



# Exercise Six





# *Brandwashed*

Martin Lindstrom, author of *Buyology*

- psychological tricks and traps that companies devise to win our hard-earned dollars
  - \* Intentionally target children at an alarmingly young age
  - \* Stoke the flames of public panic and capitalize on paranoia over extreme weather events, and food contamination scares.
  - \* Are secretly mining our digital footprints to uncover some of the most intimate details of our private lives
  - \* Purposely adjust their formulas in order to make their products chemically addictive
  - \* Exploit the power of peers
  - \* Abuse the hidden powers of celebrity and fame



# ***KEYS***

- 21. after
- 23. ripping
- 25. its
- 27. whoever
- 29. Others
- 31-40 HEAGB FKCIJ
- 41-55 DCBAC BDDDC DBDCA
- 56-59 CCAB 60-62 ABC
- 63-66 CDBA 67-70 AFBE
- 22. as/when/how
- 24. furnished
- 26. may/might
- 28. spent
- 30. if





## II. Grammar and Vocabulary

### Section A

Guests can sit back and watch (22)\_**as/when/how**\_ these female elephants play with the strategically placed “toys” that hang from large trees, their powerful trunks occasionally (23)\_**ripping**\_ (rip) off huge chunks of bark and branches, which sends loud cracks through the evening air. But really, they mainly just want to eat.

rip sth. adj./ adv → rip the letter open





## II. Grammar and Vocabulary

### Section A

Each air-conditioned, pressurized 22-square-meter space in the bubble is **a mini slice of luxury**, (24)

**\_furnished\_** (furnish) with a comfortable king-sized bed.

**furnish sb./sth. with sth. (=decorate/ supply)**

→ **furnish him with the facts surrounding the case**

Sensitive sleepers will find it particularly **surreal**.

As night passed during a recent visit, the moon made (25)

**\_\_its\_\_** way over the bubble, offering various levels of illumination.

**make one's way to/ towards/ through / etc.**



## II. Grammar and Vocabulary

### Section A

Roberts, **overseer** of the Foundation, acknowledges that in a perfect world all elephants would be **roaming** free in the wild but the situation is incredibly complex. “Unfortunately, you can’t release elephants in Thailand,” he says, **rattling off** a long list of complications including fears of disease transmission, potential conflict in a fragile wild herd and an inability for domesticated elephants to **fend for themselves** given they’ve spent **most** (30) **if** **not all of** their lives **in captivity**. And then there are Thailand’s laws, which would also need to be changed.

**oversee** = supervise    **roam** = wander

**rattle sth. off** 脱口而出；不假思索说出

**fend for oneself** 照料自己；自谋生计

**in captivity** 监禁；困住







## II. Grammar and Vocabulary

### Section B

一  
词  
多  
词  
性

- ☐ A. hold v./ n.
- ☐ D. launch v./ n.
- ☐ E. updates v./ n.
- ☐ H. orbit v./ n.
- ☐ I. races v./ n.
- ☐ J. concerns v./ n.





## II. Grammar and Vocabulary

### Section B

The countdown clock made it all the way to zero, and a launch official was heard giving the final (32) updates – “ignition and liftoff!” – but nothing happened. “Disregard, we have an abort (中止),” the announcer continued.

ignition n. → ignite v. → His words ignited their anger.

disregard v. = ignore → Safety rules were disregarded.







## II. Grammar and Vocabulary

### Section B

SpaceX's Michael Andrews, a supply chain supervisor, said on the company's webcast Sunday that the (33) hold was triggered by computers, which constantly survey the rocket's data in the moments before liftoff and can automatically stop the engines from firing if any (34) abnormal readings are detected. Andrews added that, overall, the rocket was in good health.

hold n. 中断；暂停

→ The project is on hold until more money is available.





## II. Grammar and Vocabulary

### Section B

SpaceX said on Twitter that it “will announce next launch date (35) \_\_\_**opportunity**\_\_\_ once confirmed.”

For this mission, the Falcon 9 will use a first-stage booster, the largest and bottom-most part of the rocket that provides the initial thrust at liftoff, that has made four previous trips to space. SpaceX (36) \_\_\_**routinely**\_\_\_ recovers, refurbishes and reuses rocket parts to reduce the price per launch. (thrust v./n. 猛推 refurbish v. 整修; 翻新)

SpaceX plans to (37) \_\_\_**eventually**\_\_\_ beam cheap, high-speed broadband across the globe using thousands of tiny satellites. Over the past few months, it's deployed (部署) new satellites at an (38) \_\_\_**astonishing**\_\_\_ pace.



