**完形填空当堂练习1**

**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[B]goods\_\_\_**. The key point of the idea known as animal rights is a movement to extend moral consideration to all \_\_\_42[B]conscious\_(active/conscious/intelligent/strange) 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[A]Indeed\_(Indeed/Moreover/Nevertheless/Otherwise), what other animals need from us is being free from duties to us.

(-hood时期/状态/性质) childhood/adulthood/falsehood/fatherhood/parenthood

extend 提供，给予 (~ a warm welcome/thanks/a helping hand/regards/an invitation to sb)

be free from 免于，摆脱；不受...影响

duty to/towards 对...的责任 our duty to our parents/the community as a whole

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[C]masters\_\_\_ of others. Animal rights is about justice ─ treating animals fairly.

Why is animal rights \_\_\_45[A]necessary \_\_\_?(necessary/neglected/respected/revolutionary) 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[C]exploit\_\_\_ animals. We domesticate them and use them for food, even though our nutritional needs can be completely supplied by a(n) \_\_\_47[A]animal-free\_\_\_ 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[D]misery\_\_\_ 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[B]chase\_\_(calm/chase/pull/tear) 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[A]signs\_\_\_ of pain in the way a conscious being reacts to it. We take advantage, cause distress, and act \_\_\_51[D]unfairly\_\_\_ when we use animals for amusement. Lots of pets are \_\_\_52[A]abandoned\_\_\_ on the streets when their owners no longer find it convenient or affordable to keep or care for them. pull/tear sth down 拆毁

Whether we admit it or not, it’s a prejudice to think we are \_\_\_53[D]superior\_\_\_ 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[A]change\_\_\_. 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[B]more than\_\_\_ 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

Indeed, what other animals need from us is being free from duties to us. 事实上，其他动物也不需要向我们履行任何义务来获得它们所需的东西。（对应上一句“没有任何生物必须要对人类有用或者能够履行一些义务才能得到善待）

拓展：

\*extend

vi.（时间/空间）延伸；伸出 ~ as far as the river 延伸到河流

vt.（时间/空间）延伸，延长 ~ the railway, ~ one’s visit a few days longer

提供，给予 extend sth to sb (~ a warm welcome/thanks/a helping hand/regards/an invitation to sb)

n. extension 演唱；扩大；伸展；电话分机

adj. extensive ~/intensive reading 泛读/精读

\*extent n. 程度；范围

to some/a certain/such an extent To some ~, you’re right.

这栋大楼的受损程度 the extent \_\_\_\_to\_\_ \_\_which\_\_\_\_ this building has been damaged

\*convenient

**如果你方便的话if it is convenient for you**

如果您方便的话，今晚我想去您府上拜访。（call）

If it is convenient for you, I want to call on you tonight.

If it is convenient for you, I want to call at your house tonight.

**某人方便做某事 It’s convenient for sb to do sth**

因为我住在地铁站附近，所以上班很方便。

It’s convenient for me to go to work since I live near the underground station.

在某人方便之时 at one’s convenience

给某人带来不便 cause/bring sb inconvenience

**(B)**

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[B]depressing\_\_ – unusual hours, low pay, no chance for advancement – these three jobs \_\_42[A]stand out\_(stand out/turn up/give off/put forward) 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[C]investigation\_. In one study, researchers overheard undergraduates for four days and then \_\_44[D]cataloged\_（divided/entitled/imposed/cataloged）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[B]made up\_(figured out/made up/took over/added to) only ten percent of their conversation, versus almost 30 percent of conversation among the unhappiest students.

make up Women officers make up 13 percent of the police force.//make up a story

take over I'm going to take over the company one day.

add to The bad weather added to our difficulties.

However, don’t just consider small talk \_\_46[A]worthless\_\_ yet. Scientists believe that small talk could promote bonding. Chatting with strangers could \_\_47[C]brighten\_\_ 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[D]surroundings\_\_. People who smiled at, made eye contact with and \_\_49[B]briefly\_(purposefully/briefly/continuously/generally) spoke with their Starbucks baristas （咖啡师）reported a greater sense of \_\_50[C]belonging\_\_ than those who rushed through the transaction（交易）. \_\_51[D]Similarly\_\_, 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[A]approached\_(approached/attached/addressed/attended).

