

雅思阅读实战训练(一)

Published online: Nov 9th 2006
From The Economist print edition

How shops can exploit people's herd mentality to increase sales

1. A TRIP to the supermarket may not seem like an exercise in psychological warfare—but it is. Shopkeepers know that filling a store with the aroma of freshly baked bread makes people feel hungry and persuades them to buy more food than they had intended. Stocking the most expensive products at eye level makes them sell faster than cheaper but less visible competitors. Now researchers are investigating how “swarm intelligence” (that is, how ants, bees or any social animal, including humans, behave in a crowd) can be used to influence what people buy.
2. At a recent conference on the simulation of adaptive behaviour in Rome, Zeeshan-ul-hassan Usmani, a computer scientist from the Florida Institute of Technology, described a new way to increase impulse buying using this phenomenon. Supermarkets already encourage shoppers to buy things they did not realise they wanted: for instance, by placing everyday items such as milk and eggs at the back of the store, forcing shoppers to walk past other tempting goods to reach them. Mr Usmani and Ronaldo Menezes, also of the Florida Institute of Technology, set out to enhance this tendency to buy more by playing on the herd instinct. The idea is that, if a certain product is seen to be popular, shoppers are likely to choose it too. The challenge is to keep customers informed about what others are buying.
3. Enter smart-cart technology. In Mr Usmani's supermarket every product has a radio frequency identification tag, a sort of barcode that uses radio waves to transmit information, and every trolley has a scanner that reads this information and relays it to a central computer. As a customer walks past a shelf of goods, a screen on the shelf tells him how many people currently in the shop have chosen that particular product. If the number is high, he is more likely to select it too.
4. Mr Usmani's “swarm-moves” model appeals to supermarkets because it increases sales without the need to give people discounts. And it gives shoppers the satisfaction of knowing that they bought the “right” product—that is, the one everyone else bought. The model has not yet been tested widely in the real world, mainly because radio frequency identification technology is new and has only been installed experimentally in some supermarkets. But Mr Usmani says that both Wal-Mart in America and Tesco in Britain are interested in his work, and testing will get under way in the spring.
5. Another recent study on the power of social influence indicates that sales could, indeed, be boosted in this way. Matthew Salganik of Columbia University in New York and his colleagues have described creating an artificial music market in which some 14,000 people downloaded previously unknown songs. The researchers found that when people could see the songs ranked by how many times they had been downloaded, they followed the crowd. When the songs were not ordered by rank, but the number of times they had been downloaded was displayed, the effect of social influence was still there but was less pronounced. People thus follow the herd when it is easy for them to do so.
6. In Japan a chain of convenience shops called RanKing RanQueen has been ordering its products according to sales data from department stores and research companies. The shops sell

only the most popular items in each product category, and the rankings are updated weekly. Icosystem, a company in Cambridge, Massachusetts, also aims to exploit knowledge of social networking to improve sales.

7. And the psychology that works in physical stores is just as potent on the internet. Online retailers such as Amazon are adept at telling shoppers which products are popular with like-minded consumers. Even in the privacy of your home, you can still be part of the swarm.
(644 words)

Questions 1-6

Complete the sentences below with words taken from the reading passage. Use NO MORE THAN THREE WORDS for each answer.

1. Shopowners realize that the smell of _____ can increase sales of food products.
2. In shops, products shelved at a more visible level sell better even if they are more _____.
3. According to Mr. Usmani, with the use of "swarm intelligence" phenomenon, a new method can be applied to encourage _____.
4. On the way to everyday items at the back of the store, shoppers might be tempted to buy _____.
5. If the number of buyers shown on the _____ is high, other customers tend to follow them.
6. Using the "swarm-moves" model, shopowners do not have to give customers _____ to increase sales.

Questions 7-12

Do the following statements agree with the information given in the reading passage? For questions 7-12 write

YES if the statement agrees with the information

NO if the statement contradicts the information

NOT GIVEN if there is no information on this in the passage

7. Radio frequency identification technology has been installed experimentally in big supermarkets like Wal-Mart.

8. People tend to download more unknown songs than songs they are familiar with.
9. Songs ranked high by the number of times being downloaded are favored by customers.
10. People follow the others to the same extent whether it is convenient or not.
11. Items sold in some Japanese stores are simply chosen according to the sales data of other shops.
12. Swarm intelligence can also be observed in everyday life.

Answer keys:

1. 答案: (freshly baked) bread. (第 1 段第 2 行: Shoppers know that filling a store with the aroma of freshly baked bread makes people feel hungry and persuades them to buy more food than they intended.)
2. 答案: expensive. (第 1 段第 4 行: Stocking the most expensive products at eye level makes them sell faster than cheaper but less visible competitors.)
3. 答案: impulse buying. (第 2 段第 1 句: At a recent conference on the simulation of adaptive behaviour in Rome, Zeeshan-ul-hassan Usmani, a computer scientist from the Florida Institute of Technology, described a new way to increase impulse buying using this phenomenon.)
4. 答案: other (tempting) goods/things/products. (第 2 段第 2 句: Supermarkets already encourage shoppers to buy things they did not realise they wanted: for instance, by placing everyday items such as milk and eggs at the back of the store, forcing shoppers to walk past other tempting goods to reach them.)
5. 答案: screen. (第 3 段第 4 行: As a customer walks past a shelf of goods, a screen on the shelf tells him how many people currently in the shop have chosen that particular product. If the number is high, he is more likely to select it too.)
6. 答案: discounts. (第 4 段第 1 句: Mr Usmani's "swarm-moves" model appeals to supermarkets because it increases sales without the need to give people discounts.)
7. 答案: NO. (第 4 段第 3、4 句: The model has not yet been tested widely in the real world, mainly because radio frequency identification technology is new and has only been installed experimentally in some supermarkets. But Mr Usmani says that both Wal-Mart in America and Tesco in Britain are interested in his work, and testing will get under way in the spring. 短语 "get under way" 的意思是 "开始进行", 在 Wal-Mart 的试验要等到春天才开始)

8. 答案: NOT GIVEN. (在文中没有提及该信息)
9. 答案: YES。 (第 5 段第 3 句: The researchers found that when people could see the songs ranked by how many times they have been downloaded, they followed the crowd.)
10. 答案: NO。 (第 5 段最后两句: When the songs are not ordered by rank, but the number of times they had been downloaded was displayed, the effect of social influence was still there but was less pronounced. People thus follow the herd when it is easy for them to do so. pronounced 的词义是“显著的、明显的”)
11. 答案: YES。 (第 6 段第 1 句: In Japan a chain of convenience shops called RanKing RanQueen has been ordering its products according to sales data from department stores and research companies.)
12. 答案: YES。 (最后一段最后一句: Even in the privacy of your home, you can still be part of the swarm. home 应该算是 everyday life 的一部分)

雅思阅读实战训练(二)

★ Rogue theory of smell gets a boost

Published online: 6 December 2006

Rogue theory of smell gets a boost

1. A controversial theory of how we smell, which claims that our fine sense of odour depends on quantum mechanics, has been given the thumbs up by a team of physicists.
2. Calculations by researchers at University College London (UCL) show that the idea that we smell odour molecules by sensing their molecular vibrations makes sense in terms of the physics involved.
3. That's still some way from proving that the theory, proposed in the mid-1990s by biophysicist Luca Turin, is correct. But it should make other scientists take the idea more seriously.
4. "This is a big step forward," says Turin, who has now set up his own perfume company Flexitral in Virginia. He says that since he published his theory, "it has been ignored rather than criticized."
5. Most scientists have assumed that our sense of smell depends on receptors in the nose detecting the shape of incoming molecules, which triggers a signal to the brain. This molecular 'lock and key' process is thought to lie behind a wide range of the body's detection systems: it is how some parts of the immune system recognise invaders, for example, and how the tongue recognizes some tastes.
6. But Turin argued that smell doesn't seem to fit this picture very well. Molecules that look almost identical can smell very different — such as alcohols, which smell like spirits, and thiols, which smell like rotten eggs. And molecules with very different structures can smell similar. Most strikingly, some molecules can smell different — to animals, if not necessarily to humans — simply because they contain different isotopes (atoms that are chemically identical but have a different mass).
7. Turin's explanation for these smelly facts invokes the idea that the smell signal in olfactory receptor proteins is triggered not by an odour molecule's shape, but by its vibrations, which can encourage an electron to jump between two parts of the receptor in a quantum-mechanical process called tunnelling. This electron movement could initiate the smell signal being sent to the brain.
8. This would explain why isotopes can smell different: their vibration frequencies are changed if the atoms are heavier. Turin's mechanism, says Marshall Stoneham of the UCL team, is more like swipe-card identification than a key fitting a lock.
9. Vibration-assisted electron tunnelling can undoubtedly occur — it is used in an experimental technique for measuring molecular vibrations. "The question is whether this is possible in the nose," says Stoneham's colleague, Andrew Horsfield.
10. Stoneham says that when he first heard about Turin's idea, while Turin was himself based at UCL, "I didn't believe it". But, he adds, "because it was an interesting idea, I thought I should prove it couldn't work. I did some simple calculations, and only then began to feel Luca could be right." Now

Stoneham and his co-workers have done the job more thoroughly, in a paper soon to be published in Physical Review Letters.

11. The UCL team calculated the rates of electron hopping in a nose receptor that has an odorant molecule bound to it. This rate depends on various properties of the biomolecular system that are not known, but the researchers could estimate these parameters based on typical values for molecules of this sort.

12. The key issue is whether the hopping rate with the odorant in place is significantly greater than that without it. The calculations show that it is — which means that odour identification in this way seems theoretically possible.

13. But Horsfield stresses that that's different from a proof of Turin's idea. "So far things look plausible, but we need proper experimental verification. We're beginning to think about what experiments could be performed."

14. Meanwhile, Turin is pressing ahead with his hypothesis. "At Flexitral we have been designing odorants exclusively on the basis of their computed vibrations," he says. "Our success rate at odorant discovery is two orders of magnitude better than the competition." At the very least, he is putting his money where his nose is.

(668 words Nature)

Questions 1-4

Do the following statements agree with the information given in the passage? Please write
TRUE if the statement agrees with the writer

FALSE if the statement does not agree with the writer

NOT GIVEN if there is no information about this in the passage

1. The result of the study at UCL agrees with Turin's theory.
2. The study at UCL could conclusively prove what Luca Turin has hypothesized.
3. Turin left his post at UCL and started his own business because his theory was ignored.
4. The molecules of alcohols and those of thiols look alike.

Questions 5-9

Complete the sentences below with words from the passage. Use NO MORE THAN THREE WORDS for each answer.

5. The hypothesis that we smell by sensing the molecular vibration was made by _____.
6. Turin's company is based in _____.
7. Most scientists believed that our nose works in the same way as our _____.
8. Different isotopes can smell different when _____ weigh differently.
9. According to Andrew Horsfield, it is still to be proved that _____ could really occur in human nose.

Question 10-12

Answer the questions below using NO MORE THAN THREE WORDS from the passage for each answer.

10. What's the name of the researcher who collaborated with Stoneham?
11. What is the next step of the UCL team's study?
12. What is the theoretical basis in designing odorants in Turin's company?

Answer Keys and Explanations

1. T 见第一段。“give sth the thumbs up”为“接受”的意思。
2. F 见第三段。“That's still some way from proving that the theory, proposed in the mid-1990s by biophysicist Luca Turin, is correct.”意即“现在尚无法证实生物物理学家 Luca 在九十年代中期提出的理论是否正确。”
3. NG
4. T 见第六段“Molecules that look almost identical can smell very different — such as alcohols, which smell like spirits, and thiols, which smell like rotten eggs.”“identical”一词是“完全相同”的意思。这句话是说 alcohols 和 thiols 的分子结构看起来一样，但是它们的味道却相去甚远。
5. Luca Turin 文章第二，三和七段均可看出 Luca 的理论即人类的鼻子是通过感觉气味分子的震动来分辨气味的。
6. Virginia 见第四段。
7. tongue 见第五段“This molecular 'lock and key' process is thought to lie behind a wide range of the body's detection systems: it is how some parts of the immune system recognise invaders, for example, and how the tongue recognizes some tastes.”

8. the atoms 见第八段“This would explain why isotopes can smell different: their vibration frequencies are changed if the atoms are heavier.”
9. vibration-assisted electron tunneling 见第九段“‘The question is whether this is possible in the nose,’ says Stoneham’s colleague, Andrew Horsfield.”句中的代词“this”指句首的“vibration-assisted electron tunneling”。
10. Andrew Horsfield 见第九段结尾。
11. proper experimental verification 见第十三段。
12. their computed vibrations 见第十四段。

雅思阅读实战训练(三)

★Why did a promising heart drug fail?