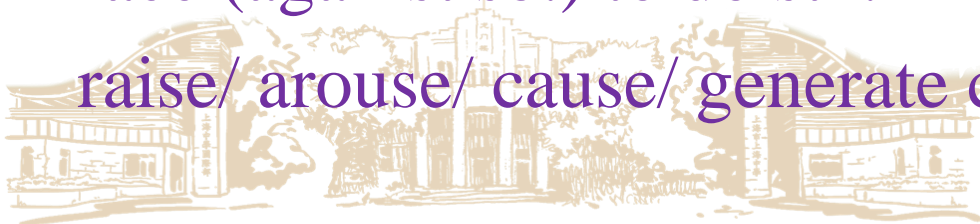
## II. Grammar and Vocabulary

### Section B

As the company (39) **\_\_races\_\_** to deploy its constellation, it's also been a source of controversy. Experts concerned about debris in space and the risks of in-orbit collisions warn that Starlink — and other constellations planned by companies like OneWeb and Amazon — will make areas of orbit more congested. Astronomers have also raised (40) **\_\_concerns\_\_** about Starlink satellites impacting visibility of the night sky. Musk has repeatedly attempted to assure the public that Starlink will not contribute to either such problems.

race (against sb.) to do sth.

raise/ arouse/ cause/ generate concern





### III. Reading Comprehension

#### Section A

Its carbon emissions were 44% below 1990 levels in 2018, with renewable energy now **accounting for** 33% of its energy mix and coal **contributing** just over 5%. That is in large part **thanks to** its (42) \_\_\_\_\_ with offshore wind and **focus on** nuclear energy.

(43) \_\_\_\_\_, the Committee on Climate Change, an independent advisory body, warns the country **must do more to meet its carbon reduction targets** for 2023 to 2027.

42. A. creation                      B. concern                      **C. success**                      D. association
43. A. Therefore                      **B. However**                      C. Furthermore                      D. Meanwhile





### III. Reading Comprehension

#### Section A

While natural gas emits less carbon than coal, Britain's **heavy dependence on the fossil fuel** is deemed (45) \_\_\_\_\_, since heat is responsible for around half of all UK CO2 emissions. (46) \_\_\_\_\_, the UK government's £1.5 billion (\$2 billion) investment into reducing emissions from road transport won't be enough to meet its 2050 target **if it doesn't also tackle heating**.

45. A. insufficient B. unreliable **C. unsustainable** D. unfeasible

46. A. In short **B. In other words**

C. In this way D. In comparison





# III. Reading Comprehension

## Section A

Among the proposed solutions to the domestic heating (49) \_\_\_\_\_: stop connecting new homes to the gas grid, while **encouraging** existing homeowners to (50) \_\_\_\_\_ energy efficient **alternatives** such as hydrogen boilers.

49. A. connection      B. equipment      C. effectiveness      **D. challenge**

50. A. concentrate on      B. care for      **C. switch to**      D. boast about







### III. Reading Comprehension

#### Section A

(51) \_\_\_\_\_ existing infrastructure will be critical. HyDeploy is conducting experiments at the University of Keele to **establish how much hydrogen can be blended into the national grid as a replacement to gas, without people needing to buy new heating or cooking appliances.** Hydrogen offers many of the (52) \_\_\_\_\_ of natural gas, **without the carbon emissions.**

51. A. Redirecting      B. Restoring      C. Recreating      **D. Repurposing**

52. A. products      **B. benefits**      C. possibilities      D. prospects

**repurpose v. (为适合新用途)对.....稍加修改**





### III. Reading Comprehension

#### Section A

For Helm, even if the United Kingdom achieves its target in terms of **power production**, (53) \_\_\_\_\_ is what ultimately matters.

“If we reduce carbon emissions in Britain **but simply** close down our large industries and import the stuff from China instead, then global warming will be (54) \_\_\_\_\_,” Helm said. “The thing about carbon is it doesn’t matter *where* it’s emitted,” he added, arguing that a carbon border tax is **the only way to** encourage all countries to decarbonize and (55) \_\_\_\_\_ that “the polluter pays wherever the polluter is.”

