**小猫钓鱼专项练习5**

**(A)**

|  |
| --- |
| A. approached B. generous C. financially D. effort E. dates F. victim  G. closed H. substituting I. boosts J. visible K. seemingly |

Have you ever watched a television show or a movie and felt like you were watching a really long commercial? If so, then you’ve fallen \_\_31[F]victim\_\_ to bad ***product placement*** (产品植入). Clever marketing folks want their products to be \_\_32[J]visible\_\_ within a scene, but not the focus. When done correctly, product placement can add a sense of realism to a movie or television show.

fall victim to

Product placement \_\_33[E]dates\_\_ from as early as 1950s when a drinks company paid to have a character in the movie *The African Queen* toss loads of their product overboard. Since then, there have been countless placements in thousands of movies.

追溯到12世纪date back to/go back to/date from the 12th century

Sometimes product placement just happens. A set dresser (布景人员) might think of something that \_\_34[I]boosts\_\_ the level of credibility or realism of the story. One example is the use of a can of ant killer in a violent fight scene in the popular television programme *The Sopranos*. A spokeswoman for the manufacturer said if the company had not been \_\_35[A]approached\_\_ about the use of their product, they would not have given it a thumbs-up. boost profits

\*approach sb about/for sth接洽；建议；要求

The charity approached several stores about giving food aid.

慈善机构找了几家商店，请求他们给予食品援助。

We have been approached by a number of companies that are interested in our product.

一些对我们的产品感兴趣的公司已和我们接洽。

Arranged product placement deals are more prevailing. The most common type is a simple exchange of the product for the placement. A deal is made; in exchange for the airtime, the cast and crew are provided with a(n) \_\_36[B]generous\_\_ supply of the company's products.

**\*in exchange for... 作为对...的交换/用来交换...**

I’ve offered to paint the kitchen in exchange for a week’s accommodation.

Sometimes, a gift of the product isn’t an appropriate form of compensation, and then the deal, \_\_37[G]closed\_\_ with money, works well. Someone from a manufacturer’s marketing team hears about a movie project, and approaches the set dresser with a(n) \_\_38[C]financially\_\_ attractive proposal. They come to an agreement, and the product makes a number of \_\_39[K]seemingly \_\_ casual appearances. Both teams are happy. close a deal

Before product placement really saw a rapid growth in the mid-1980s, it was pretty much a do-it-yourself \_\_40[D]effort\_\_. Now there are entire agencies that can handle the job. Some larger corporations will dedicate personnel to seeking out opportunities for placement within films, television shows — even games and music.

FJEIA BGCKD

\*复习supply

supply (写中文) （尤指大量）供应，供给，提供

向某人供应某物（2种） supply sth to sb=supply sb with sth

一些外国政府向反叛者提供武器。（supply, 2种）

Foreign governments supplied arms to the rebels.

Foreign governments supplied the rebels with arms.

供应和需求 supply and demand

供应不足 in short supply

医疗供给品 medical supplies (supplies pl. 供给品)

联想：

\*请分别写出give/provide/offer的用法：

give/offer sb sth=give/offer sth to sb, provide sb with sth=provide sth **for** sb

**(B)**

|  |
| --- |
| A. public B. inadequate C. lowered D. released E. disappointment  F. casting G. possibility H. objective I. desperately J. balance K. compared |

**Why Aren’t Women Happier?**

Why aren’t women happier these days?

That’s the question raised by a thought-provoking study, The Paradox of Declining Female Happiness, \_\_31[D]released\_\_ last month. The research showed that over the past 35 years women’s happiness has declined, both \_\_32[K]compared\_\_ to the past and relative to men even though the lives of women in the US have improved in recent decades by most \_\_33[H]objective\_\_ measures.

The research, by University of Pennsylvania economists Stevenson and Wolfers, and made \_\_34[A]public\_\_ by the National Bureau of Economic Research, found the decline in happiness to be widespread among women across a variety of *demographic* (人口统计的) groups. The researchers, for instance, measured similar declines in happiness among women who were single parents and married parents, “\_\_35[F]casting\_\_ doubt on the *hypothesis* (假设) that trends in marriage and divorce, single parenthood or work/family \_\_36[J]balance\_\_ are at the root of the happiness declines among women,” they wrote. cast doubt on//doubt (vt.)

One theory for the decline in happiness is that expectations for workplace and general advancement were raised too high by the women’s movement and women might feel \_37[B]inadequate \_ for not “having it all,” as a Los Angeles Times columnist recently put it.

advancement n. 发展，前进；（工作、社会等级等的）提升，晋升

sb feel inadequate

The researchers acknowledge that’s a \_\_38[G]possibility\_\_:

“If the women’s movement raised women’s expectations faster than society was able to meet ***them***,” the paper says, “they would be more likely to experience \_\_39[E]disappointment \_\_ in their lives.” But they add things could change for the better: “*As women’s expectations move into adjustment with their experiences, this decline in happiness may reverse*.”

Readers, why do you think women are unhappier than in the past? Do you think that if expectations for “having it all” were \_\_40[C]lowered\_\_ to “move into adjustment with experiences,” women might be happier?

DKHAF JBGEC

拓展：

adequate 足够的；适当的

The supply is not adequate to the demand. 供不应求。

take adequate measures 采取适当措施

\*inadequate 不够的；能力不足的

Supplies of food and medicines are inadequate.

I felt  totally inadequate  as a parent.

reverse vt. 颠倒；倒退

reverse/back the car 倒车

reverse the trend/situation 扭转趋势/局面

政府未能扭转经济下滑的趋势。The government has failed to reverse the economic decline.

n. 相反的情况或事物 The truth is just the reverse.

adj. 相反的；颠倒的；反面的 in the reverse direction 朝反方向