Doomed drug highlights complications of meddling with cholesterol.

1. The failure of a high-profile cholesterol drug has thrown a spotlight on the complicated machinery that regulates cholesterol levels. But many researchers remain confident that drugs to boost levels of 'good' cholesterol are still one of the most promising means to combat spiralling heart disease.
2. Drug company Pfizer announced on 2 December that it was cancelling all clinical trials of torcetrapib, a drug designed to raise heart-protective high-density lipoproteins (HDLs). In a trial of 15000 patients, a safety board found that more people died or suffered cardiovascular problems after taking the drug plus a cholesterol-lowering statin than those in a control group who took the statin alone.
3. The news came as a kick in the teeth to many cardiologists because earlier tests in animals and people suggested it would lower rates of cardiovascular disease. "There have been no red flags to my knowledge," says John Chapman, a specialist in lipoproteins and atherosclerosis at the National Institute for Health and Medical Research (INSERM) in Paris who has also studied torcetrapib. "This cancellation came as a complete shock."
4. Torcetrapib is one of the most advanced of a new breed of drugs designed to raise levels of HDLs, which ferry cholesterol out of artery-clogging plaques to the liver for removal from the body. Specifically, torcetrapib blocks a protein called cholesterol ester transfer protein (CETP), which normally transfers the cholesterol from high-density lipoproteins to low density, plaque-promoting ones. Statins, in contrast, mainly work by lowering the 'bad' low-density lipoproteins.

Under pressure

5. Researchers are now trying to work out why and how the drug backfired, something that will not become clear until the clinical details are released by Pfizer. One hint lies in evidence from earlier trials that it slightly raises blood pressure in some patients. It was thought that this mild problem would be offset by the heart benefits of the drug. But it is possible that it actually proved fatal in some patients who already suffered high blood pressure. If blood pressure is the explanation, it would actually be good news for drug developers because it suggests that the problems are specific to this compound. Other prototype drugs that are being developed to block CETP work in a slightly different way and might not suffer the same downfall.

6. But it is also possible that the whole idea of blocking CETP is flawed, says Moti Kashyap, who directs atherosclerosis research at the VA Medical Center in Long Beach, California. When HDLs excrete cholesterol in the liver, they actually rely on LDLs for part of this process. So inhibiting CETP, which prevents the transfer of cholesterol from HDL to LDL, might actually cause an abnormal and irreversible accumulation of cholesterol in the body. "You're blocking a physiologic mechanism to eliminate cholesterol and effectively constipating the pathway," says Kashyap.

Going up

7. Most researchers remain confident that elevating high density lipoproteins levels by one means or another is one of the best routes for helping heart disease patients. But HDLs are complex and not entirely understood. One approved drug, called niacin, is known to both raise HDL and reduce cardiovascular risk but also causes an unpleasant sensation of heat and tingling. Researchers are exploring whether they can bypass this side effect and whether niacin can lower disease risk more than statins alone. Scientists are also working on several other means to bump up high-density lipoproteins by, for example, introducing synthetic HDLs. "The only thing we know is dead in the water is torcetrapib, not the whole idea of raising HDL," says Michael Miller, director of preventive cardiology at the University of Maryland Medical Center, Baltimore.

(613 words nature)

Questions 1-7

This passage has 7 paragraphs 1-7.

Choose the correct heading for each paragraph from the list of headings below.

Write the correct number i-ix in boxes 1-7 on your answer sheet.

List of Headings

- i. How does torcetrapib work?
- ii. Contradictory result prior to the current trial
- iii. One failure may possibly bring about future success
- iv. The failure doesn't lead to total loss of confidence
- v. It is the right route to follow
- vi. Why it's stopped
- vii. They may combine and theoretically produce ideal result
- viii. What's wrong with the drug
- ix. It might be wrong at the first place

Example answer

- | | |
|----------------|----|
| Paragraph 1 | iv |
| 1. Paragraph 2 | |
| 2. Paragraph 3 | |
| 3. Paragraph 4 | |
| 4. Paragraph 5 | |
| 5. Paragraph 6 | |
| 6. Paragraph 7 | |

Questions 7-13

Match torcetrapib, HDLs, statin and CETP with their functions (Questions 8-13) ..

Write the correct letter A, B, C or D in boxes 8-13 on your answer sheet.

NB You may use any letter more than once.

7. It has been administered to over 10,000 subjects in a clinical trial.

8. It could help rid human body of cholesterol.
9. Researchers are yet to find more about it.
10. It was used to reduce the level of cholesterol.
11. According to Kashyap, it might lead to unwanted result if it's blocked.
12. It produced contradictory results in different trials.
13. It could inhibit LDLs.

List of choices

- A. Torcetrapic
- B. HDLS
- C. Statin
- D. CETP

Suggested Answers and Explanations

1. vi
2. ii
3. vii 本段介绍了 torcetrapib 和 statin 的治病原理，但是同时短语“*in contrast*”与之前第二段后半段的内容呼应，暗示了这两种药在理论上能相辅相成，是理想的搭配。第一个选项无法涵盖整段意义，故选择 i 是错误的。
4. iii 本段分析了可能导致 torcetrapib 临床试验失败的原因，后半段指出如果以上推测正确，那么未来的药物可借鉴这个试验，设法避免 torcetrapib 的缺陷，研制出有效的药物。viii 选项无法涵盖后半段的意思。
5. ix 见首句。
6. v
7. A 见第二段。题目中 administer 一词意为“用药”，subject 一词为“实验对象”之意。
8. B 见第四段“... to raise levels of HDLs, which ferry cholesterol out of artery-clogging plaques to the liver for removal from the body.”即 HDLs 的作用最终是将 cholesterol 清除出人体：“... for removal from the body”。
9. B 见第四段“But HDLs are complex and not entirely understood.”
10. C 见第二段“... plus a cholesterol-lowering statin”，即 statin 是可以降低 cholesterol 的。
11. D 见第六段“So inhibiting CETP, ... might actually cause an abnormal and irreversible accumulation of cholesterol in the body.”
12. A 见第三段。
13. C 见第四段“Statins, in contrast, mainly work by lowering the 'bad' low-density lipoproteins.”

雅思阅读实战训练(四)

★The Triumph of Unreason

A.

Neoclassical economics is built on the assumption that humans are rational beings who have a clear idea of their best interests and strive to extract maximum benefit (or “utility”, in economist-speak) from any situation. Neoclassical economics assumes that the process of decision-making is rational. But that contradicts growing evidence that decision-making draws on the emotions—even when reason is clearly involved.

B.

The role of emotions in decisions makes perfect sense. For situations met frequently in the past, such as obtaining food and mates, and confronting or fleeing from threats, the neural mechanisms required to weigh up the pros and cons will have been honed by evolution to produce an optimal outcome. Since emotion is the mechanism by which animals are prodded towards such outcomes, evolutionary and economic theory predict the same practical consequences for utility in these cases. But does this still apply when the ancestral machinery has to respond to the stimuli of urban modernity?

C.

One of the people who thinks that it does not is George Loewenstein, an economist at Carnegie Mellon University, in Pittsburgh. In particular, he suspects that modern shopping has subverted the decision-making machinery in a way that encourages people to run up debt. To prove the point he has teamed up with two psychologists, Brian Knutson of Stanford University and Drazen Prelec of the Massachusetts Institute of Technology, to look at what happens in the brain when it is deciding what to buy.

D.

In a study, the three researchers asked 26 volunteers to decide whether to buy a series of products such as a box of chocolates or a DVD of the television show that were flashed on a computer screen one after another. In each round of the task, the researchers first presented the product and then its price, with each step lasting four seconds. In the final stage, which also lasted four seconds, they asked the volunteers to make up their minds. While the volunteers were taking part in the experiment, the researchers scanned their brains using a technique called functional magnetic resonance imaging (fMRI). This measures blood flow and oxygen consumption in the brain, as an indication of its activity.

E.

The researchers found that different parts of the brain were involved at different stages of the test. The nucleus accumbens was the most active part when a product was being displayed. Moreover, the level of its activity correlated with the reported desirability of the product in question.

F.

When the price appeared, however, fMRI reported more activity in other parts of the brain. Excessively high prices increased activity in the insular cortex, a brain region linked to expectations of pain, monetary loss and the viewing of upsetting pictures. The researchers also found greater activity in this region of the brain when the subject decided not to purchase an item.

G.

Price information activated the medial prefrontal cortex, too. This part of the brain is involved in rational calculation. In the experiment its activity seemed to correlate with a volunteer's reaction to both product and price, rather than to price alone. Thus, the sense of a good bargain evoked higher activity levels in the medial prefrontal cortex, and this often preceded a decision to buy.

H.

People's shopping behaviour therefore seems to have piggy-backed on old neural circuits evolved for anticipation of reward and the avoidance of hazards. What Dr Loewenstein found interesting was the separation of the assessment of the product (which seems to be associated with the nucleus accumbens) from the assessment of its price (associated with the insular cortex), even though the two are then synthesised in the prefrontal cortex. His hypothesis is that rather than weighing the present good against future alternatives, as orthodox economics suggests happens, people actually balance the immediate pleasure of the prospective possession of a product with the immediate pain of paying for it.

I.

That makes perfect sense as an evolved mechanism for trading. If one useful object is being traded for another (hard cash in modern time), the future utility of what is being given up is embedded in the object being traded. Emotion is as capable of assigning such a value as reason. Buying on credit, though, may be different. The abstract nature of credit cards, coupled with the deferment of payment that they promise, may modulate the "con" side of the calculation in favour of the "pro".

J.

Whether it actually does so will be the subject of further experiments that the three researchers are now designing. These will test whether people with distinctly different spending behaviour, such as miserliness and extravagance, experience different amounts of pain in response to prices. They will also assess whether, in the same individuals, buying with credit cards eases the pain compared with paying by cash. If they find that it does, then credit cards may have to join the list of things such as fatty and sugary foods, and recreational drugs, that subvert human instincts in ways that seem pleasurable at the time but can have a long and malign aftertaste.

Questions 1-6

Do the following statements reflect the claims of the writer in Reading Passage 1?

Write your answer in Boxes 1-6 on your answer sheet.

TRUE if the statement reflects the claims of the writer

FALSE if the statement contradicts the claims of the writer

NOT GIVEN if it is possible to say what the writer thinks about this

1. The belief of neoclassical economics does not accord with the increasing evidence that humans make use of the emotions to make decisions.
2. Animals are urged by emotion to strive for an optimal outcome or extract maximum utility from any situation.
3. George Loewenstein thinks that modern ways of shopping tend to allow people to accumulate their debts.
4. The more active the nucleus accumbens was, the stronger the desire of people for the product in question became.

5. The prefrontal cortex of the human brain is linked to monetary loss and the viewing of upsetting pictures.
6. When the activity in nucleus accumbens was increased by the sense of a good bargain, people tended to purchase coffee.

Questions 7-9

Choose the appropriate letters A-D and write them in boxes 7-9 on your answer sheet.

7. Which of the following statements about orthodox economics is true?
 - A. The process which people make their decisions is rational.
 - B. People have a clear idea of their best interests in any situation.
 - C. Humans make judgement on the basis of reason rather than emotion.
 - D. People weigh the present good against future alternatives in shopping.
8. The word "miserliness" in line 3 of Paragraph J means _____.
 - A. people's behavior of buying luxurious goods
 - B. people's behavior of buying very special items
 - C. people's behavior of being very mean in shopping
 - D. people's behavior of being very generous in shopping
9. The three researchers are now designing the future experiments, which test
 - A. whether people with very different spending behaviour experience different amounts of pain in response to products.
 - B. whether buying an item with credit cards eases the pain of the same individuals compared with paying for it by cash.
 - C. whether the abstract nature of credit cards may modulate the "con" side of the calculation in favour of the "pro".
 - D. whether the credit cards may subvert human instincts in ways that seem pleasurable but with a terrible effect.

Questions 10-13

Complete the notes below.

Choose NO MORE THAN THREE WORDS from Reading Passage 1 for each answer.

Write your answers in boxes 10-13 on your answer sheet.

To find what happens in the brain of humans when it is deciding things to buy, George Loewenstein and his co-researchers did an experiment by using the technique of fMRI. They found that different parts of the brain were involved in the process. The activity in ...10... was greatly increased with the displaying of certain product. The great activity was found in the insular cortex when ...11...and the subject decided not to buy a product. The activity of the medial prefrontal cortex seemed to associate with both ...12...information. What interested Dr Loewenstein was the ...13... of the assessment of the product and its price in different parts of the brain.

