on sites such as Twitter and the social-news site Digg.

如果这种事情发生，热情的消费者会试图劝说其他人抵制产品，让公司的名誉处于风口浪尖。在这种情况下，公司的反应可能不够迅速或者深思熟虑，学习曲线非常陡峭。今年初Toyota Motor公司通过快速和精心策划的社交媒体活动努力与消费者通过Twitter和Digg直接沟通减少了一部分召回风险损失。

engage 与。。。。建立亲密联系

31. Consumers may create “earned” media when they are

［A］ obsessed with online shopping at certain Web sites.

［B］ inspired by product-promoting e-mails sent to them.

［C］ eager to help their friends promote quality products.

［D］ enthusiastic about recommending their favorite products.

32. According to Paragraph 2, sold media feature

［A］ a safe business environment.

［B］ random competition.

［C］ strong user traffic.

［D］ flexibility in organization.

33. The author indicates in Paragraph 3 that earned media

［A］ invite constant conflicts with passionate consumers.

［B］ can be used to produce negative effects in marketing.

［C］ may be responsible for fiercer competition.

［D］ deserve all the negative comments about them.

34. Toyota Motor’s experience is cited as an example of

［A］ responding effectively to hijacked media.

［B］ persuading customers into boycotting products.

［C］ cooperating with supportive consumers.

［D］ taking advantage of hijacked media.

35. Which of the following is the text mainly about?

［A］ Alternatives to conventional paid media.

［B］ Conflict between hijacked and earned media.

［C］ Dominance of hijacked media.

［D］ Popularity of owned media.