2017一模卷完型填空

黄浦卷

**Animal Rights**

Every conscious being has interests that should be respected. No being who is conscious of being alive should be devalued to thinghood, dominated, and used as a resource or \_\_\_41\_\_\_. The key point of the idea known as animal rights is a movement to extend moral consideration to all \_\_\_42\_\_\_ beings. Nobody should have to demonstrate a specific level of intelligence or be judged beautiful to be given moral consideration. No being should have to be useful to humanity or capable of accepting “duties” in order to be extended moral consideration. \_\_\_43\_\_\_, what other animals need from us is being free from duties to us.

Animal rights is about letting animals live on their own terms. It can be written into our laws, but is not an actual list or bill of rights as we have for human society. It begins with our promises not to act like \_\_\_44\_\_\_ of others. Animal rights is about justice ─ treating animals fairly.

Why is animal rights \_\_\_45 \_\_\_? It is because we humans often act as though we are the only beings on the planet. Although we depend on other animals for our very survival, humans are the only animals that have upset the balance of nature. There are lots of ways that humans \_\_\_46\_\_\_ animals. We domesticate them and use them for food, even though our nutritional needs can be completely supplied by a(n) \_\_\_47\_\_\_ diet. Although other materials are available, we use animal’s skin and other body parts for clothing, furs, hats, boots, jewellery and even pet toys. Humans can talk about it but animals cannot. All animals wish to experience life in its fullness. Unlike many animals who have to kill to survive, humans do not. Why should humans cause \_\_\_48\_\_\_ to other beings when it’s not necessary?

As we do, animals protect their children; they feel fear; they warn each other of dangers; they play. We might differ from other animals in some ways, but that doesn’t give us the right to \_\_\_49\_\_\_ them down, take their lands, pollute their waters, or use them for our conveniences. Animals also experience pain and it’s not difficult to observe \_\_\_50\_\_\_ of pain in the way a conscious being reacts to it. We take advantage, cause distress, and act \_\_\_51\_\_\_ when we use animals for amusement. Lots of pets are \_\_\_52\_\_\_ on the streets when their owners no longer find it convenient or affordable to keep or care for them.

Whether we admit it or not, it’s a prejudice to think we are \_\_\_53\_\_\_ to animals and that it is our right to control them, which can only make people act mean, hateful or neglectful. However, each of us has within us the power to \_\_\_54\_\_\_. We can adopt a different attitude, one that reshape our destiny. This will have wonderful effects on the planet’s other communities, for life is \_\_\_55\_\_\_ avoiding suffering. It is interacting, singing, pursuing joy. We humans can learn to live responsibly, with respect, kindness and love.

41. A. companies B. goods C. insects D. providers

42. A. active B. conscious C. intelligent D. strange

43. A. Indeed B. Moreover C. Nevertheless D. Otherwise

44. A. followers B. friends C. masters D. tutors

45. A. necessary B. neglected C. respected D. revolutionary

46. A. distinguish B. eliminate C. exploit D. raise

47. A. animal-free B. eco-friendly C. low-salt D. well-balanced

48. A. conflict B. confusion C. isolation D. misery

49. A. calm B. chase C. pull D. tear

50. A. signs B. symbols C. symptoms D. performances

51. A. differently B. enthusiastically C. gently D. unfairly

52. A. abandoned B. chosen C. oppressed D. spoiled

53. A. accessible B. appealing C. reasonable D. superior

54. A. change B. dominate C. persist D. proceed

55. A. contrary to B. more than C. owing to D. rather than

BBACA CADBA DADAB

杨浦卷

Security guard, truck driver, salesperson – year after year, these jobs appear on lists of the unhappiest careers. Although many factors can make a job \_\_41\_\_ – unusual hours, low pay, no chance for advancement – these three jobs \_\_42\_\_ for another reason: a lack of small talk.