Part II

Notes to Reading Passage 1

1. the nucleus accumbens, the insular cortex, and the medial prefrontal cortex:

大脑的不同部位（皮层，皮质等）

e.g. cerebellar cortex 小脑皮层 cerebral cortex 大脑皮层

2. hone:

珩磨，磨快，磨练，训练使。。。更完美或有效。

3. subvert:

毁灭，破坏；摧毁：

4. piggyback:

骑在肩上；在肩上骑

5. deferment:

推迟、延迟、分期付款

6. aftertaste:

余味，回味事情或经历结束后的感觉，特指令人不快的感觉

Part III

Keys and explanations to the Questions 1-13

1. TRUE

See the second and third sentence in Paragraph A “Neoclassical economics assumes that the process of decision-making is rational. But that contradicts growing evidence that decision-making draws on the emotions—even when reason is clearly involved.”

2. TRUE

See the third sentence in Paragraph B “ Since emotion is the mechanism by which animals are prodded towards such outcomes, evolutionary and economic theory predict the same practical consequences for utility in these cases.”

3. FALSE

See the second sentence in Paragraph C “In particular, he suspects that modern shopping has subverted the decision-making machinery in a way that encourages people to run up debt.”

4. TRUE

See the last sentence in Paragraph E “Moreover, the level of its activity correlated with the reported desirability of the product in question.”

5. FALSE

See the second sentence in Paragraph F and G respectively “Excessively high prices increased activity in the insular cortex, a brain region linked to expectations of pain, monetary loss and the view

雅思阅读实战训练(五)

★Don't wash those fossils!

Standard museum practice can wash away DNA.

1. Washing, brushing and varnishing fossils — all standard conservation treatments used by many fossil hunters and museum curators alike — vastly reduces the chances of recovering ancient DNA.

2. Instead, excavators should be handling at least some of their bounty with gloves, and freezing samples as they are found, dirt and all, concludes a paper in the Proceedings of the National Academy of Sciences today.

3. Although many palaeontologists know anecdotally that this is the best way to up the odds of extracting good DNA, Eva-Maria Geigl of the Jacques Monod Institute in Paris, France, and her colleagues have now shown just how important conservation practices can be. This information, they say, needs to be hammered home among the people who are actually out in the field digging up bones.

4. Geigl and her colleagues looked at 3,200-year-old fossil bones belonging to a single individual of an extinct cattle species, called an aurochs. The fossils were dug up at a site in France at two different times — either in 1947, and stored in a museum collection, or in 2004, and conserved in sterile conditions at -20 °C.

5. The team's attempts to extract DNA from the 1947 bones all failed. The newly excavated fossils, however, all yielded DNA.

6. Because the bones had been buried for the same amount of time, and in the same conditions, the conservation method had to be to blame says Geigl. "As much DNA was degraded in these 57 years as in the 3,200 years before," she says.

Wash in, wash out

7. Because many palaeontologists base their work on the shape of fossils alone, their methods of conservation are not designed to preserve DNA, Geigl explains.

8. The biggest problem is how they are cleaned. Fossils are often washed together on-site in a large bath, which can allow water — and contaminants in the form of contemporary DNA — to permeate into the porous bones. "Not only is the authentic DNA getting washed out, but contamination is getting washed in," says Geigl.

9. Most ancient DNA specialists know this already, says Hendrik Poinar, an evolutionary geneticist at McMaster University in Ontario, Canada. But that doesn't mean that best practice has become widespread among those who actually find the fossils.

10. Getting hold of fossils that have been preserved with their DNA in mind relies on close relationships between lab-based geneticists and the excavators, says

paleogeneticist Svante Pääbo of the Max Planck Institute for Evolutionary Anthropology in Leipzig, Germany. And that only occurs in exceptional cases, he says.

11. Pääbo's team, which has been sequencing Neanderthal DNA, continually faces these problems. "When you want to study ancient human and Neanderthal remains, there's a big issue of contamination with contemporary human DNA," he says.

12. This doesn't mean that all museum specimens are fatally flawed, notes Pääbo. The Neanderthal fossils that were recently sequenced in his own lab, for example, had been part of a museum collection treated in the traditional way. But Pääbo is keen to see samples of fossils from every major find preserved in line with Geigl's recommendations — just in case.

Warm and wet

13. Geigl herself believes that, with cooperation between bench and field researchers, preserving fossils properly could open up avenues of discovery that have long been assumed closed.

14. Much human cultural development took place in temperate regions. DNA does not survive well in warm environments in the first place, and can vanish when fossils are washed and treated. For this reason, Geigl says, most ancient DNA studies have been done on permafrost samples, such as the woolly mammoth, or on remains sheltered from the elements in cold caves — including cave bear and Neanderthal fossils.

15. Better conservation methods, and a focus on fresh fossils, could boost DNA extraction from more delicate specimens, says Geigl. And that could shed more light on the story of human evolution.

(640 words nature)

Glossary

Palaeontologists 古生物学家

Aurochs 欧洲野牛

Neanderthal (人类学) 尼安德特人, 旧石器时代的古人类。

Permafrost (地理) 永冻层

Questions 1-6

Answer the following questions by using NO MORE THAN THREE WORDS for each answer.

1. How did people traditionally treat fossils?
2. What suggestions do Geigl and her colleagues give on what should be done when fossils are found?
3. What problems may be posed if fossil bones are washed on-site? Name ONE.
4. What characteristic do fossil bones have to make them susceptible to be

contaminated with contemporary DNA when they are washed?

5. What could be better understood when conservation treatments are improved?

6. The passage mentioned several animal species studied by researchers. How many of them are mentioned?

Questions 7-11

Do the following statements agree with the information given in the passage? Please write

TRUE if the statement agrees with the writer

FALSE if the statement does not agree with the writer

NOT GIVEN if there is no information about this in the passage

7. In their paper published in the Proceedings of the National Academy of Sciences , Geigl and her colleagues have shown what conservation practices should be followed to preserve ancient DNA.

8. The fossil bones that Geigl and her colleagues studied are all from the same aurochs.

9. Geneticists don't have to work on site.

10. Only newly excavated fossil bones using new conservation methods suggested by Geigl and her colleagues contain ancient DNA.

11. Paabo is still worried about the potential problems caused by treatments of fossils in traditional way.

Questions 12-13

Complete the following the statements by choosing letter A-D for each answer.

12. "This information" in paragraph 3 indicates:

- [A] It is critical to follow proper practices in preserving ancient DNA.
- [B] The best way of getting good DNA is to handle fossils with gloves.
- [C] Fossil hunters should wear home-made hammers while digging up bones.
- [D] Many palaeontologists know how one should do in treating fossils.

13. The study conducted by Geigl and her colleagues suggests:

- [A] the fact that ancient DNA can not be recovered from fossil bones excavated in the past.
- [B] the correlation between the amount of burying time and that of the recovered DNA.
- [C] the pace at which DNA degrades.
- [D] the correlation between conservation practices and degradation of DNA.

Suggested answers and explanations

1. washing, brushing, varnishing 见第一段。

2. handling with gloves / freezing samples (any one of the two) 见第二段。

3. losing authentic DNA / being contaminated / contamination (any one of the three) 见第八段"Not only is the authentic DNA getting washed out, but contamination is getting washed in" (答 being contaminated 或 contamination 比较保险)

4. they are porous porous 的意思是多孔的。见第八段"... which can allow water — and contaminants in the form of contemporary DNA — to permeate into the porous bones."

5. human evolution 见第十五段。其中“shed light on sth”的意思是使某事显得非常清楚，使人了解某事。
6. 4 分别为第四段的“an extinct cattle species, called an aurochs”，即欧洲野牛，已经绝迹；第十一段“Neanderthal”，是人类学用语，尼安德特人，旧石器时代的古人类；第十四段“woolly mammoth”和“cave bear”，其中 mammoth 是猛犸，一种古哺乳动物。
7. T 见第二段。
8. T 见第四段“Geigl and her colleagues looked at 3,200-year-old fossil bones belonging to a single individual of an extinct cattle species, called an aurochs.”即他们研究的骨化石是一头欧洲野牛身上的。
9. NG
10. F 见第十二段第一、二句话。
11. T 见第十二段末句“But Pääbo is keen to see samples of fossils from every major find preserved in line with Geigl's recommendations — just in case.”意即为保险起见，Paabo 还是非常希望见到用 Geigl 建议的方法保存的化石样本。“just in case” 的意思是以防万一，就是 Paabo 对用传统保存处理的化石不放心的意思。
12. A 见第三段。This information 就是前一句中“... just how important conservation practices can be”(to preserve good DNA)。“be hammered”之中 hammer 一词的意思是不断重复强调。
13. D 面信息。需要理解文章各处关于 Geigl 和她的同事所作的研究。

雅思阅读实战训练(六)

★ Search begins for 'Earth' beyond solar system

Staff and agencies

Wednesday December 27, 2006

Guardian Unlimited

1. A European spacecraft took off today to spearhead the search for another "Earth" among the stars.
2. The Corot space telescope blasted off aboard a Russian Soyuz rocket from the Baikonur cosmodrome in Kazakhstan shortly after 2.20pm.
3. Corot, short for convection rotation and planetary transits, is the first instrument capable of finding small rocky planets beyond the solar system. Any such planet situated in the right orbit stands a good chance of having liquid water on its surface, and quite possibly life, although a leading scientist involved in the project said it was unlikely to find "any little green men".
4. Developed by the French space agency, CNES, and partnered by the European Space Agency (ESA), Austria, Belgium, Germany, Brazil and Spain, Corot will monitor around 120,000 stars with its 27cm telescope from a polar orbit 514 miles above the Earth. Over two and a half years, it will focus on five to six different areas of the sky, measuring the brightness of about 10,000 stars every 512 seconds.
5. "At the present moment we are hoping to find out more about the nature of planets around stars which are potential habitats. We are looking at habitable planets, not inhabited planets. We are not going to find any little green men," Professor Ian Roxburgh, an ESA scientist who has been involved with Corot since its inception, told the BBC Radio 4 Today programme.
6. Prof Roxburgh said it was hoped Corot would find "rocky planets that could develop an atmosphere and, if they are the right distance from their parent star, they could have water".
7. To search for planets, the telescope will look for the dimming of starlight caused when an object passes in front of a star, known as a "transit". Although it will take more sophisticated space telescopes planned in the next 10 years to confirm the presence of an Earth-like planet with oxygen and liquid water, Corot will let scientists know where to point their lenses.
8. Measurements of minute changes in brightness will enable scientists to detect giant Jupiter-like gas planets as well as small rocky ones. It is the rocky planets - that could

be no bigger than about twice the size of the Earth - which will cause the most excitement. Scientists expect to find between 10 and 40 of these smaller planets.

9. Corot will also probe into stellar interiors by studying the acoustic waves that ripple across the surface of stars, a technique called "asteroseismology".

10. The nature of the ripples allows astronomers to calculate a star's precise mass, age and chemical composition.

11. "A planet passing in front of a star can be detected by the fall in light from that star. Small oscillations of the star also produce changes in the light emitted, which reveal what the star is made of and how they are structured internally. This data will provide a major boost to our understanding of how stars form and evolve," Prof Roxburgh said.

12. Since the discovery in 1995 of the first "exoplanet" - a planet orbiting a star other than the Sun - more than 200 others have been found by ground-based observatories.

13. Until now the usual method of finding exoplanets has been to detect the "wobble" their gravity imparts on parent stars. But only giant gaseous planets bigger than Jupiter can be found this way, and they are unlikely to harbour life.

14. In the 2010s, ESA plans to launch Darwin, a fleet of four or five interlinked space telescopes that will not only spot small rocky planets, but analyse their atmospheres for signs of biological activity.

15. At around the same time, the US space agency, Nasa, will launch Terrestrial Planet Finder, another space telescope designed to locate Earth-like planets.

(615 words)

Choose the appropriate letter from A-D for question 1.

1. Corot is an instrument which
 - (A) can help to search for certain planets
 - (B) is used to find planets in the orbit
 - (C) can locate planets with human beings
 - (D) can spot any planets with water.

Do the following statements agree with the information given in the reading passage? For questions 2-5 write

TRUE if the statement agrees with the information

FALSE if the statement contradicts the information
NOT GIVEN if there is no information on this in the passage

2. Scientists are trying to find out about the planets that can be inhabited.
3. BBC Radio 4 recently focuses on the broadcasting of Corot.
4. Passing objects might cause a fall in light.
5. Corot can tell whether there is another Earth-like planet.

Based on your reading of the passage, complete the sentences below with words taken from the passage. Use NO MORE THAN THREE WORDS for each answer.

With measurements, scientists will be able to search for some gaseous and rocky planets. They will be extremely excited if they can discover some small 6. _____, the expected number of which could be up to 7. _____.

