

《考研英语阅读理解基础进阶 88 篇》【第一阶段】【第 9 周】

Advertising is everywhere people look. It's along the highway, in storefronts, and online. It can be funny or poignant; it can be annoying. New research shows it can also encourage people to recall things that never happened to them. Nicole Montgomery and Priyali Rajagopal, both assistant professors of marketing, developed an experiment to test the effects of advertisements on memory.

They asked people to read a very descriptive print advertisement detailing the taste of a fictional popcorn product made by a familiar brand name, then asked a portion of the subjects to taste popcorn labeled with the fictional name. A week later, those who merely read the detailed advertisement were just as likely to report eating this popcorn as people who actually ate it. People who read an advertisement with less vivid imagery were far less likely to report eating the popcorn. "What we found is that if consumers falsely believe they have experienced this advertised brand, their evaluations of that product are similar to evaluations of products that they actually experienced. That is a fairly unique finding," said Montgomery. "Humans are a lot more inaccurate than we think we are," said Michael Nash, a professor of psychology at the University of Tennessee. He said that the phenomenon of false memories is well-known in psychology, and that he found it interesting that the research extends the concept to marketing.

Anyone who watches the Super Bowl or *Mad Men* probably suspects that advertisers put plenty of effort into the style and substance of their pitches, in addition to researching the effectiveness of their efforts. "I think that advertisers have known that there are benefits to using these very vivid ads," said Montgomery, "but I don't know to what extent advertisers are aware of the fact that these ads can impact memory." Nash said it might be a stretch to connect a false memory of a popcorn brand to the decision to purchase it. "It's another thing to tie an effect to an actual behavior, that is, buying the popcorn," he said.

The researchers also found that when they replaced the well-known brand name with something they invented but kept the same product name and vivid advertisement there was a much lesser effect. "Our intent was really just to educate consumers that they need to be vigilant when they're processing high imagery ads, because these vivid ads can create these false memories of product experience," said Montgomery.

【词汇突破】（标有*号的词汇为超纲词）

***storefront** /'stɔ:frʌnt/ n.沿街铺面；商店或店铺邻街的一面

***poignant** /'pɔɪnjənt/ adj. 令人悲痛的；令人感伤的

assistant /ə'sɪstənt/ adj. 辅助的；助理的：the assistant manager 助理经理

descriptive /dɪ'skrɪptɪv/ adj. 精于描述的；描写的：The report was so descriptive, I felt as if I were there. 这报道写得活色生香，我仿佛身临其境。

fictional /'fɪkʃənl/ adj. 虚构的：a fictional character 虚构的人物

***popcorn** /'pɒpkɔ:n/ n. 爆玉米花

label /'leɪbl/ v. 给（某事物）加标签或标记：She labelled the parcels neatly, writing the addresses in capital letters. 她给这些包裹整齐地贴上了标签，标签上用大写字母写着地址。

imagery /'ɪmɪdʒəri/ n. 形象化的描述；意象：Tennyson uses imagery to create a lyrical emotion. 丁尼生运用形象化的描述创造了丰富的情感。

psychology /sai'kɒlədʒi/ n. 心理学； 心理状态： *child psychology* 儿童心理学

Super Bowl (美国) 超级杯赛 (美国全国橄榄球联赛的冠军赛， 每年由美国全国橄榄球联合会和全美橄榄球联合会的两支冠军队进行比赛)

pitch /pɪtʃ/ n. 推销行话； 推销用语： *He put over a very strong sales pitch.* 他的推销用语很有说服力。

stretch /stretʃ/ n. 夸大； 夸张： *To describe her as sweet would be a bit of a stretch.* 把她描绘成可人儿是夸张了一点。

***vigilant** /vɪdʒɪlənt/ adj. 警惕着的； 警醒的

【句式分析】

① A week later, those who merely read the detailed advertisement were just as likely to report
 时间状语 主语 定语从句 谓语
eating this popcorn as people who actually ate it.
 宾语 比较状语

本句的主干结构为... those... were...likely to report eating... popcorn...， 其中 who merely... advertisement 是定语从句修饰主语 those， 意为“仅仅看过细致广告的参与者”， 谓语部分为 be likely to do 连谓结构， 谓语部分中的 as 为副词， 修饰 likely。 第二个 as 为连词， 引导比较状语从句， 此比较状语从句为省略形式， 还原后是： as people who actually ate it report eating this popcorn。 其中 people 后 who actually ate it 为定语从句， 对其进行解释说明。

② The researchers also found that when they replaced the well-known brand name with
 主语 谓语 宾语从句 时间状语从句
something they invented but kept the same product name and vivid advertisement there was a
 时间状语从句 宾语从句
much lesser effect.
 宾语从句

本句的主干结构为 The researchers...found that...， 其中 that 后接宾语从句， 在该宾语从句中， 主干结构为 there was... effect， 其中 when they... and vivid advertisement 为时间状语从句， 该状语从句的主干结构为 they replaced...but kept...， 其中 but 在这里是转折连词， 引导前后两个对比部分， 即他们把知名品牌替换为虚构品牌， 但产品名称和广告没有替换掉。

【全文翻译】

无论在高速路上、沿街店面，还是在网上，广告都随处可见。广告能使人愉悦，也可能给人带来伤感，有些时候也会惹人生厌。新的研究显示，广告还能刺激人们回想起从来没有发生过的事。两位市场营销学的助理教授妮科尔·蒙哥马利和普利亚里·拉贾戈帕进行了一项关于广告对记忆产生影响的实验。

他们要求参与者阅读了一则平面广告，该广告生动、细致地描述了某著名品牌的一种虚拟名称的爆米花的味道，并要求其中一部分人品尝了这种虚拟名称的产品。一周后，与真正品尝过该产品的那些人一样，只看过细致广告的参与者同样倾向于说曾经吃过这种爆米花，而那些看过生动性差一些广告的人认为吃过这种爆米花的几率则要低得多。

蒙哥马利说：“我们发现，如果顾客错误地认为他们体验过这个广告品牌，他们对该产品的评价就和真正体验后的评价差不多，这真是一个独特的发现。”田纳西大学的心理学教授迈克尔·纳什则说，“人类不如我们想象的那样思维精准。”他还指出，错误记忆的现象在心理学领域是很常见的，然而有趣的是这项研究把这个概念延伸到了市场营销领域。

任何一个看过橄榄球超级杯赛和《广告狂人》的人可能都会觉得，广告商除了在广告

的风格和内容方面做了大量努力外，他们也在为自己的努力是否有效而费尽心思。蒙哥马利指出：“我认为广告商们已经知道运用这些生动逼真的广告具有非常好的效果，但是我不确定他们是否知道这样的广告还会影响人的记忆。”纳什也指出把人们对某一爆米花品牌的错误记忆和购买该产品的决定联系起来可能有点夸张，并说道：“把一种影响和实际行为（例如购买爆米花）联系起来其实是另外一回事。”

研究者还发现，当他们把知名品牌替换为虚构的品牌，但保留同样的产品名称和生动的广告内容，其对消费者的影响就小得多。蒙哥马利指出，“该研究的目的是告诉消费者在接触到十分形象的广告时要当心，因为这些广告可能会使人们产生体验过该产品的错误记忆。”

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