Psychologists have long said that connecting with others is central to our well-being, but just how much conversation we require is under \_\_43\_\_. In one study, researchers overheard undergraduates for four days and then \_\_44\_\_ each conversation as either “small talk” (“What do you have there? Pop corn? Yummy!”) or “serious” (“Did they break up soon after?”). They found that the second type is connected with happiness – the happiest students had roughly twice as many “serious” talks as the unhappiest ones. Small talk, meanwhile, \_\_45\_\_ only ten percent of their conversation, versus almost 30 percent of conversation among the unhappiest students.

However, don’t just consider small talk \_\_46\_\_ yet. Scientists believe that small talk could promote bonding. Chatting with strangers could \_\_47\_\_ our morning. In a series of experiments, psychologists found that those who chatted with other train passengers reported a more pleasant journey than those who didn’t.

Small talk can also help us feel connected to our \_\_48\_\_. People who smiled at, made eye contact with and \_\_49\_\_ spoke with their Starbucks baristas （咖啡师）reported a greater sense of \_\_50\_\_ than those who rushed through the transaction（交易）. \_\_51\_\_, when volunteers broke the silence of the art gallery to chat with gallery-goers, the visitors felt happier and more connected to the exhibit than those who were not \_\_52\_\_.

Of course, some of us are better than others at turning small talk into something bigger. In one study, people who were rated “less curious” by researchers had trouble getting a conversation \_\_53\_\_ on their own. People who were considered “curious”, meanwhile, needed no help \_\_54\_\_ conversations about ordinary things like favorite holidays into friendly exchanges. A “curious mindset,” the researchers concluded, can lead to “positive social \_\_55\_\_.”

Therefore, go ahead – small talk needn’t be idle, and nosiness isn’t all bad.

41. A. rewarding B. depressing C. exhausting D. challenging

42. A. stand out B. turn up C. give off D. put forward

43. A. negotiation B. construction C. investigation D. examination

44. A. divided B. entitled C. imposed D. cataloged

45. A. figured out B. made up C. took over D. added to

46. A. worthless B. essential C. boring D. ridiculous

47. A. occupy B. satisfy C. brighten D. spoil

48. A. emotions B. heart C. customers D. surroundings

49. A. purposefully B. briefly C. continuously D. generally

50. A. responsibility B. security C. belonging D. achievement

51. A. Consequently B. Oppositely C. Unexpectedly D. Similarly

52. A. approached B. attached C. addressed D. attended

53. A. breaking B. pausing C. rolling D. stopping

54. A. evolving B. substituting C. adapting D. transforming

55. A. interaction B. standard C. impact D. involvement

BACDB ACDBC DACDA

崇明卷

**Directions Matter**

*Jet lag* (时差感) may be the worst part of travelling, and it hits many people harder travelling east than west. Why they feel this way is 41 , but scientists recently developed a new model that provides an explanation for the mystery and insights on recovering from jet lag.

The model imitates the way *neuronal oscillator cells* (神经振子细胞) 42 crossing time zones. These cells in our brains 43 our biological clocks. However, the cells don’t quite operate on a perfect 24-hour schedule. Instead, their activity follows a 44 that lasts slightly longer than that, about 24.5 hours. According to Michelle Girvan, an associate professor of physics at the University of Maryland and a co-author of the study, that means it’s 45 for us to extend the length of a day—for example, by flying west across time zones—than to shorten the day, by flying east.

The scientists found that for 46 travel, a person who crossed three time zones would fully

47 in a little less than four days. For six time zones, recovery would take about six days. For nine time zones, the recovery would take just less than eight days.

However, when a person travels eastward, the recovery time doesn’t match up as 48 . When a person crosses three time zones going east, it takes a little more than four days to recover. For six time zones, the recovery time 49 to more than eight days. And for nine time zones, the recovery period is more than 12 days.

