

2023 考研英语一翻译真题参考范文及解析

来源：新文道考研

46. AI can also be used to identify the lifestyles choices of customers regarding their hobbies, favorite celebrities, and fashions to provide unique content in marketing messages put out through social media.

【解析】本句主干是 AI can also be used to identify the lifestyles choices.

【参考译文】人工智能还可用于识别客户的生活方式选择，包括他们的爱好、喜爱的名人和时尚，从而在通过社交媒体发布的营销信息中提供独特的内容。

47. Some believe that AI is negatively impacting on the marketer's role by reducing creativity and removing jobs, but they are aware that it is a way of reducing costs and creating new information.

【解析】本句是由 but 连接的两个并列句，并列句 1 的主干是 Some believe that...；并列句 2 的主干是 they are aware that ...。

【参考译文】一些人认为，人工智能通过减少创造力和减少工作机会，对营销人员的角色产生了负面影响，但他们也意识到，这是一种降低成本和创造新信息的方式。

48. Algorithms used to stimulate human interactions are creating many of these concerns, especially as no-one is quite sure what the outcomes of using AI to interact with customers will be.

【解析】本句主干是 Algorithms are creating many of these concerns, used to stimulate human interactions 作定语修饰限定 Algorithms。

【参考译文】用于刺激人际互动的算法正在产生许多此类担忧，尤其是在这种情况下：没有人能非常确认使用人工智能与客户互动的结果会是什么。

49. If customers are not willing to share data, AI will be starved of essential information and will not be able to function effectively or employ machine learning to improve its marketing content and communication.

【解析】本句的主干为 AI will be starved of essential information and will not be able to function or employ machine learning，句首为 if 引导的条件状语从句。

【参考译文】如果客户不愿意分享数据，人工智能将缺乏必要的信息，无法有效地发挥作用，也无法使用机器学习来改善其营销内容和传播。

50. The non-intrusive delivery of the marketing message in a way that is sensitive to the needs of target customers is one of the critical challenges to the digital marketer.

【解析】本句的主干为 The non-intrusive delivery is one of the critical challenges，that 引导定语从句修饰前面的 way.

【参考译文】以一种对目标客户需求敏感的方式非侵入式地传递营销信息是数字营销人员面临的关键挑战之一。