Corot will enable scientists to study the 8. _____ of stars. In this way, a star's mass, age and chemical composition can be calculated.

According to Prof Roxburgh, changes in light can be caused by passing planets or star 9. _____. The related statistics can gain us a better 10. _____ of the star formation and evolution.

Observatories have found many exoplanets, which are 11. _____ other stars than the Sun. The common way used in finding exoplanets can only detect huge gas planets, which do not 12. _____.

With the launching of Darwin, astronomers will be able to analyse whether those rocky planets have 13. _____ for life.

Answer keys:

1. 答案: A (第 3 段第 1 句: Corot, short for convection rotation and planetary transits, is the first instrument capable of finding small rocky planets beyond the solar system. A 项中的 certain planets 指 small rocky planets beyond the solar system.)
2. 答案: TRUE (第 5 段第 1、2 句: At the present moment we are hoping to find out more about the nature of planets around stars which are potential habitats. We are looking at habitable planets, not inhabited planets. 问题中的“that can be inhabited”意思就是 inhabitable.)
3. 答案: NOT GIVEN (文中没有提及该信息。)
4. 答案: TRUE (第 7 段第 1 句: To search for planets, the telescope will look for the dimming of starlight caused when an object passes in front of a star, known as a "transit".)

5. 答案: FASLE (第 7 段第 2、3 句: Although it will take more sophisticated space telescopes planned in the next 10 years to confirm the presence of an Earth-like planet with oxygen and liquid water, Corot will let scientists know where to point their lenses.)
6. 答案: rocky planets (第 8 段第 2 句: It is the rocky planets - that could be no bigger than about twice the size of the Earth - which will cause the most excitement.)
7. 答案: 40 (第 8 段第 3 句: Scientists expect to find between 10 and 40 of these smaller planets. 问题中短语“up to”的意思是“达到，高达”，所以应该选择最高的数字 40。)
8. 答案: interiors (第 9 段第 1 句: Corot will also probe into stellar interiors by studying the acoustic waves that ripple across the surface of stars, a technique called "asteroseismology". 单词"probe"的词义是“探查，探索”。)
9. 答案: oscillations (第 11 段第 2 句: Small oscillations of the star also produce changes in the light emitted, which reveal what the star is made of and how they are structured internally.)
10. 答案: understanding (第 11 段第 3 句: This data will provide a major boost to our understanding of how stars form and evolve.)
11. 答案: orbiting (第 12 段第 1 句: Since the discovery in 1995 of the first "exoplanet" - a planet orbiting a star other than the Sun - more than 200 others have been found by ground-based observatories.)
12. 答案: harbour life (第 13 段: Until now the usual method of finding exoplanets has been to detect the "wobble" their gravity imparts on parent stars. But only giant gaseous planets bigger than Jupiter can be found this way, and they are unlikely to harbour life.)
13. 答案: atmospheres (第 14 段: In the 2010s, ESA plans to launch Darwin, a fleet of four or five interlinked space telescopes that will not only spot small rocky planets, but analyse their atmospheres for signs of biological activity.)

雅思阅读实战训练(七)

★Food agency takes on industry over junk labels

Felicity Lawrence

Thursday December 28, 2006

The Guardian

1. Consumers are to be presented with two rival new year advertising campaigns as the Food Standards Agency goes public in its battle with the industry over the labelling of unhealthy foods.
2. The Guardian has learned that the FSA will launch a series of 10-second television adverts in January telling shoppers how to follow a red, amber and green traffic light labelling system on the front of food packs, which is designed to tackle Britain's obesity epidemic.
3. The campaign is a direct response to a concerted attempt by leading food manufacturers and retailers, including Kellogg's and Tesco, to derail the system. The industry fears that traffic lights would demonise entire categories of foods and could seriously damage the market for those that are fatty, salty or high in sugar.
4. The UK market for breakfast cereals is worth £1.27bn a year and the manufacturers fear it will be severely dented if red light labels are put on packaging drawing attention to the fact that the majority are high in salt and/or sugar.
5. The industry is planning a major marketing campaign for a competing labelling system which avoids colour-coding in favour of information about the percentage of "guideline daily amounts" (GDAs) of fat, salt and sugar contained in their products.
6. The battle for the nation's diet comes as new rules on television advertising come into force in January which will bar adverts for unhealthy foods from commercial breaks during programmes aimed at children. Sources at the TV regulators are braced for a legal challenge from the industry and have described the lobbying efforts to block any new ad ban or colour-coded labelling as "the most ferocious we've ever experienced".
7. Ofcom's chief executive, Ed Richards, said: "We are prepared to face up to any legal action from the industry, but we very much hope it will not be necessary." The FSA said it was expecting an onslaught from the industry in January. Senior FSA officials said the manufacturers' efforts to undermine its proposals on labelling could threaten the agency's credibility.
8. Terrence Collis, FSA director of communications, dismissed claims that the proposals were not based on science. "We have some of the most respected scientists in Europe, both within the FSA and in our independent advisory committees. It is unjustified and

nonsensical to attack the FSA's scientific reputation and to try to undermine its credibility."

9. The FSA is understood to have briefed its ad agency, United, before Christmas, and will aim to air ads that are "non-confrontational, humorous and factual" as a counterweight to industry's efforts about the same time. The agency, however, will have a tiny fraction of the budget available to the industry.

10. Gavin Neath, chairman of Unilever UK and president of the Food and Drink Federation, has said that the industry has made enormous progress but could not accept red "stop" signs on its food.

11. Alastair Sykes, chief executive of Nestlé UK, said that under the FSA proposals all his company's confectionery and most of its cereals would score a red. "Are we saying people shouldn't eat confectionery? We're driven by consumers and what they want, and much of what we do has been to make our products healthier," he said.

12. Chris Wermann, director of communications at Kellogg's, said: "In principle we could never accept traffic light labelling."

13. The rival labelling scheme introduced by Kellogg's, Danone, Unilever, Nestlé, Kraft and Tesco and now favoured by 21 manufacturers, uses an industry-devised system based on identifying GDAs of key nutrients. Tesco says it has tested both traffic lights and GDA labels in its stores and that the latter increased sales of healthier foods.

14. But the FSA said it could not live with this GDA system alone because it was "not scientific" or easy for shoppers to understand at a glance.

(626 words)

Questions 1-6

Answer the questions below using NO MORE THAN THREE WORDS from the passage for each answer.

1. When will instructions be given on reading the color-coded labels?
2. Where can customers find the red light labels?
3. What problem is the FSA trying to handle with the labeling system?
4. Which product sells well but may not be healthy?
5. What information, according to the manufacturers, can be labeled on products?
6. What can not be advertised during children's programmes?

Questions 7-13

Use the information in the text to match the people (listed A-E) with the opinions (listed 7-13) below. Write the appropriate letter (A-E) for questions 1-7.

NB You may use any letter more than once.

- A Ed Richard
- B Terrence Collis
- C Gavin Neath
- D Alastair Sykes
- E Chris Wermann

- 7. Generally we will not agree to use the red light labels.
- 8. It is unreasonable to doubt if FSA is trustworthy.
- 9. We are trying to meet our consumers' needs.
- 10. The food industry has been improving greatly.
- 11. The color-coded labeling system is scientific.
- 12. Our products will be labeled unhealthy by the FSA.
- 13. We are ready to confront the manufacturers.

Answer keys:

1. 答案: (in) January (见第 2 段: The Guardian has learned that the FSA will launch a series of 10-second television adverts in January telling shoppers how to follow a red, amber and green traffic light labelling system on the front of food packs, which is designed to tackle Britain's obesity epidemic.)
2. 答案: food packs/packaging (见第 2 段: The Guardian has learned that the FSA will launch a series of 10-second television adverts in January telling shoppers how to follow a red, amber and green traffic light labelling system on the front of food packs, which is designed to tackle Britain's obesity epidemic. 或者在第 4 段中也提到另一个答案: The UK market for breakfast cereals is worth £1.27bn a year and the manufacturers fear it will be severely dented if red light labels are put on packaging drawing attention to the fact that the majority are high in salt and/or sugar.)
3. 答案: (Britain's) obesity epidemic (见第 2 段: The Guardian has learned that the FSA will launch a series of 10-second television adverts in January telling shoppers how to follow a red, amber and green traffic light labelling system on the front of food packs, which is designed to tackle Britain's obesity epidemic.)
4. 答案: (breakfast) cereals (见第 4 段: The UK market for breakfast cereals is worth £1.27bn a year and the manufacturers fear it will be severely dented if red light labels are put on packaging drawing attention to the fact that the majority are high in salt and/or sugar.)
5. 答案: guideline daily amounts/GDAs (见第 5 段: The industry is planning a major marketing campaign for a competing labelling system which avoids colour-coding in favour of information about the percentage of "guideline daily amounts" (GDAs) of fat, salt

and sugar contained in their products.)

6. 答案: unhealthy foods (见第 6 段第 1 句: The battle for the nation's diet comes as new rules on television advertising come into force in January which will bar adverts for unhealthy foods from commercial breaks during programmes aimed at children.)

7. 答案: E (见第 12 段: Chris Wermann, director of communications at Kellogg's, said: "In principle we could never accept traffic light labelling.")

8. 答案: B (见第 8 段最后一句: It is unjustified and nonsensical to attack the FSA's scientific reputation and to try to undermine its credibility.)

9. 答案: D (见第 11 段最后 1 句: We're driven by consumers and what they want, and much of what we do has been to make our products healthier.)

10. 答案: C (见第 10 段: Gavin Neath, chairman of Unilever UK and president of the Food and Drink Federation, has said that the industry has made enormous progress but could not accept red "stop" signs on its food.)

11. 答案: B (见第 8 段: Terrence Collis, FSA director of communications, dismissed claims that the proposals were not based on science. "We have some of the most respected scientists in Europe, both within the FSA and in our independent advisory committees. It is unjustified and nonsensical to attack the FSA's scientific reputation and to try to undermine its credibility.")

12. 答案: D (见第 11 段第 1 句: Alastair Sykes, chief executive of Nestlé UK, said that under the FSA proposals all his company's confectionery and most of its cereals would score a red.)

13. 答案: A (见第 7 段第 1 句: Ofcom's chief executive, Ed Richards, said: "We are prepared to face up to any legal action from the industry, but we very much hope it will not be necessary.")

雅思阅读实战训练(八)

★Sun's fickle heart may leave us cold

25 January 2007

From New Scientist Print Edition.

Stuart Clark

1 There's a dimmer switch inside the sun that causes its brightness to rise and fall on timescales of around 100,000 years - exactly the same period as between ice ages on Earth. So says a physicist who has created a computer model of our star's core.

2 Robert Ehrlich of George Mason University in Fairfax, Virginia, modelled the effect of temperature fluctuations in the sun's interior. According to the standard view, the temperature of the sun's core is held constant by the opposing pressures of gravity and nuclear fusion. However, Ehrlich believed that slight variations should be possible.

3 He took as his starting point the work of Attila Grandpierre of the Konkoly Observatory of the Hungarian Academy of Sciences. In 2005, Grandpierre and a collaborator, Gábor Ágoston, calculated that magnetic fields in the sun's core could produce small instabilities in the solar plasma. These instabilities would induce localised oscillations in temperature.

4 Ehrlich's model shows that whilst most of these oscillations cancel each other out, some reinforce one another and become long-lived temperature variations. The favoured frequencies allow the sun's core temperature to oscillate around its average temperature of 13.6 million kelvin in cycles lasting either 100,000 or 41,000 years. Ehrlich says that random interactions within the sun's magnetic field could flip the fluctuations from one cycle length to the other.

5 These two timescales are instantly recognisable to anyone familiar with Earth's ice ages: for the past million years, ice ages have occurred roughly every 100,000 years. Before that, they occurred roughly every 41,000 years.

6 Most scientists believe that the ice ages are the result of subtle changes in Earth's orbit, known as the Milankovitch cycles. One such cycle describes the way Earth's orbit gradually changes shape from a circle to a slight ellipse and back again roughly every 100,000 years. The theory says this alters the amount of solar radiation that Earth receives, triggering the ice ages. However, a persistent problem with this theory has been its inability to explain why the ice ages changed frequency a million years ago.

7 "In Milankovitch, there is certainly no good idea why the frequency should change from one to another," says Neil Edwards, a climatologist at the Open University in Milton Keynes, UK. Nor is the transition problem the only one the Milankovitch theory faces. Ehrlich and other critics claim that the temperature variations caused by Milankovitch

cycles are simply not big enough to drive ice ages.