Girvan noted that not everyone has a biological clock of exactly 24.5 hours. 50 , it varies from person to person. The other factor to consider is 51 cues such as sunlight, Girvan added. How a person reacts to these cues can also 52 how quickly he or she will adjust to a new time zone.

The scientists hope that their new model can be used in the future to figure out the best ways to

53 jet lag. For example, if you will be traveling six time zones eastward, start by setting your clock ahead an hour or two several days before you leave. And when you arrive in a new time zone, make sure that the outside cues you are exposed to 54 the new time zone. That means that if it’s daytime in the new time zone, expose yourself to sunlight. And if it’s nighttime, avoid artificial 55 , including those from smartphones and computers, to help your biological clock adjust.

41. A. incredible B. apparent C. surprising D. unclear

42. A. cope with B. account for C. respond to D. result in

43. A. kick B. watch C. stop D. regulate

44. A. cycle B. routine C. process D. pattern

45. A. safer B. easier C. more dangerous D. more difficult

46. A. eastward B. southward C. westward D. northward

47. A. adjust B. understand C. prepare D. change

48. A. relatively B. nicely C. classically D. awkwardly

49. A. reduces B. jumps C. contributes D. leads

50. A. Moreover B. Otherwise C. However D. Rather

51. A. external B. verbal C. social D. chemical

52. A. promote B. emphasize C. impact D. orient

53. A. form B. endure C. shelter D. beat

54. A. specify B. match C. shift D. destroy

55. A. lights B. barriers C. flavours D. sounds

DCDAB CABBD ACDBA

长宁卷

About five years ago, when the first generation of wearable fitness trackers became popular, they were announced as the dawn of a revolution. Health experts and businesspeople alike said that giving people access to real-time *calorie* (卡路里)*-burning* and step-count data would inspire them to lose weight, eat better and — most important — 41 more. But even as the U.S. market for 42 devices hits $7 billion this year, there’s evidence that their promise isn’t quite paying off.

The U.S. has an exercise problem, with 28% of Americans ages 50 and over considered wholly 43 . That means 31 million adults move no more than is necessary to perform the most basic functions of daily life. Wearables, experts 44 , were going to change that.

But limited academic research has been done to figure out whether wearables 45 people’s behavior in the long term. The little research that does exist isn’t 46 . For a recent study in the *Journal of the American Medical Association*, researchers wanted to see whether activity trackers would help overweight people lose more weight over two years than if they just did a weight-loss *intervention* (干预) alone. They didn’t. “We found that just giving people a device doesn’t mean it’s going to 47 something you think it’s going to lead to,” says John Jakicic, the author of the study, from the University of Pittsburgh. “These activity trackers don’t engage people in strategies that make a 48 in terms of long-term change.”

Another new study highlighted a different challenge: user 49 . By the end of a yearlong study of 800 people, just 10% of participants were still wearing the trackers, according to Eric Finkelstein, a professor at the Duke-NUS Medical School in Singapore. “We didn’t find that Fitbits really have much of an effect,” he says. This may well be because people expect trackers to do something they’re not designed to do — 50 , force them to change their behavior. “There’s 51 among people about their function, a measurement tool and an intervention,” Finkelstein says. A scale counts pounds, 52 , but won’t teach you how to eat less. “When people put these devices on, they might interact with the *app* (应用程序) for the first few weeks, maybe the first few months, but there comes a point where that starts to fall off,” says Finkelstein.

To be 53 , some of the costlier and higher-tech wearables have features baked into them that encourage users to move more, says Shelten Yuen, Fitbit’s vice president of research. Among them: shaking sensors, movement reminders and social-media combination, all designed to 54 users to make better health choices every day. But more research will be needed to determine whether or not these 55 — or others like them — measurably improve people’s health and fitness levels.

