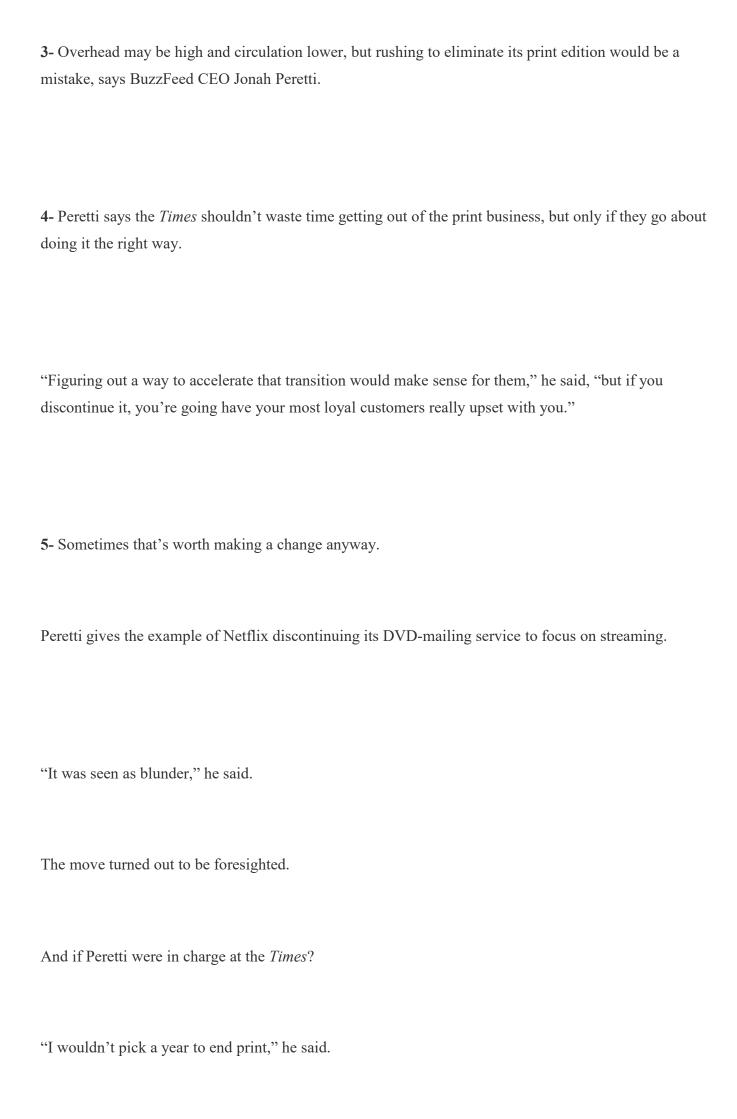
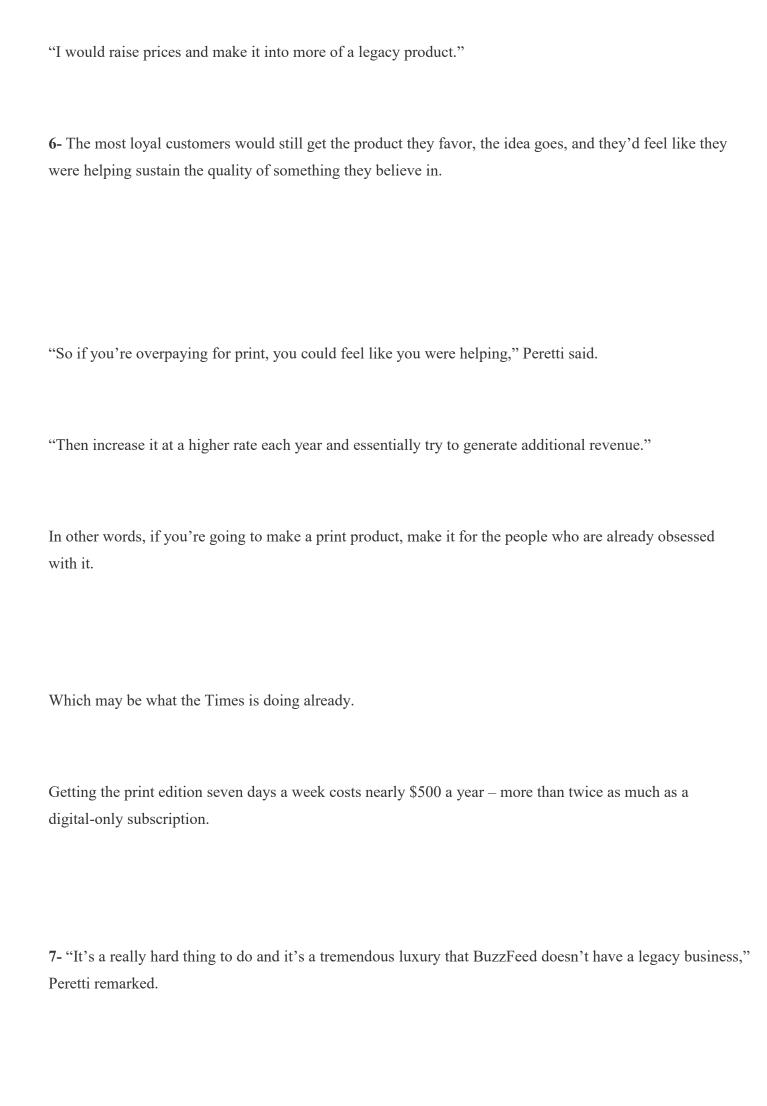
## 2016-1 Text 4

1- There will eventually come a day when <i>The New York Times</i> ceases to publish stories on newsprint.
Exactly when that day will be is a matter of debate.
"Sometime in the future," the paper's publisher said back in 2010.
2- Nostalgia for ink on paper and the rustle of pages aside, there's plenty of incentive to ditch print.
The infrastructure required to make a physical newspaper – printing presses, delivery trucks – isn't just expensive; it's excessive at a time when online-only competitors don't have the same set of financial constraints.
Readers are migrating away from print anyway.
And though print ad sales still dwarf their online and mobile counterparts, revenue from print is still declining.





"But we're going to have questions like that where we have things we're doing that don't make sense when
the market changes and the world changes.
In those situations, it's better to be more aggressive that less aggressive."
in those bleadling, it is course to be more aggressive that ress aggressive.
36. The New York Times is considering ending it's print edition partly due to
[A] the increasing online and sales
[B] the pressure from its investors
[C] the complaints from its readers
[D] the high cost of operation
37. Peretti suggests that in face of the present situation, The <i>Times</i> should
[A] make strategic adjustments
[B] end the print sedition for good
[C] seek new sources of leadership
[D] aim for efficient management
38. It can be inferred from paragraphs 5and 6 that a "legacy product"
[A] helps restore the glory of former times
[]
[B] is meant for the most loyal customers
[C] will have the cost of printing reduced
[O] will have the cost of printing feduced
[D] expands the popularity of the paper

39. Peretti believes that in a changing world
[A] traditional luxuries can stay unaffected
[B] cautiousness facilitates problem-solving
[C] aggressiveness better meets challenges
[D] legacy businesses are becoming out dated
40. which of the following would be the best title of the text?
[A] shift to online newspapers all at once
[B] Cherish the Newspapers still in Your Hand
[C] keep Your Newspapers Forever in Fashion
[D] Make Your print Newspapers a luxury Good