53. A. efficiency B. consequence C. productivity **D. consumption**

54. A. cut off B. rounded off **C. worse off** D. let off

55. **A. ensure** B. promise C. regulate D. recognize



### III. Reading Comprehension

#### Section B (A)

56. What is the authors tone when he mentions awards such as the Oscars, the Golden Globes and Grammy's?

A. Amused.

B. Appreciative.

**C. Sarcastic.**

D. Serious.

(para. 7) Why have all these awards and ceremonies appeared recently? **Shakespeare never won a prize, nor did Leonardo Da Vinci or Adam Smith or Charles Dickens.**





### III. Reading Comprehension

#### Section B (A)

57. What does the difference between scientists and artists in the past and those at present lie in?

A. Nature of work.

B. Personal contact.

C. Source of funding.

D. Social status.

(para. 8) It would be possible to say, however, that in the past, scientists and artists could win “patronage” from rich people – a king or a lord would give the artists or scientists money to have them paint their palaces or help them develop new ways of making money. With the change in social systems across the world, this no longer happens. A lot of scientific research is now either funded by the state or by private companies.



### III. Reading Comprehension

#### Section B (A)



58. It can be concluded from the last paragraph that the author thinks awards \_\_\_\_\_.

A. promote neither market not achievements

B. do good to both market and popularity

C. help those who are really talented

D. are effective in making people popular

(para. 12) On the surface, it seems to be a “win-win” situation, with everyone being happy, but let me ask you a question – how far do you think that publicity and marketing are winning here, and how much genuine recognition of achievement is taking place?







### III. Reading Comprehension

#### Section B (A)

59. Which of the following CANNOT be inferred from the passage?

A. Professional footballers shouldn't be given awards as they needn't worry about finances.

(para. 5) This seems very strange sometimes awards can be good to give recognition to people who deserve it, or to help people who don't make a lot of money carry on their work without worrying about finances, but **professional soccer players these days certainly aren't short of cash!**

**B. More awards should be given even if some of them may not be as noble as the Nobels.**

C. Awards ceremonies are held for all sorts of reasons, some incomprehensible to the author.

(para. 6) Many small towns and communities all over the world also have their own award ceremonies for local writers or artists, or just for people who have graduated from high school or, got a university degree. **Even the British Council has its own awards for "Innovation in English Language Teaching".**

D. Writers would enjoy a much larger readership if they won a prize for their work.

(para. 10) However, there is more to it than that. When a film wins an Oscar, many more people will go and see it, or buy the DVD. **When a writer wins the Nobel Prize, many more people buy their books.** When a group wins the MTV awards, the ceremony is seen by hundreds of thousands of people across the world. The result? The group sells lots more records.





### III. Reading Comprehension

#### Section B (B)

62. You will probably fail to find \_\_\_\_\_ on the [www.nycgovparks.org](http://www.nycgovparks.org) homepage.

- A. the cost for various memberships    B. the locations of recreations centres  
C. the staff and provided services    D. the facilities, phones and web links

**Membership and Program-information:** Go to the [www.nycgovparks.org](http://www.nycgovparks.org) homepage. On the Facilities menu, click on Recreation Centres. On the “Recreation Centres” page, you will find information about [membership and fees](#). You will also see links to Recreation Facilities by borough (Bronx, Brooklyn, Manhattan, Queens, and Staten Island).

On the “Facilities” menu, you may also want to check out other NYC Department of Parks [facilities](#) such as beaches, ice skating rinks, nature Centres, running tracks, soccer fields, etc.

**Recreation Centres:** There are several Parks Department Recreation Centres in each borough

After you go to the “Recreation Centres” page and click on a borough, you will find a list of the centres in that borough with [their addresses, phone numbers, and web links](#). The list will look like that for Manhattan below. Click on the link for a particular Centre to learn more about its [services](#), schedules, and programs.



### III. Reading Comprehension

#### Section B (C)

63. According to the author, shoppers are returning their purchases for all the following reasons EXCEPT that \_\_\_\_\_.