41. A. learn B. purchase C. exercise D. perform

42. A. wearable B. electronic C. hi-tech D. built-in

43. A. misunderstood B. inactive C. discouraged D. unchangeable

44. A. announced B. determined C. hoped D. noticed

45. A. limit B. understand C. interpret D. change

46. A. encouraging B. interesting C. pioneering D. challenging

47. A. benefit from B. result in C. add to D. look for

48. A. design B. movement C. profit D. difference

49. A. reduction B. participation C. creation D. expectation

50. A. namely B. therefore C. however D. shortly

51. A. argument B. popularity C. confusion D. interaction

52. A. by the way B. in other words C. of course D. for example

53. A. fair B. cute C. accessible D. technical

54. A. persuade B. motivate C. follow D. teach

55. A. concepts B. sensors C. scales D. features

CABCD ABDAA CDABD

松江卷

How to help your kids find a purpose? You don’t have to start with the really big questions. “Quick, what’s the meaning of life?” Many of us may not be able to answer that, but that doesn’t \_\_41\_\_ our kids don’t have questions or need answers.

“The sense that your personal life is \_\_42\_\_ to you is a basis of psychological well-being,” says Michael F. Steger, director of the laboratory for Meaning and Quality of Life at Colorado State University. Not only that, it is tightly tied to being happier, more positive, more \_\_43\_\_, more caring, more helpful, more *resilient* (坚韧)，and more satisfied in your life, relationships, and work.

But helping your kids find meaning doesn’t mean parents have to \_\_44\_\_ all life’s ancient mysteries, Steger says. The \_\_45\_\_ is to understand the difference between the meaning of life and the meaning in life.

“We do not have to start with the biggest and most troubling questions about our lives,” Steger says. “We can start with trying to \_\_46\_\_ how, today, right now, we are going to do one thing that makes the story of our lives more positive, or makes a positive difference to someone else.”

With kids in \_\_47\_\_ school, Steger says, “At the most basic level, our best hopes for our children are that they feel their lives matter and that they \_\_48\_\_.” To start conversations along those lines, says Steger, “You can ask questions about what they think their best \_\_49\_\_ or strengths are, whether they have good relationships with other people, whether they care about others. You can ask them about times when they have made a difference, made someone feel better, felt \_\_50\_\_ for doing something, or helped someone out. All of these kinds of questions can start a conversation about your kid’s \_\_51\_\_ way of being in and contributing to the world.”

In middle school, says Steger, “Kids are being exposed to ideas, behaviors, assumptions, and priorities that might be \_\_52\_\_ different from the ones they have always assumed were true.” So for kids this age, parents can start conversations focusing on how your children’s sense of who they are, how they related to others and what life is has been \_\_53\_\_.

By high school, according to Steger, “We hope our children see how much their lives matter, see that they are at the beginning of an exciting and strengthening life story, and have some slight ideas about \_\_54\_\_.” But the question of what you want to do with your life is too big for a single conversation, says Steger. Instead, he encourages parents to have \_\_55\_\_, smaller conversations with their kids about how they view themselves and their lives, and what kind of impact they would like to make.

41. A. intend B. mean C. remain D. hope

42. A. significant B. decisive C. meaningful D. useful

43. A. confident B. cautious C. intelligent D. special

44. A. discover B. present C. memorize D. solve

45. A. trick B. occupation C. address D. promise

46. A. look for B. pick up C. deal with D. figure out

47. A. junior B. advanced C. elementary D. senior

48. A. make a difference B. spare no effort C. take the initiative D. make a living

49. A. specialties B. qualities C. features D. performances

50. A. appreciated B. prepared C. understood D. well-known

51. A. apparent B. smart C. unique D. appropriate

52. A. generally B. eventually C. impossibly D. completely

53. A. improving B. strengthening C. appearing D. changing

54. A. truth B. purpose C. positivity D. contribution

55. A. permanent B. long-lasting C. frequent D. occasional

BCADA DCABA CDDBC

宝山卷

Anxiety disorders – defined by extreme fear, restlessness, and muscle tension – are carefully considering, disabling, and can increase the risk for \_\_\_41\_\_\_ and self-murder. They are some of the most common mental health conditions around the world, \_\_\_42\_\_\_ around four out of every 100 people and costing the health care system and job employers over US$42 billion each year.