8 However, Edwards believes the small changes in solar heating produced by Milankovitch cycles are then amplified by feedback mechanisms on Earth. For example, if sea ice begins to form because of a slight cooling, carbon dioxide that would otherwise have found its way into the atmosphere as part of the carbon cycle is locked into the ice. That weakens the greenhouse effect and Earth grows even colder.

9 According to Edwards, there is no lack of such mechanisms. "If you add their effects together, there is more than enough feedback to make Milankovitch work," he says. "The problem now is identifying which mechanisms are at work." This is why scientists like Edwards are not yet ready to give up on the current theory. "Milankovitch cycles give us ice ages roughly when we observe them to happen. We can calculate where we are in the cycle and compare it with observation," he says. "I can't see any way of testing [Ehrlich's] idea to see where we are in the temperature oscillation."

10 Ehrlich concedes this. "If there is a way to test this theory on the sun, I can't think of one that is practical," he says. That's because variation over 41,000 to 100,000 years is too gradual to be observed. However, there may be a way to test it in other stars: red dwarfs. Their cores are much smaller than that of the sun, and so Ehrlich believes that the oscillation periods could be short enough to be observed. He has yet to calculate the precise period or the extent of variation in brightness to be expected.

11 Nigel Weiss, a solar physicist at the University of Cambridge, is far from convinced. He describes Ehrlich's claims as "utterly implausible". Ehrlich counters that Weiss's opinion is based on the standard solar model, which fails to take into account the magnetic instabilities that cause the temperature fluctuations.
(716 words)

Questions 1-4

Complete each of the following statements with One or Two names of the scientists from the box below.

Write the appropriate letters A-E in boxes 1-4 on your answer sheet.

- A. Attila Grandpierre
- B. Gábor Ágoston
- C. Neil Edwards
- D. Nigel Weiss
- E. Robert Ehrlich

1. ...claims there 抯 a dimmer switch inside the sun that causes its brightness to rise and fall in periods as long as those between ice ages on Earth.

2. ...calculated that the internal solar magnetic fields could produce instabilities in the solar plasma.
3. ...holds that Milankovitch cycles can induce changes in solar heating on Earth and the changes are amplified on Earth.
4. ...doesn't believe in Ehrlich's viewpoints at all.

Questions 5-9

Do the following statements agree with the information given in the reading passage?

In boxes 5-9 on your answer sheet write

TRUE if the statement is true according to the passage
FALSE if the statement is false according to the passage
NOT GIVEN if the information is not given in the passage

5. The ice ages changed frequency from 100,000 to 41,000 years a million years ago.
6. The sole problem that the Milankovitch theory can not solve is to explain why the ice age frequency should shift from one to another.
7. Carbon dioxide can be locked artificially into sea ice to eliminate the greenhouse effect.
8. Some scientists are not ready to give up the Milankovitch theory though they haven't figured out which mechanisms amplify the changes in solar heating.
9. Both Edwards and Ehrlich believe that there is no practical way to test when the solar temperature oscillation begins and when ends.

Questions 10-14

Complete the notes below.

Choose one suitable word from the Reading Passage above for each answer.

Write your answers in boxes 10-14 on your answer sheet.

The standard view assumes that the opposing pressures of gravity and nuclear fusions hold the temperature ...

10...in the sun's interior, but the slight changes in the earth's ..

.11... alter the temperature on the earth and cause ice ages every 100,000 years. A British scientist, however, challenges this view by claiming that the internal solar magnetic ..
.12... can induce the temperature oscillations in the sun's interior. The sun's core temperature oscillates around its average temperature in ..
.13... lasting either 100,000 or 41,000 years. And the ...
14... interactions within the sun's magnetic field could flip the fluctuations from one cycle length to the other, which explains why the ice ages changed frequency a million years ago.

Answer keys and explanations:**1. E**

See the sentences in paragraph 1 (There's a dimmer switch inside the sun that causes its brightness to rise and fall on timescales of around 100,000 years - exactly the same period as between ice ages on Earth. So says a physicist who has created a computer model of our star's core.) and para.2 (Robert Ehrlich of George Mason University in Fairfax, Virginia, modelled the effect of temperature fluctuations in the sun's interior.)

2. A B

See para.3: Grandpierre and a collaborator, Gábor Ágoston, calculated that magnetic fields in the sun's core could produce small instabilities in the solar plasma.

3. C

See para.8: Edwards believes the small changes in solar heating produced by Milankovitch cycles are then amplified by feedback mechanisms on Earth.

4. D

See para.11: Nigel Weiss, a solar physicist at the University of Cambridge, is far from convinced. He describes Ehrlich's claims as "utterly implausible".

5. False

See para.5: for the past million years, ice ages have occurred roughly every 100,000 years. Before that, they occurred roughly every 41,000 years.

6. False

See para.7: "In Milankovitch, there is certainly no good idea why the frequency should change from one to another," ... Nor is the transition problem the only one the Milankovitch theory faces.

7. Not Given

See para.8: if sea ice begins to form because of a slight cooling, carbon dioxide is locked into the ice. That weakens the greenhouse effect. (The passage doesn't mention

anything about locking Co₂ into ice artificially.)

8. True

See para.9: there is no lack of such mechanisms. "If you add their effects together, there is more than enough feedback to make Milankovitch work,"?"The problem now is identifying which mechanisms are at work." This is why scientists like Edwards are not yet ready to give up on the current theory.

9. True

See the sentences in para.9 (According to Edwards, 他 says. "I can't see any way of testing [Ehrlich's] idea to see where we are in the temperature oscillation.") and para.10 (Ehrlich concedes this. "If there is a way to test this theory on the sun, I can't think of one that is practical).

10. constant

See para.2: According to the standard view, the temperature of the sun's core is held constant by the opposing pressures of gravity and nuclear fusion.

11. orbit

See para.6: Most scientists believe that the ice ages are the result of subtle changes in Earth's orbit, 地球's orbit gradually changes shape from a circle to a slight ellipse and back again roughly every 100,000 years.

12. instabilities

See para.3: ?i style='mso-bidi-font-style: normal'>magnetic fields in the sun's core could produce small instabilities in the solar plasma. These instabilities would induce localised oscillations in temperature.

13. cycles

See para.4: ...allow the sun's core temperature to oscillate around its average temperature of 13.6 million kelvin in cycles lasting either 100,000 or 41,000 years.

14. random

See para.4: Ehrlich says that random interactions within the sun's magnetic field could flip the fluctuations from one cycle length to the other.

雅思阅读实战训练(九)

★How a Frenchman is reviving McDonald's in Europe

A.

When Denis Hennequin took over as the European boss of McDonald's in January 2004, the world's biggest restaurant chain was showing signs of recovery in America and Australia, but sales in Europe were sluggish or declining. One exception was France, where Mr Hennequin had done a sterling job as head of the group's French subsidiary to sell more Big Macs to his compatriots. His task was to replicate this success in all 41 of the European countries where anti-globalisers' favourite enemy operates.

B.

So far Mr Hennequin is doing well. Last year European sales increased by 5.8% and the number of customers by 3.4%, the best annual results in nearly 15 years. Europe accounted for 36% of the group's profits and for 28% of its sales. December was an especially good month as customers took to seasonal menu offerings in France and Britain, and to a promotion in Germany based on the game of Monopoly.

C

Mr Hennequin's recipe for revival is to be more open about his company's operations, to be "locally relevant", and to improve the experience of visiting his 6,400 restaurants. McDonald's is blamed for making people fat, exploiting workers, treating animals cruelly, polluting the environment and simply for being American. Mr Hennequin says he wants to engage in a dialogue with the public to address these concerns.

D.

He introduced "open door" visitor days in each country which became hugely popular. In Poland alone some 50,000 visitors came to McDonald's through the visitors' programme last year. The Nutrition Information Initiative, launched last year, put detailed labels on McDonald's packaging with data on calories, protein, fat, carbohydrates and salt content. The details are also printed on tray-liners.

E.

Mr Hennequin also wants people to know that "McJobs", the low-paid menial jobs at McDonald's restaurants, are much better than people think. But some of his efforts have backfired: last year he sparked a controversy with the introduction of a "McPassport" that allows McDonald's employees to work anywhere in the European Union. Politicians accused the firm of a ploy to make cheap labour from eastern Europe more easily available to McDonald's managers across the continent.

F.

To stay in touch with local needs and preferences, McDonald's employs local bosses as much as possible. A Russian is running McDonald's in Russia, though a Serb is in charge

of Germany. The group buys mainly from local suppliers. Four-fifths of its supplies in France come from local farmers, for example. (Some of the French farmers who campaigned against the company in the late 1990s subsequently discovered that it was, in fact, buying their produce.) And it hires celebrities such as Heidi Klum, a German model, as local brand ambassadors.

G.

In his previous job Mr Hennequin established a "design studio" in France to spruce up his company's drab restaurants and adapt the interior to local tastes. The studio is now masterminding improvements everywhere in Europe. He also set up a "food studio", where cooks devise new recipes in response to local trends.

H.

Given France's reputation as the most anti-American country in Europe, it seems odd that McDonald's revival in Europe is being led by a Frenchman, using ideas cooked up in the French market. But France is in fact the company's most profitable market after America. The market where McDonald's is weakest in Europe is not France, but Britain.

I.

"Fixing Britain should be his priority," says David Palmer, a restaurant analyst at UBS. Almost two-thirds of the 1,214 McDonald's restaurants in Britain are company-owned, compared with 40% in Europe and 15% in America. The company suffers from the volatility of sales at its own restaurants, but can rely on steady income from franchisees. So it should sell as many underperforming outlets as possible, says Mr Palmer.

J.

M. Mark Wiltamuth, an analyst at Morgan Stanley, estimates that European company-owned restaurants' margins will increase slightly to 16.4% in 2007. This is still less than in the late 1990s and below America's 18-19% today. But it is much better than before Mr Hennequin's reign. He is already being tipped as the first European candidate for the group's top job in Illinois. Nobody would call that a McJob.

Questions 1-6

Do the following statements reflect the claims of the writer in Reading Passage 1?

Write your answer in Boxes 1-6 on your answer sheet.

TRUE if the statement reflects the claims of the writer

FALSE if the statement contradicts the claims of the writer

NOT GIVEN if it is impossible to say what the writer thinks about this

1. McDonald was showing the sign of recovery in all European countries except France after Denis Hennequin took office as the boss of Euro-markets.
2. Starting from last year, detailed labels are put on McDonald's packaging and detailed information is also printed on tray-liners.
3. France is said to be the most anti-American country in Europe, but the ideas of the

"open door" visiting days and "McPassport" are invented in the French market.

4. Britain possesses the weakest McDonald market among European countries and approximately 1214 McDonald's restaurants are company-owned.
5. According to David Palmer, a restaurant analyst at UBS, David Hennequin should treat the problem about McDonald in Britain as the most important thing.
6. David Palmer suggested that the management of McDonald in Italy should sell as many its outlets which lose money in business as possible for revival.

Questions 7-10

Choose the appropriate letters A-D and write them in boxes 7-10 on your answer sheet.

7. The word "sterling" in line 3 of Paragraph A means_____.
A. difficult
B. menial
C. terrible
D. excellent
8. Which of the following statements on the accusation of MacDonald is NOT TRUE?
A. It tends to make people fat.
B. Its operations are very vague.
C. It tends to exploit workers.
D. It tends to treat animals cruelly.
9. Which of the following measures taken by Denis Hennequin produced undesired result?
A. "Food Studio" scheme.
B. "Open Door" visitor days.
C. The "McPassport" scheme.
D. The Nutrition Information Initiative.
10. What did Denis Hennequin do so as to respond to local trends?
A. set up a "Food Studio".
B. established a "Design Studio".
C. hired celebrities as local brand ambassadors.
D. employed local bosses as much as possible.

Questions 11-14

Complete each of the following statements (Questions 11-14) with words or number taken from Reading Passage 1.

Write NO MORE THAN THREE WORDS for each answer.

Write your answers in boxes 11-14 on your answer sheet.

11. After January 2004, McDonald was making improvement following a period of slump in

- America and Australia, but sales in Europe were
12. Business of McDonald in France and Britain was particularly good in December since customers took to
13. Compared with other countries, France is McDonald's next to America.
14. of McDonald's restaurants in America are company-owned and the figure is much lower than that in Britain.

Part II

Notes to Reading Passage 1

1. **sterling** 高质量的

e.g. He has many **sterling qualities**. 他身上有许多优秀的品质。

2. **menial** 不体面的, 乏味的(工作、职业)

3. **spruce up** 打扮整齐、漂亮、装饰

4. **mastermind** 指挥、谋划 (一个计划或活动)

e.g. The police know who **masterminded the robbery**. 警察知道是谁策划了那次抢劫。

5. **underperform** 表现不佳表现出低于标准的工作水平、企业出现亏本

Part III

Keys and explanations to the Questions 1-14

1. FALSE

See the second sentence in Paragraph A “One exception was France, where Mr Hennequin had done a **sterling job** as head of the group's French subsidiary to sell more Big Macs to his compatriots. His task was to replicate this success in all 41 of the European countries...”.