- A. they are unsatisfied with the quality of the purchase
- B. They eventually find the purchase too expensive
- C. they change their mind out of uncertainty
- D. they regret making the purchase without forethought

(para. 2) What went wrong? Is the lingering shadow of the global financial crisis making it harder to accept extravagant indulgences? Or that people shop more impulsively – and therefore make bad decisions – when online? Both arguments are plausible. However, there is a third factor: a question of touch. We can love the look but, in an online environment, we cannot feel the quality of a texture, the shape of the fit, the fall of a fold or, for that matter, the weight of an earring. And physically interacting with an object makes you more committed. (indulgence n. [C]/[U] plausible a. = reasonable)



### III. Reading Comprehension

#### Section B (C)

64. What is the purpose of the experiment in the bookstore?
- A. To see which promotion method is preferred by customers.
  - B. To find out the strengths and weaknesses of both methods.
  - C. To try to set up a new retailer-customer relationship.
  - D. To see the effect of an approach on customers' decisions.**

(para. 3) When my most recent book *Brandwashed* was released, I teamed up with a local bookstore to **conduct an experiment about the differences between the online and offline shopping experience**. I carefully instructed a group of volunteers to promote my book in two different ways. The first was a fairly hands-off **approach**.





### III. Reading Comprehension Section B (C)

65. Why does the author cite the study on conventional mail?

- A. To compare similar responses in different settings.
- B. To provide further evidence for his own observation.**
- C. To offer a scientific account of the brain's functions.
- D. To describe emotional responses in online shopping.

(para. 5) A recent study also revealed the power of touch.





### III. Reading Comprehension

#### Section B (C)

66. What can be inferred from the last paragraph?

- A. Real satisfaction depends on factors other than the computer.
- B. Despite online shopping we still attach importance to gift buying.
- C. Some people are still uncertain about the digital age.
- D. Online shopping offers real satisfaction to shoppers.

(para. 6) As the rituals of purchase in the lead-up to Christmas change, not only do we give less thought to the type of gifts we buy for our loved ones but, through our own digital wish lists, we increasingly control what they buy for us. The reality, however, is that no matter how convinced we all are that digital is the way to go, finding real satisfaction will probably take more than a few simple clicks.







# III. Reading Comprehension

## Section C

What do you do?

(67) \_\_\_\_\_. Eventually one of **us** feels charitable and slows down to allow the oncoming car to overtake and give permission with a quick flash of headlights or a wave of the hand.

A. Many of **us** just drive on as we have right of way.







### III. Reading Comprehension

#### Section C

Its sensors could decide that **it's only safe to overtake when there's no oncoming traffic at all**. On a busy road at school home time, this may be leading to increasingly angry drivers queuing behind. (68)

\_\_\_\_\_. **This** is one of the conclusions to be drawn from research carried out by Dr. Chris Tennant of the psychological and behavioural science department at the London School of Economics.

F. These safety-first robot cars could become **victims of their own politeness** and end up being bullied and ignored by aggressive, impatient humans.





### III. Reading Comprehension Section C

...The road is a **social** space. (69) \_\_\_\_\_. If you view the road as a **social** space, you will consciously negotiate your journey with other drivers. People who like that negotiation process appear to feel less comfortable engaging with autonomous vehicles than with human drivers, says Mr. Tennant in his report.

B. It is this **social** aspect that makes many people suspicious about driverless cars.





### III. Reading Comprehension Section C

(70) \_\_\_\_\_. A statistic often trotted out is that human error is responsible for more than 90% of **accidents**, with our tendency to road anger, tiredness and lack of concentration.

E. Even many people with suspicion accept that emotionless autonomous vehicles could cause fewer **accidents** than we humans.





## IV. Translation

1. 为安全起见，任何人都不得未经允许拆除已损坏的体育设施。(sake)

- 为...起见 **for the sake of safety/ for safety's sake**
- 设施 **facilities**
- 任何人都不得 → 完全否定 **no one/ nobody can/ is allowed**  
**anyone cannot** → 部分否定

2. 他能否能被哈佛录取取决于他比其他申请者的优势大多少。(advantage)

- 被录取 **be admitted to/ into**
- 有优势 **have an advantage over sb. in sth.**
- 多大的优势 **how big an advantage does he have XXX**



## IV. Translation

3. 他不顾自己的疲惫，坚持把本职以外的工作也做好，这种职业道德值得学习。(worth)

- 坚持做... **insist on (one's) doing/ insist that sb. (should) do**
- 也 **besides his own**
- 职业道德 **professional ethic**
- 值得 **sth. be worth doing**

4. 当今社会竞争激烈，保持幽默感不但有助于减轻压力，还能提升创新性思维、促进人际关系。(Not only)

- **Not only 部分倒装, but (also) sb. ...**
- 减轻压力 **relieve stress**
- 幽默感 **a sense of humour**



# Thank You

YUE WU