People with anxiety are more likely to miss days from work and are less \_\_\_43\_\_\_. Young people with anxiety are also less likely to enter school and complete it – leading to fewer life \_\_\_44\_\_\_.  Even though this evidence points to anxiety disorders as being important mental health issues, insufficient \_\_\_45\_\_\_ is being given to them by researchers, clinicians, and policy makers.

My team and I at the University of Cambridge wanted to find out who is most affected by anxiety disorders.

To do this, we conducted a systematic \_\_\_46\_\_\_ of studies that reported on the proportion of people with anxiety in a variety of contexts around the world, and used accurate methods to keep the highest quality studies.

Our results showed women are almost twice as likely to \_\_\_47\_\_\_ anxiety as men, and people living in Europe and North America are disproportionately affected.

So why are women more \_\_\_48\_\_\_?

It could be because of differences in brain chemistry and hormone(荷尔蒙) variations.  Reproductive events across a woman’s life are \_\_\_49\_\_\_ with hormonal changes, which have been linked to anxiety.  The rise in oestrogen(雌激素) that occurs during pregnancy can \_\_\_50\_\_\_ the risk for uncontrollable disorder.

This is \_\_\_51\_\_\_ by disturbing and repetitive thoughts, impulses and addictions that are upsetting and less effective. But in addition to biological mechanisms, women and men seem to experience and react to events in their life \_\_\_52\_\_\_.  Women tend to be more likely to stress, which can increase their anxiety.  Also, when faced with stressful situations, women and men tend to use different coping \_\_\_53\_\_\_. Women faced with life stressors are more likely to think about them seriously, which can increase their anxiety, \_\_\_54\_\_\_ men engage more in active, problem-focused coping.

Other studies suggest that women are more likely to \_\_\_55\_\_\_ physical and mental mistreatment than men, and this behavior has been linked to the development of anxiety disorders.

41. A. symptom B. depression C. misery D. frightening

42. A. infecting B. stimulating C. capturing D. affecting

43. A. productive B. progressive C. positive D. passive

44. A. adventures B. insurances C. chances D. programs

45. A. conclusion B. attention C. solution D. contribution

46. A. ignorance B. outlook C. discovery D. review

47. A. suffer from B. deal with C. fight against D. result from

48. A. superior B. inferior C. probable D. enormous

49. A. interacted B. associated C. disconnected D. inherited

50. A. challenge B. decline C. eliminate D. increase

51. A. characterized B. confused C. performed D. offended

52. A. equally B. similarly C. differently D. terribly

53. A. shortcuts B. strategies C. standards D. samples

54. A. because B. unless C. if D. while

55. A. experience B. respond C. ignore D. persist

BDACB DACBD ACBDA

奉贤卷

What is the first thing you notice when you walk into a shop? The products 41 at the entrance? Or the soft background music?

But have you ever noticed the smell? Unless it is bad, the answer is likely to be no. But while a shop’s scent may not be outstanding 42 sights and sounds, it is certainly there. And it is providing to be an increasing powerful tool in encouraging people to 43 .

A brand store has become famous for its distinctive scent which floats through the fairly dark hall and out to the entrance, via scent machines. A smell may be 44 but it may not just be used for freshening air. One sports goods company once reported that when it first introduced scent into its stores, customers’ 45 to purchase increased by 80 percent.

When it comes to the best shopping streets in Pairs, scent is just as important to a brand’s 46 as the quality of its window displays and goods on sales. That is mainly because shopping is a very 47 experience to what it used to be.