2. TRUE

See the last sentence in Paragraph D “The Nutrition Information Initiative, launched last year, put detailed labels on McDonald's packaging with data on calories, protein, fat, carbohydrates and salt content. The details are also printed on tray-liners.”

3. NOT GIVEN

See Paragraph D, E and H “Given France's reputation as the most anti-American country in Europe, it seems odd that McDonald's revival in Europe is being led by a Frenchman, using ideas cooked up in the French market.”.

4. FALSE

See the last sentence of Paragraph H and first sentence of Paragraph L “The market where McDonald's is weakest in Europe is not France, but Britain...Almost two-thirds of the 1,214 McDonald's restaurants in Britain are company-owned...”

5. TRUE

See the first sentence of Paragraph I “Fixing Britain should be his priority,” says David Palmer, a restaurant analyst at UBS”.

6. NOT GIVEN

See the last sentence of Paragraph I “So it should sell as many underperforming outlets as possible, says Mr Palmer”.

7. D

See the first sentence of Paragraph A “One exception was France, where Mr Hennequin had done a sterling job as head of the group's French subsidiary to sell more Big Macs to his compatriots”.

8. B

See the second sentence of Paragraph D “McDonald's is blamed for making people fat, exploiting workers, treating animals cruelly, polluting the environment”

9. C

See the second sentence of Paragraph E “But some of his efforts have backfired: last year he sparked a controversy with the introduction of a “McPassport” that allows McDonald's employees to work anywhere in the European Union..”

10. A

See the last sentence of Paragraph G “He also set up a “food studio”, where cooks devise new recipes in response to local trends”.

11. sluggish or declining

See the first sentence of Paragraph A “When Denis Hennequin took over as the European boss of McDonald's in January 2004, the world's biggest restaurant chain was showing signs of recovery in America and Australia, but sales in Europe were sluggish or declining.”

12. seasonal menu offerings

See the last sentence of Paragraph B “December was an especially good month as customers took to seasonal menu offerings in France and Britain, and to a promotion in Germany based on the game of Monopoly”.

13. most profitable market

See the second sentence of Paragraph H “But France is in fact the company's most profitable market after America”.

14. 15%

See the second sentence of Paragraph I “Almost two-thirds of the 1,214 McDonald's restaurants in Britain are company-owned, compared with 40% in Europe and 15% in America”.

雅思阅读实战训练(十)

★new weapon to fight cancer

1. British scientists are preparing to launch trials of a radical new way to fight cancer, which kills tumours by infecting them with viruses like the common cold.
2. If successful, virus therapy could eventually form a third pillar alongside radiotherapy and chemotherapy in the standard arsenal against cancer, while avoiding some of the debilitating side-effects.
3. Leonard Seymour, a professor of gene therapy at Oxford University, who has been working on the virus therapy with colleagues in London and the US, will lead the trials later this year. Cancer Research UK said yesterday that it was excited by the potential of Prof Seymour's pioneering techniques.
4. One of the country's leading geneticists, Prof Seymour has been working with viruses that kill cancer cells directly, while avoiding harm to healthy tissue. "In principle, you've got something which could be many times more effective than regular chemotherapy," he said.
5. Cancer-killing viruses exploit the fact that cancer cells suppress the body's local immune system. "If a cancer doesn't do that, the immune system wipes it out. If you can get a virus into a tumour, viruses find them a very good place to be because there's no immune system to stop them replicating. You can regard it as the cancer's Achilles' heel."
6. Only a small amount of the virus needs to get to the cancer. "They replicate, you get a million copies in each cell and the cell bursts and they infect the tumour cells adjacent and repeat the process," said Prof Seymour.
7. Preliminary research on mice shows that the viruses work well on tumours resistant to standard cancer drugs. "It's an interesting possibility that they may have an advantage in killing drug-resistant tumours, which could be quite different to anything we've had before."
8. Researchers have known for some time that viruses can kill tumour cells and some aspects of the work have already been published in scientific journals. American scientists have previously injected viruses directly into tumours but this technique will not work if the cancer is inaccessible or has spread throughout the body.
9. Prof Seymour's innovative solution is to mask the virus from the body's immune system, effectively allowing the viruses to do what chemotherapy drugs do - spread through the blood and reach tumours wherever they are. The big hurdle has always been to find a way to deliver viruses to tumours via the bloodstream without the body's immune system

destroying them on the way.

10. "What we've done is make chemical modifications to the virus to put a polymer coat around it - it's a stealth virus when you inject it," he said.

11. After the stealth virus infects the tumour, it replicates, but the copies do not have the chemical modifications. If they escape from the tumour, the copies will be quickly recognised and mopped up by the body's immune system.

12. The therapy would be especially useful for secondary cancers, called metastases, which sometimes spread around the body after the first tumour appears. "There's an awful statistic of patients in the west ... with malignant cancers; 75% of them go on to die from metastases," said Prof Seymour.

13. Two viruses are likely to be examined in the first clinical trials: adenovirus, which normally causes a cold-like illness, and vaccinia, which causes cowpox and is also used in the vaccine against smallpox. For safety reasons, both will be disabled to make them less pathogenic in the trial, but Prof Seymour said he eventually hopes to use natural viruses.

14. The first trials will use uncoated adenovirus and vaccinia and will be delivered locally to liver tumours, in order to establish whether the treatment is safe in humans and what dose of virus will be needed. Several more years of trials will be needed, eventually also on the polymer-coated viruses, before the therapy can be considered for use in the NHS. Though the approach will be examined at first for cancers that do not respond to conventional treatments, Prof Seymour hopes that one day it might be applied to all cancers.

(665 words)

Questions 1-6

Do the following statements agree with the information given in the reading passage? For questions 1-6 write

TRUE if the statement agrees with the information

FALSE if the statement contradicts the information

NOT GIVEN if there is no information on this in the passage

1. Virus therapy, if successful, has an advantage in eliminating side-effects.

2. Cancer Research UK is quite hopeful about Professor Seymour's work on the virus therapy.

3. Virus can kill cancer cells and stop them from growing again.
4. Cancer's Achilles' heel refers to the fact that virus may stay safely in a tumor and replicate.
5. To infect the cancer cells, a good deal of viruses should be injected into the tumor.
6. Researches on animals indicate that virus could be used as a new way to treat drug-resistant tumors.

Question 7-9

Based on the reading passage, choose the appropriate letter from A-D for each answer.

7. Information about researches on viruses killing tumor cells can be found
 - (A) on TV
 - (B) in magazines
 - (C) on internet
 - (D) in newspapers
8. To treat tumors spreading out in body, researchers try to
 - (A) change the body's immune system
 - (B) inject chemotherapy drugs into bloodstream.
 - (C) increase the amount of injection
 - (D) disguise the viruses on the way to tumors.
9. When the chemical modified virus in tumor replicates, the copies
 - (A) will soon escape from the tumor and spread out.
 - (B) will be wiped out by the body's immune system.
 - (C) will be immediately recognized by the researchers.
 - (D) will eventually stop the tumor from spreading out.

Questions 10-13

Complete the sentences below. Choose your answers from the list of words. You can only use each word once.

NB There are more words in the list than spaces so you will not use them all.

In the first clinical trials, scientists will try to10..... adenovirus and vaccinia, so both the viruses will be less pathogenic than the11..... These uncoated viruses will be applied directly to certain areas to confirm safety on human beings and the

right12..... needed. The experiments will firstly be13.....to the treatment of certain cancers

List of Words

dosage responding smallpox virus
disable natural ones inject
directed treatment cold-like illness
kill patients examined

Answers Keys:

1. 答案: FALSE (见第 2 段: If successful, virus therapy could eventually form a third pillar alongside radiotherapy and chemotherapy in the standard arsenal against cancer, while avoiding some of the debilitating side-effects. Virus therapy 只能避免一些副作用, 而不是根除。)
2. 答案: TRUE (见第 3 段, 特别是最后一句: Cancer Research UK said yesterday that it was excited by the potential of Prof Seymour's pioneering techniques.)
3. 答案: NOT GIVEN (文中没有提到 virus 可以抑制肿瘤细胞再生长)
4. 答案: TRUE (见第 5 段第 3、4 句: 这里“cancer's Achilles' heel”指 “If you can get a virus into a tumour, viruses find them a very good place to be because there's no immune system to stop them replicating.” Achilles' heel 的意思是“唯一致命弱点”)
5. 答案: FALSE (见第 6 段第第 1 句: Only a small amount of the virus needs to get to the cancer.)
6. 答案: TRUE (见第 7 段: Preliminary research on mice shows that the viruses work well on tumours resistant to standard cancer drug., which could be quite different to anything we've had before.)
7. 答案: B (见第 8 段第 1、2 句: Researchers have known for some time that viruses can kill tumour cells and some aspects of the work have already been published in scientific journals. Journal 意思是“日报、期刊、杂志”)
8. 答案: D (见第 9 段第 1 句: Prof Seymour's innovative solution is to mask the virus from the body's immune system, “mask”的意思是“掩盖、隐蔽、伪装”, 在这里和 “disguise” 同义。)
9. 答案: B (见第 11 段第 2 句: If they escape from the tumour, the copies will be quickly recognised and mopped up by the body's immune system.. “mop up”这里与 “wipe out” 同义, 意思是“消灭、歼灭”。)
10. 答案: disable (见第 13 段最后 1 句: For safety reasons, both will be disabled to make

them less pathogenic in the trial, but Prof Seymour said he eventually hopes to use natural viruses.)

11. 答案: natural ones (见第 13 段最后 1 句: For safety reasons, both will be disabled to make them less pathogenic in the trial, but Prof Seymour said he eventually hopes to use natural viruses.)

12. 答案: dosage (见第 14 段第 1 句: The first trials will use uncoated adenovirus and vaccinia and will be delivered locally to liver tumours, in order to establish whether the treatment is safe in humans and what dose of virus will be needed.)

13. 答案: directed (见第 14 段最后 1 句: Though the approach will be examined at first for cancers that do not respond to conventional treatments, ...)

雅思阅读实战训练(十一)

★ Selling Digital Music without Copy-protection Makes Sense

A.

It was uncharacteristically low-key for the industry's greatest showman. But the essay published this week by Steve Jobs, the boss of Apple, on his firm's website under the unassuming title "Thoughts on Music" has nonetheless provoked a vigorous debate about the future of digital music, which Apple dominates with its iPod music-player and iTunes music-store. At issue is "digital rights management" (DRM)—the technology guarding downloaded music against theft. Since there is no common standard for DRM, it also has the side-effect that songs purchased for one type of music-player may not work on another. Apple's DRM system, called FairPlay, is the most widespread. So it came as a surprise when Mr. Jobs called for DRM for digital music to be abolished.

B.

This is a change of tack for Apple. It has come under fire from European regulators who claim that its refusal to license FairPlay to other firms has "locked in" customers. Since music from the iTunes store cannot be played on non-iPod music-players (at least not without a lot of fiddling), any iTunes buyer will be deterred from switching to a device made by a rival firm, such as Sony or Microsoft. When French lawmakers drafted a bill last year compelling Apple to open up FairPlay to rivals, the company warned of "state-sponsored piracy". Only DRM, it implied, could keep the pirates at bay.

C.

This week Mr. Jobs gave another explanation for his former defence of DRM: the record companies made him do it. They would make their music available to the iTunes store only if Apple agreed to protect it using DRM. They can still withdraw their catalogues if the DRM system is compromised. Apple cannot license FairPlay to others, says Mr Jobs, because it would depend on them to produce security fixes promptly. All DRM does is restrict consumer choice and provide a barrier to entry, says Mr Jobs; without it there would be far more stores and players, and far more innovation. So, he suggests, why not do away with DRM and sell music unprotected? "This is clearly the best alternative for consumers," he declares, "and Apple would embrace it in a heartbeat."

D.

Why the sudden change of heart? Mr Jobs seems chiefly concerned with getting Europe's regulators off his back. Rather than complaining to Apple about its use of DRM, he suggests, "those unhappy with the current situation should redirect their energies towards persuading the music companies to sell their music DRM-free." Two and a half of the four big record companies, he helpfully points out, are

European-owned. Mr Jobs also hopes to paint himself as a consumer champion. Apple resents accusations that it has become the Microsoft of digital music.

E.

