

图书基本信息

书名：<<5年高考3年模拟·高中英语·必修4·译林版>>

13位ISBN编号：9787504140975

10位ISBN编号：750414097X

出版时间：2008-3

出版单位：教育科学出版社

作者：曲一线 主编

页数：92

字数：380000

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

内容概要

全书知识架构思维导图呈现
模块学习方法技巧名师指导
言简意赅呈现相关知识背景
图文并茂引导学生自主探究
主体课文英汉对译左右互动
增强语感双栏对照一目了然
左讲右练一网打尽高考知识能力要点
习题化设计菜单式归类科学巧妙编排
展示各地高考新题型训练发散思维能力
话师选材新颖体现时事热点特色更鲜明
紧扣专题内容锁定考纲要点
双栏互动快速突破重点难点
优化整合最新5年全国高考试题
麻雀式解剖命题规律及命题趋势
淘金式精选最近3年各地优秀模拟试题
公层式优化设计训练题组定时定量测试

书籍目录

Unit 1 Advertising

Part 1 Welcome to the unit&Reading

Part 2 Word power&Grammar and usage

Part 3 Task&Project

单元回眸

Unit 2 Sports events ,

Part 1 Welcome to the unit & Reading

Part 2 Word power&Grammar and usage

Part 3 Task&Project

单元回眸

Unit 3 Tomorrow ' s world

Part 1 Welcome to the unit&Reading

Part 2 Word power&Grammar and usage

Part 3 Task&Project

单元回眸

章节摘录

Unlike a single advertisement, an ad campaign is a planned programme of advertisements using various kinds of ads to reach a certain audience. When you start a successful ad campaign, you must have a clear aim and an audience in mind. It is important to figure out exactly what you want to tell the audience and what you are trying to get them to do. In an ad campaign you may need to employ different kinds of media, including posters, newspapers, magazines, radio and television. There are three major questions you must first consider: 1 Who is the audience for your ad campaign? The people you want to reach are your target audience. In order to determine your audience, you will need to do a little research and analysis in advance. You will need to explore what the audience already thinks. It is very important to know your audience so you can create the right message for the right people.

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>