Some years ago, the 48 for brand name shopping was on a few people with sales assistants’ 49 attitude and don’t-touch-what-you-can’t-afford displays. Now the 50 of electronic commerce (e-commerce) has opened up famous brands to a wider audience. But while e-shops can use sights and sounds, only bricks-and-mortar stores (实体店) can offer a full experience from the minute customers 51 through the door to the moment they leave. Another brand store seeks to be much more than a shop, but rather a(n)  52 . And scent is just one way to 53 this.

Now a famous store uses complex man-made smell to make sure that the soft scent of baby powder 54 through the kid department, and coconut scent in the swimsuit section. A department store has even opened a new lab, inviting customers on a journey into the store’s windows to smell books, pots and drawers, 55 their perfect scent.

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| --- | --- | --- | --- |
| 41. A. engaged | B. delivered | C. displayed | D. located |
| 42. A. connected with | B. compared with | C. combined with | D. came up with |
| 43. A. purchase | B. wander | C. appreciate | D. identify |
| 44. A. instructive | B. attractive | C. expensive | D. informative |
| 45. A. expression | B. demand | C. intention | D. attention |
| 46. A. profession | B. project | C. relation | D. success |
| 47. A. different | B. elegant | C. inevitable | D. generous |
| 48. A. focus | B. account | C. check | D. schedule |
| 49. A. determined | B. careless | C. objective | D. disapproving |
| 50. A. view | B. rise | C. trade | D. effect |
| 51. A. step | B. inspect | C. strive | D. proceed |
| 52. A. occasion | B. moment | C. destination | D. department |
| 53. A. apply | B. achieve | C. mention | D. observe |
| 54. A. appears | B. inputs | C. chases | D. floats |
| 55. A. in terms of | B. in the form of | C. in search of | D. in common with |

CBABC DAADB ACBDC

浦东卷

Everybody loves to hate invasive species. The international list of invasive species－defined as those that were introduced by humans to new places, and then \_\_\_\_41\_\_\_\_－runs to over 4,000. In Australia and New Zealand, hot war is fought against introduced creatures like *cane toads(蔗蟾蜍)* and rats.

Some things that are *uncontroversial(无争议的)*are nevertheless foolish. With a few important exceptions, campaigns to \_\_\_\_42\_\_\_\_ invasive species are merely a waste of money and effort－for reasons that are partly practical and partly philosophical.

Start with the practical arguments. Most invasive species are neither terribly successful nor very \_\_\_\_43\_\_\_\_. Britons think themselves surrounded by foreign plants. \_\_\_\_44\_\_\_, Britain’s invasive plants are not widespread, not spreading especially quickly, and often less of a(n) \_\_\_\_45\_\_\_\_ than vigorous native plants. The arrival of new species almost always \_\_\_\_46\_\_\_\_ biological *diversity(多样性)* in a region; in many cases, a flood of newcomers drives no native species to extinction. One reason is that invaders tend to colonise \_\_\_\_47\_\_\_\_ habitats like polluted lakes and post-industrial wasteland, where little else lives. They are nature’s opportunists.

The philosophical reason for starting war on the invaders is also \_\_\_\_48\_\_\_\_. Elimination campaigns tend to be \_\_\_\_49\_\_\_\_ by the belief that it is possible to restore balance to nature－to return woods and lakes to the state before human \_\_\_\_50\_\_\_\_. That is misguided. Nature is an everlasting mess, with species constantly emerging, withdrawing and *hybridizing(杂交)*. Humans have only quickened these processes. Going back to ancient habitats is becoming \_\_\_\_51\_\_\_\_in any case, because of man-made climate change. Taking on the invaders is a(n) \_\_\_\_52\_\_\_\_ gesture, not a means to an achievable end.

