





30. A.none          B.everyone      C.anyone          D.someone  
 31. A.If              B.Though          C.Unless          D.Whether  
 32. A.edit            B.analyze          C.copy            D.erase  
 33. A.happy          B.easy            C.safe            D.active  
 34. A.might not      B.might            C.must not        D.must  
 35. A.quickly        B.permanently    C.temporarily    D.slowly

IV. Reading Comprehension (60 POINTS)

Passage One

When my daughter first began competing in school chess tournaments, I often chatted with other parents. Sometimes, I'd ask if they played chess themselves. Usually, the reply was no. When I volunteered that I was learning to play, their tone was cheerfully joking: "Good luck with that!", "If this game is so good for kids, why are adults ignoring it? Seeing someone playing smart phone games, I wanted to say, 'why are you having your kids do chess while you do that?'"

Sure, we parents had work to do, work that helped pay for the lessons our kids were enjoying. But I also wondered if we were sending a subtle message: that learning was for the young. During one tournament, I saw a group of parents. They were playing chess! Just then, a group of kids passed me. "Why are adults learning chess?" One asked, in a vaguely teasing tone.

I was tired of sitting on the sidelines. I wanted in, and that is how I got a membership card and started throwing myself in. Early on, I was nervous, even though I really had nothing to lose, except my pride. "A master can sometimes play badly," as one grandmaster (国际象棋大师) put it, "a fan, never!" And fan I was. It was three hours of concentration and thinking, with my phone off. It felt like a gym for the brain.

Being a beginner can be hard at any age, but it gets harder as you get older. The phrase "adult beginner" has an air of gentle pity. It implies the learning of something that you should have perhaps already learned.

36. What can we learn about other parents from their remarks in Para 1?

- A. They were indifferent to about learners  
 B. They agreed on the idea of learning chess  
 C. They gave congratulations to the adult learners  
 D. They thought it odd for an adult to learn chess

37. What was a group of parents doing one tournament in Para. 2?

- A. Playing chess  
 B. Enjoying chatting  
 C. Watching kid play chess  
 D. Helping kids with their lessons

38. Which of the following is closest in meaning to "sitting the sidelines" in Para 3?

- A. Not being noticed  
 B. Expressing vague ideas  
 C. Not being involved.  
 D. Following what others do.

39. What did writer think of his experience of learning to play chess?

- A. It helped him remain calm.  
 B. It helped him train his brain.

- C.It made him proud of himself
- D.It made him question himself.

### Passage Two

There' s an old fixed understanding about the difference between cats and dogs. Dogs are loving and loyal, while cats are aloof (冷漠离群的) and indifferent. Most cat people, however, probably disagree. Overall, cat research suggests cats do form emotional bonds with their owners. Cats seem to experience separation anxiety, respond to their owners' voices more than to strangers' and look for comfort when scared.

But a new study reveals a more complicated picture of our relationship with cats. Adapting a method previously used to study dogs, the scientists found cats——unlike dogs——don' t avoid strangers who refuse to help their owners. This doesn't mean that the cats in this study were selfish, but they simply didn't understand how human beings respond to each other. They weren't aware that some of the strangers were being unhelpful.

In an experiment, a cat watched as her owner tried to open a box to get at something inside. Two strangers sat on either side of the owner and the owner turned to one of them and asked for help. In “helper” trials, the stranger helped the owner to open the box. In “non-helper” trials, the stranger refused. The other stranger sat passively, doing nothing. Then, both strangers offered the cat a treat, and the scientists watched to see which stranger the cat approached first. Did she prefer to take food from a helpful stranger over a passive one? Or did she avoid taking food from the non-helper?

When this method was used to test dogs, they showed a clear preference. The dogs preferred not to take food from a stranger who refused to help their owner. In contrast, completely indifferent. They showed no preference for the helpful person and no avoidance (避开) of the .unhelpful person. Apparently, as far as cats are concerned, food is food.