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[C]rolling\_\_ on their own. People who were considered “curious”, meanwhile, needed no help \_\_54[D]transforming\_\_ conversations about ordinary things like favorite holidays into friendly exchanges. A “curious mindset,” the researchers concluded, can lead to “positive social \_\_55[A]interaction\_\_.”

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

拓展：

\*add

请总结add的用法：

add sugar to coffee add A to B

The bad weather added to our difficulties. add to

Colorful umbrellas add to a lively atmosphere in the summer streets.

add up these figures add up...

The English words we have learned so far add up to about 3500. add up to合计达

approach

vt./vi. 接近；临近

When I approached, they grew silent.

圣诞节来临，购物中心里人潮涌动，这已经不足为奇了。(approach)

It’s not surprising that shopping centers are crowded with people when Christmas is approaching.

如果孩子成年时啃老，父母是有责任的。（approach）

Parents are responsible if their children live off them/depend on them for everything when they approach adulthood.

vt. 处理；与...接洽

处理一个问题 approach/deal with/cope with/address a problem

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

n. 接近；入门；途径；（处理问题的）方式、方法

英语教学的一个新途径 a new approach to English teaching

**完形填空专项练习2**

**（A）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[D]unclear , 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[C]respond to crossing time zones. These cells in our brains 43[D]regulate our biological clocks. However, the cells don’t quite operate on a perfect 24-hour schedule. Instead, their activity follows a 44[A]cycle (cycle周期/routine惯例/process过程/pattern模式) 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[B]easier (safer/easier/more difficult/more dangerous) 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[C]westward travel, a person who crossed three time zones would fully 47[A]adjust (adjust/understand/prepare/change) 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[B]nicely . 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[B]jumps 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[D]Rather (Moreover/Otherwise/However/Rather), it varies from person to person. The other factor to consider is 51[A]external cues such as sunlight, Girvan added. How a person reacts to these cues can also 52[C]impact how quickly he or she will adjust to a new time zone.

**moreover 此外，而且（表递进）**

**rather 而是，更确切地说（修正上文观点）**

\*impact n. **[C, usually sing.] /vt.**

**have an impact on the housing market 对房地产市场产生影响 [牛津搭配]**

**have/make a profound/major impact on 对...产生重大影响**

The scientists hope that their new model can be used in the future to figure out the best ways to 53[D]beat (form/endure/shelter/beat) 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[B]match 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[A]lights , including those from smartphones and computers, to help your biological clock adjust.

beat

打某人的脸/头 beat sb in the face/on the head

打破记录 beat the record

雨敲打着窗子。 The rain is beating against the window.

旁敲侧击 beat about the bush

补充：to avoid sth 避免；逃避

If we go early we should beat the traffic. 我们早点出发就会避开交通拥挤。

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

**(B)**

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[C]exercise more. But even as the U.S. market for 42[A]wearable 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[B]inactive . That means 31 million adults move no more than is necessary to perform the most basic functions of daily life. Wearables, experts 44[C]hoped , were going to change that.

But limited academic research has been done to figure out whether wearables 45[D]change people’s behavior in the long term. The little research that does exist isn’t 46[A]encouraging . 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[B]result in 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[D]difference in terms of long-term change.”

engage...in... /be engaged in...

make a (big) difference 起作用；有影响

make much/some/a/no difference to ...对...有很大/有/没有影响

Another new study highlighted a different challenge: user 49[A]reduction . 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[A]namely , force them to change their behavior. “There’s 51[C]confusion among people about their function, a measurement tool and an intervention,” Finkelstein says. A scale counts pounds, 52[D]for example , 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.

may well do sth

may/might (just) as well do sth

To be 53[A]fair , 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[B]motivate users to make better health choices every day. But more research will be needed to determine whether or not these 55[D]features — or others like them — measurably improve people’s health and fitness levels. to be fair

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

**完形填空专项练习3**

**(A)**

Anxiety disorders – defined by extreme fear, restlessness, and muscle tension – are carefully considering, disabling, and can increase the risk for \_\_\_41[B]depression\_\_\_ and self-murder. They are some of the most common mental health conditions around the world, \_\_\_42[D]affecting\_\_\_ 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[A]productive\_(productive/progressive/positive/passive). Young people with anxiety are also less likely to enter school and complete it – leading to fewer life \_\_\_44[C]chances\_\_(adventures/insurances/chances/programs).  Even though this evidence points to anxiety disorders as being important mental health issues, insufficient \_\_\_45[B]attention\_\_(conclusion/attention/solution/contribution) 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[D]review\_\_\_ 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[A]suffer from\_ anxiety as men, and people living in Europe and North America are disproportionately affected. literature review 综述

suffer from mental diseases

suffer a heart attack

So why are women more \_\_\_48[C]probable\_\_(superior/inferior/probable/enormous)?

the probable cause/explanation/outcome 可能的原因╱解释╱结果

sth is quite/highly probable

It is probable that the disease has a genetic element. 这种疾病很可能有遗传因素。

\*likely Women are more likely to suffer from anxiety than man. = It’s likely that...