A reasonable attitude to invaders need not imply passivity. A few foreign species are truly \_\_\_\_53\_\_\_\_ and should be fought: the Nile perch－a fish, has helped drive many species of fish to extinction in Lake Victoria. It makes sense to \_\_\_\_54\_\_\_\_ *pathogens(病菌)*, especially those that destroy whole native tree species, and to stop known agricultural pests from gaining a foothold. Fencing off wildlife reserves to create open-air ecological museums is fine, too. And it is a good idea for European gardeners to destroy Japanese plants, just as they give no space to native harmful grasses like bindweed and ground elder. You can garden in a garden. You cannot garden \_\_\_\_55\_\_\_\_. That is universally accepted.

41. A. multiplied B. shrunk C. disappeared D. harvested

42. A. conserve B. eliminate C. investigate D. prioritize

43. A. healthy B. intentional C. harmful D. profitable

44. A. As a result B. For example C. By contrast D. In fact

45. A. attraction B. dominance C. annoyance D. substitute

46. A. increases B. destroys C. reveals D. targets

47. A. oppressed B. disturbed C. cultivated D. preserved

48. A. acceptable B. needless C. mistaken D. convincing

49. A. fuelled B. organized C. interrupted D. greeted

50. A. civilization B. interference C. interaction D. maintenance

51. A. tolerable B. impossible C. beneficial D. critical

52. A. reluctant B. disorderly C. invalid D. unbalanced

53. A. damaging B. flexible C. doubtful D. outstanding

54. A. pick up B. take in C. keep out D. turn down

55. A. agriculture B. vegetation C. atmosphere D. nature

ABCDC ABCAB BCACD

青浦卷

Traditionally uniforms were manufactured to protect the worker. When they were first designed, it is also likely that all uniforms made symbolic sense — those for the military, for example, were originally \_\_41\_\_ to impress and even terrify the enemy; other uniforms indicated a distinction in \_\_42\_\_ — chefs wore white because they worked with flour, but the main chef wore a black hat to show he inspected and supervised.

The last 30 years, however, have seen an increasing \_\_43\_\_ on their role in mirroring the image of an organization and in uniting the workforce, particularly in “customer facing” industries. From uniforms and workwear has emerged “\_\_44\_\_ clothing”. “The people you employ are your ambassadors (大使),” says Peter Griffin, managing director of a major retailer in the UK. “What they say, how they look, and how they behave is of vital importance.” From being a simple means of \_\_45\_\_ who is a member of staff, the uniform is emerging as a new channel of marketing communication.

Truly effective marketing through \_\_46\_\_ images such as uniforms is a subtle art, however. How we look sends all sorts of powerful messages to other people. Dark colours give a sense of \_\_47\_\_ while lighter colour shades suggest approachability. Certain dress style creates a sense of conservatism (守旧), while others a sense of \_\_48\_\_ to new ideas. If the company is selling quality, then it must have quality uniforms. If it is selling style, its uniforms must be stylish. If it wants to appear \_\_49\_\_, everybody can’t look exactly the same.

But turning corporate philosophies into the right combination of colour, style, degree of branding and uniformity is not always \_\_50\_\_. According to Company Clothing magazine, there are 1000 companies supplying the workwear and corporate clothing market. Of these, 22 \_\_51\_\_ for 85% of total sales — £380 million in 1994.

A successful uniform needs to \_\_52\_\_ two key sets of needs. On the one hand, no uniform will work if staff feel uncomfortable or ugly. On the other hand, it is \_\_53\_\_ if the look doesn’t express the business’s marketing strategy. The greatest challenge in this respect is time. When it comes to human awareness, first impressions count. Customers will assess the way staff look in just a few seconds, and that few seconds will \_\_54\_\_ their attitudes from then on. Those few seconds can be so important that big companies are prepared to \_\_55\_\_ years, and millions of pounds, getting them right.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 41. | A. intended | B. tended | C. extended | D. attended |
| 42. | A. statue | B. stability | C. status | D. statistics |
| 43. | A. preference | B. argument | C. compliment | D. emphasis |
| 44. | A. cooperate | B. political | C. corporate | D. academic |
| 45. | A. exposing | B. identifying | C. qualifying | D. requesting |
| 46. | A. studio | B. audio | C. visual | D. casual |
| 47. | A. clarity | B. authority | C. availability | D. accessibility |
| 48. | A. exposure | B. rejection | C. reluctance | D. openness |
| 49. | A. stable | B. uniform | C. innovative | D. similar |
| 50. | A. smooth | B. disagreeable | C. objective | D. complex |
| 51. | A. exchange | B. call | C. stand | D. account |
| 52. | A. establish | B. balance | C. neglect | D. desert |
| 53. | A. pointless | B. significant | C. useful | D. careless |
| 54. | A. maintain | B. shape | C. draw | D. value |
| 55. | A. commit | B. command | C. dedicate | D. invest |

