**小猫钓鱼专项练习5**

**(A)**

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| 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\_\_ to bad product placement (产品植入). Clever marketing folks want their products to be \_\_32\_\_ within a scene, but not the focus. When done correctly, product placement can add a sense of realism to a movie or television show.

Product placement \_\_33\_\_ 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.

Sometimes product placement just happens. A set dresser (布景人员) might think of something that \_\_34\_\_ 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\_\_ about the use of their product, they would not have given it a thumbs-up.

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\_\_ supply of the company's products.

Sometimes, a gift of the product isn’t an appropriate form of compensation, and then the deal, \_\_37\_\_ 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\_\_ attractive proposal. They come to an agreement, and the product makes a number of \_\_39\_\_ casual appearances. Both teams are happy.

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

31-35\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 36-40\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**(B)**

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| 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\_\_ last month. The research showed that over the past 35 years women’s happiness has declined, both \_\_32\_\_ to the past and relative to men even though the lives of women in the US have improved in recent decades by most \_\_33\_\_ measures.

The research, by University of Pennsylvania economists Stevenson and Wolfers, and made \_\_34\_\_ 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\_\_ doubt on the *hypothesis* (假设) that trends in marriage and divorce, single parenthood or work/family \_\_36\_\_ are at the root of the happiness declines among women,” they wrote.

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\_\_ for not “having it all,” as a Los Angeles Times columnist recently put it.

The researchers acknowledge that’s a \_\_38\_\_:

“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\_\_ 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\_\_ to “move into adjustment with experiences,” women might be happier?

31-35\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 36-40\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_