Apple can afford to embrace open competition in music players and online stores. Consumers would gravitate to the best player and the best store, and at the moment that still means Apple's. Mr Jobs is evidently unfazed by rivals to the iPod. Since only 3% of the music in a typical iTunes library is protected, most of it can already be used on other players today, he notes. (And even the protected tracks can be burned onto a CD and then re-ripped.) So Apple's dominance evidently depends far more on branding and ease of use than DRM-related "lock in".

F.

The music giants are trying DRM-free downloads. Lots of smaller labels already sell music that way. Having seen which way the wind is blowing, Mr Jobs now wants to be seen not as DRM's defender, but as a consumer champion who helped in its downfall. Wouldn't it lead to a surge in piracy? No, because most music is still sold unprotected on CDs, people wishing to steal music already can do so. Indeed, scrapping DRM would probably increase online-music sales by reducing confusion and incompatibility. With the leading online store, Apple would benefit most. Mr Jobs's argument, in short, is transparently self-serving. It also happens to be right.

Questions 1-7

Do the following statements reflect the claims of the writer in Reading Passage 1?

Write your answer in Boxes 1-7 on your answer sheet.

TRUE if the statement reflects the claims of the writer

FALSE if the statement contradicts the claims of the writer

NOT GIVEN if it is impossible to say what the writer thinks about this

1. Apple enjoys a controlling position in digital music market with its iPod music-player and iTunes music-store.
2. DRM is a government decree issued with a purpose to protect downloaded music from theft by consumers.
3. Lack of standardization in DRM makes songs bought for one kind of music player may not function on another.
4. Apple has been criticized by European regulators since it has refused to grant a license FairPlay to other firms.

5. All music can be easily played on non-iPod music devices from Sony or Microsoft without too much fiddling.
6. Apple depends far more on DRM rather than branding for its dominance of the digital music devices.
7. If DRM was cancelled, Sony would certainly dominate the international digital music market.

Questions 8-10

Choose the appropriate letters A-D and write them in boxes 8-10 on your answer sheet.

8. Which of the following statements about Mr. Jobs' idea of DRM is NOT TRUE?

- A. DRM places restrictions on consumer's choice of digital music products available.
- B. DRM compels iTunes buyers to switch to a device made by Sony or Microsoft.
- C. DRM constitutes a barrier for potential consumers to enter digital music markets.
- D. DRM hinders development of more stores and players and technical innovation.

9. The word "unfazed" in line 3 of paragraph E, means_____.

- A. refused
- B. welcomed
- C. not bothered
- D. not well received

10. Which of the following statements is TRUE if DRM was scrapped?

- A. Sony would gain the most profit.
- B. More customers would be "locked in".
- C. A sudden increase in piracy would occur.
- D. Online-music sales would probably decrease.

Questions 11-14

Complete the notes below.

Choose NO MORE THAN THREE WORDS from Reading Passage 1 for each answer.

Write your answers in boxes 11-14 on your answer sheet.

Mr. Steve Jobs, the boss of Apple, explains the reason why he used to defend DRM, saying that the company was forced to do so: the record companies would make their music accessible to ...11...only if they agreed to protect it using DRM; they can still...12...if the DRM system is compromised. He also provides the reason why Apple did not license FairPlay to others: the company relies on them to ...13....But now he changes his mind with a possible expectation that Europe's regulators would not trouble him any more in the future. He proposes that those who are unsatisfactory with the current situation in digital music market should ...14... towards persuade the music companies to sell their music DRM-free.

Part II

Notes to Reading Passage 1

1. low-key:

抑制的，受约束的，屈服的

2. showman:

开展览会的人，出风头的人物

3. unassuming:

谦逊的，不夸耀的，不装腔作势的

4. iPod:

(苹果公司出产的) 音乐播放器

5. iTunes store:

(苹果公司出产的) 在线音乐商店

6. get off person's back:

不再找某人的麻烦，摆脱某人的纠缠

7. gravitate:

受吸引，倾向于

8. unfazed:

不再担忧，不被打扰

Part III

Keys and explanations to the Questions 1-13

1. TRUE

See the second sentence in Paragraph A "... the future of digital music, which Apple dominates with its iPod music-player and iTunes music-store."

2. FALSE

See the third sentence in Paragraph A "...At issue is "digital rights management" (DRM)—the technology guarding downloaded music against theft."

3. TRUE

See the fourth sentence in Paragraph A "Since there is no common standard for DRM, it also has the side-effect that songs purchased for one type of music-player may not work on another."

4. TRUE

See the second sentence in Paragraph B "It has come under fire from European regulators who claim that its refusal to license FairPlay to other firms has "locked in" customers."

5. NOT GIVEN

The third sentence in Paragaph B only mentions music from the iTunes store, nothing about that of Sony or Microsoft. "Since music from the iTunes store cannot be played on non-iPod music-players (at least not without a lot of fiddling)."

6. FALSE

See the last sentence in Paragraph E "So Apple's dominance evidently depends far more on branding and ease of use than DRM-related "lock in".

7. NOT GIVEN

See the fourth sentence in Paragraph F only mentions music generally, no particular information about business prospect of Sony “Indeed, scrapping DRM would probably increase online-music sales by reducing confusion and incompatibility.”

8. B

See the fourth sentence of Paragraph C “All DRM does is restrict consumer choice and provide a barrier to entry, says Mr Jobs; without it there would be far more stores and players, and far more innovation.”

9. C

See the third sentence of Paragraph E and the context “Mr Jobs is evidently unfazed by rivals to the iPod. Since only 3% of the music in a typical iTunes library is protected, most of it can already be used on other players today.”

10. A

See the last four sentences of Paragraph F “Wouldn’t it lead to a surge in piracy? No, because most music is still sold unprotected on CDs, people wishing to steal music already can do so. Indeed, scrapping DRM would probably increase online-music sales by reducing confusion and incompatibility. With the leading online store, Apple would benefit most.”

11. the iTunes store

See the second sentence of Paragraph C “They would make their music available to the iTunes store only if Apple agreed to protect it using DRM.”

12. withdraw their catalogues

See the third sentence of Paragraph C “They can still withdraw their catalogues if the DRM system is compromised.”

13. produce security fixes

See the fourth sentence of Paragraph C “Apple cannot license FairPlay to others, says Mr Jobs, because it would depend on them to produce security fixes promptly.”

14. redirect their energies

See the second sentence of Paragraph D “Rather than complaining to Apple about its use of DRM, he suggests, “those unhappy with the current situation should redirect their energies towards persuading the music companies to sell their music DRM-free.

雅思阅读实战训练(十二)

- ★ Next Year Marks the EU's 50th Anniversary of the Treaty
A.

After a period of introversion and stunned self-disbelief, continental European governments will recover their enthusiasm for pan-European institution-building in 2007. Whether the European public will welcome a return to what voters in two countries had rejected so short a time before is another matter.

B.

There are several reasons for Europe's recovering self-confidence. For years European economies had been lagging dismally behind America (to say nothing of Asia), but in 2006 the large continental economies had one of their best years for a decade, briefly outstripping America in terms of growth. Since politics often reacts to economic change with a lag, 2006's improvement in economic growth will have its impact in 2007, though the recovery may be ebbing by then.

C.

The coming year also marks a particular point in a political cycle so regular that it almost seems to amount to a natural law. Every four or five years, European countries take a large stride towards further integration by signing a new treaty: the Maastricht treaty in 1992, the Treaty of Amsterdam in 1997, the Treaty of Nice in 2001. And in 2005 they were supposed to ratify a European constitution, laying the ground for yet more integration—until the calm rhythm was rudely shattered by French and Dutch voters. But the political impetus to sign something every four or five years has only been interrupted, not immobilised, by this setback.

D.

In 2007 the European Union marks the 50th anniversary of another treaty—the Treaty of Rome, its founding charter. Government leaders have already agreed to celebrate it ceremoniously, restating their commitment to “ever closer union” and the basic ideals of European unity. By itself, and in normal circumstances, the EU's 50th-birthday greeting to itself would be fairly meaningless, a routine expression of European good fellowship. But it does not take a Machiavelli to spot that once governments have signed the declaration (and it seems unlikely anyone would be so uncollegiate as to veto it) they will already be halfway towards committing themselves to a new treaty. All that will be necessary will be to incorporate the 50th-anniversary declaration into a new treaty containing a number of institutional and other reforms extracted from the failed attempt at constitution-building and—hey presto—a new quasi-constitution will be ready.

E.

According to the German government—which holds the EU's agenda-setting presidency during the first half of 2007—there will be a new draft of a slimmed-down constitution ready by the middle of the year, perhaps to put to voters, perhaps not. There would then be a couple of years in which it will be discussed, approved by parliaments and, perhaps, put to voters if that is deemed unavoidable. Then, according to bureaucratic planners in Brussels and Berlin, blithely ignoring the possibility of public rejection, the whole thing will be signed, sealed and a new constitution delivered in 2009-10. Europe will be nicely back on schedule. Its four-to-five-year cycle of integration will have missed only one beat.

F.

The resurrection of the European constitution will be made more likely in 2007 because of what is happening in national capitals. The European Union is not really an autonomous organisation. If it functions, it is because the leaders of the big continental countries want it to, reckoning that an active European policy will help them get done what they want to do in their own countries.

G.

That did not happen in 2005-06. Defensive, cynical and self-destructive, the leaders of the three largest euro-zone countries—France, Italy and Germany—were stumbling towards their unlamented ends. They saw no reason to pursue any sort of European policy and the EU, as a result, barely functioned. But by the middle of 2007 all three will have gone, and this fact alone will transform the European political landscape.

H.

The upshot is that the politics of the three large continental countries, bureaucratic momentum and the economics of recovery will all be aligned to give a push towards integration in 2007. That does not mean the momentum will be irresistible or even popular. The British government, for one, will almost certainly not want to go with the flow, beginning yet another chapter in the long history of confrontation between Britain and the rest of Europe. More important, the voters will want a say. They rejected the constitution in 2005. It would be foolish to assume they will accept it after 2007 just as a result of an artful bit of tinkering

Questions 1-6

Do the following statements reflect the claims of the writer in Reading Passage 1?

Write your answer in Boxes 1-6 on your answer sheet.

TRUE if the statement reflects the claims of the writer

FALSE if the statement contradicts the claims of the writer

NOT GIVEN if it is possible to say what the writer thinks about this

1. After years' introspection and mistrust, continental European governments will resurrect their enthusiasm for more integration in 2007.

2. The European constitution was officially approved in 2005 in spite of the opposition of French and Dutch voters.

3. The Treaty of Rome, which is considered as the fundamental charter of the European Union, was signed in 1957.

4. It is very unlikely that European countries will sign the declaration at the 50th anniversary of the Treaty of Rome.

5. French government will hold the EU's presidency and lay down the agenda during the first half of 2008.

6. For a long time in history, there has been confrontation between Britain and the rest of European countries.

Questions 7-10

Complete the following sentences.

Choose NO MORE THAN THREE WORDS from Reading Passage 1 for each answer.

Write your answer in Boxes 7-10 on your answer sheet.

7. Every four or five years, European countries tend to make a rapid progress towards _____ by signing a new treaty.

8. The European constitution is supposed to _____ for yet more integration of European Union member countries.

9. The bureaucratic planners in Brussels and Berlin rashly ignore the possibility of _____ and think the new constitution will be delivered in 2009-10.

10. The politics of the three large continental countries, _____ and the economic recovery will join together to urge the integration in 2007.

Questions 11-14

Choose the appropriate letters A-D and write them in boxes 11-14 on your answer sheet.

11. Which of the following statements is true of European economic development.
- A. The economy of Europe developed much faster than that of Asia before 2006.
 - B. The growth of European economy was slightly slower than that of America in 2006.
 - C. The development of European economy are likely to slow down by 2007.
 - D. The recovery of European economy may be considerably accelerated by 2007.
12. The word “immobilised” in the last line of Section C means _____.
- A. stopped completely.
 - B. pushed strongly.
 - C. motivated wholly.
 - D. impeded totally.
13. Which of the following statements about the treaties in European countries is NOT TRUE.
- A. The Maastricht Treaty was signed in 1992.
 - B. The Treaty of Amsterdam was signed in 1997.
 - C. The Treaty of Nice was signed in 2001.
 - D. The Treaty of Rome was signed in 2007.
14. The European constitution failed to be ratified in 2005--2006, because
- A. The leaders of France, Italy and Germany were defensive, cynical and self-destructive..
 - B. The voters in two countries of the Union --France and Holland rejected the constitution.
 - C. The leaders of the EU thought that it was unnecessary to pursue any European policy.
 - D. France, Italy and Germany are the three largest and most influential euro-zone

countries.