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

This is \_51[A]characterized\_ 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[C]differently\_\_\_.  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[B]strategies\_\_\_. Women faced with life stressors are more likely to think about them seriously, which can increase their anxiety, \_\_\_54[D]while\_\_\_ men engage more in active, problem-focused coping.  be characterized by...

Other studies suggest that women are more likely to \_\_\_55[A]experience\_\_\_ 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

拓展：

**inferior adj. 较差的；比不上的；地位较低的，下级的**

goods of inferior quality/inferior goods劣质商品

to make sb feel inferior  使某人自惭形秽

**\*be inferior to sb/sth**

上校在部队中比将军级别低。A colonel is inferior to a general in the army.

无论我在哪里，都不会感到低人一等。Whenever I am, I don’t feel inferior to others.

**n. inferior （能力或地位）低于他人者；下级**

opp. be superior to 比…地位高的/质量好的 superior n. 上级

联想：be junior / senior to 比…年幼/年长

他比我年长两岁。He is senior to me by two years.

**3篇完形：**

（A）

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[A]multiplied\_\_\_\_－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. multiply vt./vi.

Some things that are *uncontroversial(无争议的)*are nevertheless foolish. ***With a few important exceptions, campaigns to \_\_\_\_42[B]eliminate\_\_\_\_ 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[C]harmful\_\_\_\_. Britons think themselves surrounded by foreign plants. \_\_\_\_44[D] In fact\_\_\_, Britain’s invasive plants are not widespread, not spreading especially quickly, and often less of a(n) \_45[C]annoyance\_\_\_\_ than vigorous native plants. The arrival of new species almost always \_\_\_\_46[A]increases\_\_\_\_ 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[B]disturbed\_\_\_\_ habitats like polluted lakes and post-industrial wasteland, where little else lives. They are nature’s opportunists. nuisance This is less of an issue. 不算什么问题。

The philosophical reason for starting war on the invaders is also \_\_\_\_48[C]mistaken\_\_. Elimination campaigns tend to be \_\_\_\_49\_[A]fueled\_\_\_ by the belief that it is possible to restore balance to nature－to return woods and lakes to the state before human \_\_\_\_50[B]interference\_\_\_\_. 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[B]impossible\_\_\_\_in any case, because of man-made climate change. ***Taking on*** the invaders is a(n) \_\_52[C]invalid\_ gesture, not a means to an achievable end.对应主题句

***A reasonable attitude to invaders need not imply passivity***(How to understand?)***.*** A few foreign species are truly \_\_\_\_53[A]damaging\_\_\_\_ 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\_[C]keep out\_\_\_ *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[D]nature\_\_\_\_. That is universally accepted. garden n./vt栽培花木/vi. 干园艺

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. fueled 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

拓展：

1. campaign n. 运动；活动；战役；竞选

a campaign for/against...一项支持/反对...的运动 launch a campaign against nuclear weapons

**\*发起广告宣传/促销/筹款活动 launch/start a(n) advertising/promotional/fund-raising campaign**

vi. 参加/发起运动；参加竞选

**\*campaign for/against ... 参加/发动（反）... 运动**

We have campaigned against whaling for the last 15 years.

1. 写出以下短语中pick up的含义：

pick up a pen on the ground 捡起

pick up good bargains 买到

pick sb/sth up in the airport （用车）接（人）/取（物）

pick up information 获得

pick up English学

pick up speed/one’s pace 加快

(B)

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[A]intended\_ to impress and even terrify the enemy; other uniforms indicated a distinction in \_\_42[C]status\_\_ — 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[D]emphasis\_\_ 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[C]corporate\_\_ clothing***”（句子结构）. “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[B]identifying\_\_ who is a member of staff, the uniform is emerging as a new channel of marketing communication.