What should we take from this? An attractive conclusion would be that cats are selfish and don' t care about how their owners are treated at all. This is an example of human-centered thinking of animals. To really understand cats, we have to get out of this view and think of them as cats.

40.What do most cat people probably disagree with according to Para 1?

- A.Cats are strange
- B.Cats are loving
- C.Cats are caring
- D.Cats are cold

41.What does most research above cats show?

- A.They don't need their owners'attention.
- B.They are emotionally attached to their owners
- C.They don't experience separation anxiety as dogs do.
- D.They respond to their owner's voices less than dogs do.

42.What can be learned from the study?

- A. Cats take food no matter who feeds them
- B. Cats refuse food from unhelpful strangers
- C. Dogs refuse food from those who anger them
- D. Dogs take food no matter how they are treated

43.What should we do to better understand cats, according to the last paragraph ?

- A.To treat them as fiends
- B.To compare the with dogs
- C.To regard them as animals
- D.To care about their behavior

### Passage Three

Scientists have shown that exercise is linked to brain changes throughout^ all stages of life and can. help the brain develop and stay healthy. Babies, for example, need regular exercise to form connections in the brain. In children, research suggests that exercise improves attention, focus and school performance. In the elderly, exercise has been shown to help slow memory loss.

Then how does exercise help the brain? Over the last 20 years, scientists have learned that exercise can help keep the mind sharp in a number of ways. Exercise improves blood flow to the brain. The blood carries oxygen, contributing to more efficient connections between brain 况 IIs. Increasing blood How is one way that exercise can improve mental abilities. The positive effects of exercise on the brain can be seen in babies, pre-teenagers and adults.

Babies are in near-constant movement, which is extremely important for development. This movement not only strengthens their muscles, but also helps their brains form connections. The process continues throughout life but is most intense in infancy ( 婴儿期) and toddlerhood ( 学步期) , when children are mastering brand-new skills like sitting, standing, walking, running and jumping.

Exercise is also healthy for pre-teenagers 1 brains. In fact, 'some research suggests that regular exercise can improve school performance. A study found that the effects depended on how much kids exercised. The more days the children attended the exercise program, the more their focus improved.

Finally, exercise helps keep the mind sharp during adulthood. Research suggests exercise can increase the size of the hippocampus, an important area of the brain, which becomes smaller with age, and can increase levels of a protein ( 蛋白质) that aids the growth of new brain cells. This can help prevent older adults from losing mental abilities and memory.

44.How does exercise help the elderly?

- A.By improving attention.
- B.By slowing memory loss.
- C.By connecting with others.
- D.By controlling cell growth.

45.How does exercise sharpen the mind according to Para. 2?

- A.By increasing the brain size.
- B.By decreasing the protein level.
- C.By extending the time of concentration.
- D.By strengthening brain cells' connections.

46.What is crucial in the development of babies' brains?

- A.Babies' ability to focus.
- B.Babies,'mastery of skills.
- C.Babies' muscle strength.
- D.Babies' near-constant movement.

47.What is the main idea of the passage?

- A.Exercise strengthens people' s body.

- B.Exercise helps babies to grow.
- C.Exercise improves people's life.
- D.Exercise benefits the brain.

#### Passage Four

In 1542, Francisco de Orellana led the first European voyage down the Amazon River. During this voyage the explorers met a lot of resistance (抵抗) from the local Indians. In one particular tribe the women fighters were so fierce that they drove their male fighters in front of them with spears. Thus the river was named after the famous women fighters of the ancient Greek stories, the Amazons.

This voyage also started our wonder of the greatest river and the largest area of rainforest in the world. About 20% of all fresh water carried to the oceans is from the Amazon River. The Amazon basin is the world's largest, about the size of Europe. The river is a product of the rainy season, which brings huge rains every summer. This also produces a large area of rainforest, which supports the largest number of diverse plants and animals of any area in the world.