ACDCB CBDCA DBABD

**A Cashless Society**

There is nothing worse than feeling around in your pocket trying to find some small change to pay for a newspaper or a coffee. So it’s good to know that new \_\_41\_\_ is making cash -- banknotes and coins -- a thing of the past, turning us into a cashless society.

Today, many of us already use credit and debit cards for \_\_42\_\_ *transactions* (交易) so there’s no need to carry around huge amounts of money. And now it’s \_\_43\_\_ to make contactless payments using tap-and-go cards which are regular bankcards but with a built-in chip. The card reader \_\_44\_\_ a radio signal and, when you bring the card close to the reader, the chip picks up the signal to make the payment.

\_\_45\_\_ money this way or spending on “plastic” -- an informal name for a credit card -- can put you at risk of *fraud* (诈骗). Criminals try to steal cards, or the information on them, to make \_\_46\_\_ online or in shops, which, as a result, adds too much difficulty to the police’s detective work. \_\_47\_\_, contactless payment is capped -- in the UK the limit is £30. And, if someone does go on a crazy spending with your card, your bank covers you against the loss. Also, the \_\_48\_\_ of chip and PIN technology has even been helping businesses by cutting the time people spend at the cashier’s in shops and has led to a(n) \_\_49\_\_ in fraud.

But, if getting your bankcard out seems like too much trouble, there’s now a \_\_50\_\_ using wearable technology -- something you can wear that include computer and electronic technologies. Kenneth Cukier, economist and technology expert, says “this is \_\_51\_\_ for people who don’t want to take their card out of their wallet, or use their phone, or use their watch. People are going to be making more purchases more of the time -- \_\_52\_\_ for small-valued goods.”

And, although our mobile phones are another way of making payments, BBC reporter Kate Russell says that when this is \_\_53\_\_ you can use the *fingo-pay* (指纹支付) system which “reads the unique maps of veins under the surface of your finger.” The trick is remembering which finger you \_\_54\_\_ with in the bank -- that’s when good old-fashioned cash might save the day! What do you \_\_55\_\_ to use when you buy something?

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| 41. A. experiment | B. evidence | C. technology | D. analysis |
| 42. A. financial | B. equal | C. economical | D. moderate |
| 43. A. definite | B. possible | C. formal | D. legal |
| 44. A. work out | B. makes out | C. gives out | D. sends out |
| 45. A. Refunding | B. Depositing | C. Paying | D. Withdrawing |
| 46. A. bargains | B. purchases | C. preparations | D. troubles |
| 47. A. Similarly | B. Meanwhile | C. Furthermore | D. However |
| 48. A. introduction | B. contact | C. cooperation | D. extension |
| 49. A. rise | B. drop | C. change | D. increase |
| 50. A. question | B. reason | C. concept | D. solution |
| 51. A. reserved | B. provided | C. intended | D. chosen |
| 52. A. particularly | B. specially | C. simply | D. purposefully |
| 53. A. inexact | B. unnecessary | C. impractical | D. inconvenient |
| 54. A. cancelled | B. registered | C. tested | D. restricted |
| 55. A. attempt | B. demand | C. prefer | D. aim |

CABDC BDABD CADBC