\*put/place/lay emphasis on/upon sth=emphasize(vt.) sth

Truly effective marketing through \_\_46[C]visual\_\_ 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[B]authority\_\_ while lighter colour shades suggest approachability. Certain dress style creates a sense of conservatism (守旧), while others a sense of \_\_48[D]openness\_\_ 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[C]innovative\_\_, everybody can’t look exactly the same. approachable adj. 可接近的；亲切友善的

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

A successful uniform needs to \_\_52[B]balance\_\_ 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[A]pointless\_\_ 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[B]shape\_\_ their attitudes from then on. Those few seconds can be so important that big companies are prepared to \_\_55[D]invest\_\_ years, and millions of pounds, getting them right(理解成分词作状语).

invest vt./vi.

invest (sth) in sth 投资；投入（时间、精力）

~ more money in education

~ in stocks

~ (one’s time and energy) in the relationship

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 |

41-45\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 46-50\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 51-55\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

ACDCB CBDCA DBABD

**(C) 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(翻译). So it’s good to know that new \_\_41[C]technology\_\_ 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[A]financial\_ *transactions* (交易) so there’s no need to carry around huge amounts of money. And now it’s \_\_43[B]possible\_\_ to make contactless payments using tap-and-go cards which are regular bankcards but with a built-in chip. The card reader \_\_44[D]sends out\_ a radio signal and, when you bring the card close to the reader, the chip picks up the signal to make the payment.

financial: means relating to or involving money. 金融的; 财政的

economical adj. 经济节约的 // economic adj. 经济上的；经济学的

send out 发出（信号、声音、光、热等）send out signals for help, The sun sends out light and heat

give off 散发（气体、热量、气味）~ carbon dioxide

make out 辨认出 ~ one’s handwriting; 理解，明白 ~ the meaning /I couldn’t make it out at all.

\_\_45[C]Paying\_\_ 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[B]purchases\_\_ online or in shops, which, as a result, adds too much difficulty to the police’s detective work. \_\_47[D]However\_\_, 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[A]introduction\_ 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[B]drop\_\_ in fraud. cashier n. the cashier’s n.

But, if getting your bankcard out seems like too much trouble, there’s now a \_\_50[D]solution\_\_ using wearable technology -- something you can wear that include computer and electronic technologies. Kenneth Cukier, economist and technology expert, says “this is \_\_51[C]intended\_\_ 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[A]particularly\_\_ for small-valued goods.” specially adv.

And, although our mobile phones are another way of making payments, BBC reporter Kate Russell says that when this is \_\_53[D]inconvenient\_\_ 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[B]registered\_\_ with in the bank -- that’s when good old-fashioned cash might save the day! What do you \_\_55[C]prefer\_\_ to use when you buy something? 如果你方便的话(convenient)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 我上班很方便。\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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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 |

41-45\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 46-50\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 51-55\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CABDC BDABD CADBC

**(B)**

What is the first thing you notice when you walk into a shop? The products 41[C]displayed 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[B]compared with sights and sounds, it is certainly there. And it is providing to be an increasing powerful tool in encouraging people to 43[A]purchase .

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[B]attractive (instructive/attractive/expensive/informative) 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[C]intention to purchase increased by 80 percent.

Sb intend to do// sth is intended to do

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

be different from/to/than... 与...不同的

It's very different to what I'm used to. 这与我所习惯的大不相同。

Some years ago, the 48[A]focus for brand name shopping was **on** a few people with sales assistants’ 49[D]disapproving (determined/careless/objective/disapproving) attitude and don’t-touch-what-you-can’t-afford displays. Now the 50[B]rise 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[A]step through the door to the moment they leave. Another brand store seeks to be much more than a shop, but rather a(n)  52[C]destination (occasion/moment/destination/department). And scent is just one way to 53[B]achieve this.

a  disapproving glance/tone/look  不以为然的一瞥╱声调╱样子

\*with the rise of随着...的兴起

\*proceed 行进，前往(formal)

Passengers for Rome should proceed to Gate 32 for boarding. 前往罗马的旅客，请到32号登机口登机。

He proceeded to the hall with a suitcase in his left hand. 他前往大厅，左手拿着一个手提箱。

Now a famous store uses complex man-made smell to make sure that the soft scent of baby powder 54[D]floats 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[C]in search of (in terms of/in the form of/in search of/in common with) their perfect scent. make sure that...

|  |  |  |  |
| --- | --- | --- | --- |
| 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