The Amazon rainforest is also important when it comes to the future of global warming, as it is a huge natural store of carbon. Up until recently it was thought that the Amazon had fully grown and thus could not take up any more CO<sub>2</sub>. Experiments have shown this could be wrong and that the Amazon rainforest might be sucking up an additional five tons of CO<sub>2</sub> from the atmosphere per hectare (公顷) per year. This is because plants react favorably to increased CO<sub>2</sub>; because it is the raw material for photosynthesis (光合作用), the more of it the better. So having more CO<sub>2</sub> in the atmosphere acts like a fertilizer, stimulating plant growth. Because of the size of the Amazon rainforest, it seems that presently it is taking up a large percentage of our CO<sub>2</sub> pollution in the atmosphere, about 75% of the world's car pollution.

48.After whom the Amazon River named?

- A.They Indian women fighters.
- B.The head of an Indian tribe.
- C.The first explorer of the river.
- D.The woman fighters in ancient Greek stories.

49.Which of the following statements is true?

- A.The Amazon basin is the largest in the world.
- B.The Amazon River causes huge rains every summer.
- C.The Amazon rainforest supports about 20% of the world's plants.
- D.The Amazon River carries 75% of the world's water to the oceans.

50.Why is CO<sub>2</sub> compared to a fertilizer in Para.3?

- A.They both absorb light.
- B.They both store heat.
- C.They both help plants grow.
- D.They both cause global warming.

51.what is implied in the last paragraph?

- A.The Amazon rainforest may disappear soon
- B.The Amazon may take up more CO<sub>2</sub> in the future
- C.The size of the Amazon basin may become small
- D.People may change the name of the Amazon River

#### Passage Five

The AIDA model is the foundation of modern marketing and advertising practice. It outlines the four basic steps that can be used to persuade potential customers to make a purchase. The first three steps lie in creating attention (A), developing interest (I), and building desire (D) for the product, before the fourth step—the "call to action (A)—tells them exactly how and where to buy. AIDA can channel the customer's feelings through each stage of the communication process toward reaching a sale.

Attracting the customer's attention is the first challenge, and this may be achieved by using an attractive phrase, offering a discount or something for free, or demonstrating how a problem can be solved. Once someone's attention has been seized, it must be turned into real interest. This is best done by providing a brief description of the product's benefits to the consumer, rather than simply listing the product's main features. Problem-solving claims, or results-based advice can be used to create desire, before finally laying out a simple way for that desire to be met—the means to buy. On website advertising, this might be a direct link; on TV or print, it may be a website or telephone number.

In the movie industry, the stages of AIDA are used to great effect. Movie studios often begin their marketing campaigns months in advance with giant posters to attract attention to the new movie. Short attractive previews follow, which develop interest by offering an attractive glimpse of the movie without giving too much away. Desire is inspired by the release of the full preview, which is carefully designed to show the exciting moments of the movie, from special effects to humorous lines of dialogue. On the opening weekend, advertisements in newspapers and on television focus on the movie's release, inviting the consumer to go and buy a ticket.

52. What is the purpose of creating the AIDA model?

- A. To promote potential sales.
- B. To simplify the daily business.
- C. To describe the types of markets.
- D. To lay the foundation for advertising.

53. Which of the following can turn customers' attention into real interest?

- A. Listing the product's main features.
- B. Describing the benefits of a product.
- C. Selling a product at a great discount.
- D. Offering free samples through a link.

54. In which stage of the AIDA model are giant posters used?

- A. Attention.
- B. Interest.
- C. Desire.
- D. Action.

55. What is the writer's tone in introducing the AIDA model?

- A. Surprised.
- B. Critical.
- C. Objective.
- D. Hopeful.

V Daily (15 points)

**Pick out appropriate expressions from the eight choices below and complete the following dialogue by blackening the corresponding letter on the Answer Sheet.**



参考答案:

1—5: DACBD

6—10: ABDCB

11—15: ADBCD

16—20: CBAAC

21—25: CADBD

26—30: AABCD

31—35: ABCBC

36—40: DACBD

41—45: BACBD

46—50: DDDAC

51—55: BABAC

56—60: ACHED

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