Part II

Notes to the Reading Passage

1. pan-European

pan-: 前缀: 全, 总, 泛

pan-African 全/泛非洲的 (运动)

pan-European 全/泛欧的 (机构建设)

2. outstrip

超越, 胜过, 超过, 优于

Material development outstripped human development“物质的发展超过了人类的进步”

3. ebb

回落跌落; 衰退或消减

The tide is on the ebb. 正在退潮。

4. Machiavelli

马基雅维利, 尼克尔 1469-1527 意大利政治理论家, 他的著作君主论(1513 年) 阐述了一个意志坚定的统治者不顾道德观念的约束如何获得并保持其权力。

文章中意为“任何一个人人都可以看到, 显而易见。。。”。

5. hey presto

突然地; 立即 (魔术师用语) 您看, 变!

6. upshot

结果; 结局

Part III

Keys to the Questions 1-14

1. TRUE

Explanation

See the first sentence in Section A “After a period of introversion and stunned self-disbelief, continental European governments will recover their enthusiasm for pan-European institution-building in 2007”.

2. FALSE

Explanation

See the third sentence in Section C “And in 2005 they were supposed to ratify a European constitution, laying the ground for yet more integration—until the calm rhythm was rudely shattered by French and Dutch voters.”.

3. TRUE

Explanation

See the first sentence in the Section D “In 2007 the European Union marks the 50th anniversary of another treaty—the Treaty of Rome, its founding charter.”.

4. FALSE

Explanation

See the third sentence in Section D “But it does not take a Machiavelli to spot that once governments have signed the declaration (and it seems unlikely anyone would be so uncollegiate as to veto it) they will already be halfway towards committing themselves to a new treaty”.

5. NOT GIVEN

Explanation

See the first sentence in Section E “According to the German government—which holds the EU’s agenda-setting presidency during the first half of 2007”.

6. TRUE

Explanation

See the third sentence in Section H “The British government, for one, will almost certainly not want to go with the flow, beginning yet another chapter in the long history of

confrontation between Britain and the rest of Europe".

7. further integration

Explanation

See the second sentence in Section C "Every four or five years, European countries take a large stride towards further integration by signing a new treaty".

8. lay the ground

Explanation

See the third sentence in Section C "And in 2005 they were supposed to ratify a European constitution, laying the ground for yet more integration—until the calm rhythm was rudely shattered by French and Dutch voters.".

9. public rejection

Explanation

See the third sentence in Section E "Then, according to bureaucratic planners in Brussels and Berlin, blithely ignoring the possibility of public rejection, the whole thing will be signed, sealed and a new constitution delivered in 2009–10."

10. bureaucratc momentum

Explanation

See the frst sentence in Section H "The upshot is that the politics of the three large continental countries, bureaucratic momentum and the economics of recovery will all be aligned to give a push towards integration in 2007.".

11. C

Explanation

See the last sentence in Section B "Since politics often reacts to economic change with a lag, 2006's improvement in economic growth will have its impact in 2007, though the recovery may be ebbing by then".

12. A

Explanation

See the last sentence in Section C “But the political impetus to sign something every four or five years has only been interrupted, not immobilised, by this setback.”

13 . D

Explanation

See the first sentence in Section D “In 2007 the European Union marks the 50th anniversary of another treaty—the Treaty of Rome, its founding charter.”

14 .B

Explanation

See third sentence in Section C: “And in 2005 they were supposed to ratify a European constitution, laying the ground for yet more integration—until the calm rhythm was rudely shattered by French and Dutch voters.”.

雅思阅读实战训练(十三)

★ Hackers target the home front

Thursday February 15, 2007

The Guardian

1. One of the UK's leading banks has been forced to admit that organised hacking gangs have been targeting its executives. For the past year, Royal Bank of Scotland has been fighting systematic attempts to break into its computer systems from hackers who have sent personalised emails containing keyloggers to its senior management. This has included executives up to board level and is now the subject of a separate investigation by the Serious and Organised Crime Agency.

2. The hackers are homing in on the trend for people to work from home. The hackers make the assumption that the computers being used outside the work environment are more vulnerable than those protected by a corporate IT department.

Growing threat

3. For companies it is a growing threat as home working increases: a recent survey from the Equal Opportunities Commission found that more than 60% of the UK's population wants the option of flexible working.

4. And the hackers are employing increasingly sophisticated techniques. Each email they send is meticulously built to make it attractive to its target, who the criminals have carefully researched by trawling the internet for information. Once the email is composed, the malware is just as carefully designed: it is often modified to avoid detection by security software.

5. The keylogger contained in the email installs itself automatically and then collects details of logins and passwords from the unsuspecting user. This means that hackers can, using the usernames and passwords stolen by the keyloggers, connect to VPNs, or Virtual Private Networks, which many companies use to create an encrypted pathway into their networks.

6. Once inside a bank's network, the hackers can communicate directly with computers holding account information and manipulate funds.

7. Has this actually happened? In some cases sources claim that the login details of VPNs have been obtained and used though there has been no confirmation that any losses have occurred as a result. The attacks are not believed to have focused on RBS but to have been across the whole of the banking industry.

8. Royal Bank of Scotland said that the bank had suffered no losses as a result of the attacks and added: "RBS has extremely robust processes in place in order to protect our systems from fraud. Trojan email attacks are an industry-wide issue and are not isolated to a particular area or a particular bank."

9. It is not just banks that have been targets. Last year attempts were made to steal information

from the Houses of Parliament using malicious email. Messagelabs, the company responsible for monitoring much of the email traffic of the government and big business for suspect software, said at the beginning of the year that criminals have been evolving more sophisticated techniques to attack corporate networks.

10. According to Mark Sunner, chief technology officer of Messagelabs, the number of malicious emails targeted at individuals has been increasing. Two years ago they were being seen once every two months, but now they are seeing one or two a day. This has been accompanied by an increase in quality in the creation of Trojans and spyware.

11. "The hackers are now aiming to take over computers, particularly those of home users. Some of the malicious software that we are routinely seeing for that purpose will have its own antivirus system built into it so that they can kill off the programs of their competitors."

Increased vigilance

12. Tony Neate, the head of Get Safe Online, a government-funded organisation set up to raise awareness among UK businesses of computer criminals, says: "There is now an attempt to target individuals within UK businesses - including the banking sector. What is happening is that crime is doing what it always does, which is look for the weakest link. Home working is where they perceive a weakness.

13. "This points to a need for increased vigilance and security by those working from home and by those responsible for letting them work from home. For home working to be effective, security needs to be as effective as if working in an office."

Questions 1-4

Answer the questions below using NO MORE THAN THREE WORDS from the passage for each answer.

1. What do the hackers use to attack the computer system of the Royal Bank of Scotland?
2. Which word is most likely to be used by hackers to describe home computers?
3. What do the majority of people in the UK prefer?
4. How do hackers collect information so as to compose emails?
5. What do hackers obtain illegally to gain access to banks' computer network?

Questions 5-12

Complete the sentences below with words from the passage. Use NO MORE THAN THREE WORDS for each answer.

6. The use of login details of VPNs by criminals does not necessarily result in any _____.
7. Royal Bank of Scotland claimed that they are not the only victim of _____.
8. Corporate networks will be another target of hackers with improved _____.
9. The attacks on individuals have been greatly increased within _____.
10. With _____, software used by criminals can eliminate its competing programs.
11. Home users are chosen as a target because they are considered as a _____.
12. Get Safe Online is calling for an increase in _____ to ensure safe home working.

Answers Keys:

1. 答案: personalised emails/keyloggers (见第 1 段第 2 句: For the past year, Royal Bank of Scotland has been fighting systematic attempts to break into its computer systems from hackers who have sent personalised emails containing keyloggers to its senior management.)
2. 答案: vulnerable (见第 2 段: The hackers make the assumption that the computers being used outside the work environment are more vulnerable than those protected by a corporate IT department.)
3. 答案: flexible working (见第 3 段: For companies it is a growing threat as home working increases: a recent survey from the Equal Opportunities Commission found that more than 60% of the UK's population wants the option of flexible working.)
4. 答案: trawling (the) internet (见第 4 段第 2 句: Each email they send is meticulously built to make it attractive to its target, who the criminals have carefully researched by trawling the internet for information.)
5. 答案: logins and passwords/usernames and passwords (见第 5 段第 1、2 句: The keylogger contained in the email installs itself automatically and then collects details of logins and passwords from the unsuspecting user. This means that hackers can, using the usernames and passwords stolen by the keyloggers, ...)
6. 答案: losses (见第 7 段第 2 句: In some cases sources claim that the login details of VPNs have been obtained and used though there has been no confirmation that any losses have occurred as a result.)
7. 答案: Trojan email attacks (见第 8 段最后 1 句: Trojan email attacks are an industry-wide issue and are not isolated to a particular area or a particular bank.)
8. 答案: techniques (见第 9 段最后 1 句: ...said at the beginning of the year that criminals have been evolving more sophisticated techniques to attack corporate networks.)

9. 答案: two years (见第 10 段第 1、2 句: According to Mark Sunner, chief technology officer of MessageLabs, the number of malicious emails targeted at individuals has been increasing. Two years ago they were being seen once every two months, but now they are seeing one or two a day.)

10. 答案: (an) antivirus system (见第 11 段: "The hackers are now aiming to take over computers, particularly those of home users. Some of the malicious software that we are routinely seeing for that purpose will have its own antivirus system built into it so that they can kill off the programs of their competitors.")

11. 答案: weakness (见第 12 段最后 1 句: Home working is where they perceive a weakness.)

12. 答案: vigilance and security (见第 13 段: "This points to a need for increased vigilance and security by those working from home and by those responsible for letting them work from home. For home working to be effective, security needs to be as effective as if working in an office.")

雅思阅读实战训练(十四)

★Study Finds Web Antifraud Measure Ineffective

Published: February 5, 2007 New York Times

1. Internet security experts have long known that simple passwords do not fully defend online bank accounts from determined fraud artists. Now a study suggests that a popular secondary security measure provides little additional protection.

2. The study, produced jointly by researchers at Harvard and the Massachusetts Institute of Technology, looked at a technology called site-authentication images. In the system, currently used by financial institutions like Bank of America, ING Direct and Vanguard, online banking customers are asked to select an image, like a dog or chess piece, that they will see every time they log in to their account.

3. The idea is that if customers do not see their image, they could be at a fraudulent Web site, dummed up to look like their bank's, and should not enter their passwords.

4. The Harvard and M.I.T. researchers tested that hypothesis. In October, they brought 67 Bank of America customers in the Boston area into a controlled environment and asked them to conduct routine online banking activities, like looking up account balances. But the researchers had secretly withdrawn the images.

5. Of 60 participants who got that far into the study and whose results could be verified, 58 entered passwords anyway. Only two chose not to log on, citing security concerns.

6. "The premise is that site-authentication images increase security because customers will not enter their passwords if they do not see the correct image," said Stuart Schechter, a computer scientist at the M.I.T. Lincoln Laboratory. "From the study we learned that the premise is right less than 10 percent of the time."

7. He added: "If a bank were to ask me if they should deploy it, I would say no, wait for something better," he said.

8. The system has some high-power supporters in the financial services world, many trying to comply with new online banking regulations. In 2005, the Federal Financial Institutions Examination Council, an interagency body of federal banking regulators, determined that passwords alone did not effectively thwart intruders like identity thieves.

9. It issued new guidelines, asking financial Web sites to find better ways for banks and customers to identify each other online. January 2007 was set as the compliance date, though the council has yet to begin enforcing the mandate.

10. Banks immediately knew what they did not want to do: ask customers to download new security software, or carry around hardware devices that feed them PIN codes they can use to authenticate their identities. Both solutions would add an extra layer of security but, the banks believed, detract from the convenience of online banking.

11.The image system, introduced in 2004 by a Silicon Valley firm called PassMark Security, offered banks a pain-free addition to their security arsenals. Bank of America was among the first to adopt it, in June 2005, under the brand name SiteKey, asking its 21 million Web site users to select an image from thousands of possible choices and to choose a unique phrase they would see every time they logged in.

12.SiteKey "gives our customers a fairly easy way of authenticating the Bank of America Web site," said Sanjay Gupta, an e-commerce executive at the bank. "It was very well received."

13.The Harvard and M.I.T. researchers, however, found that most online banking customers did not notice when the SiteKey images were absent. When respondents logged in during the study, they saw a site maintenance message on the screen where their image and phrases should have been pictured. The error message also had a conspicuous spelling mistake, further suggesting something fishy.

14.Mr. Gupta of Bank of America said he was not troubled by the results of the survey, and stressed that SiteKey had made the bank's Web site more secure. He also said that the system was only a single part of a larger security blanket. "It's not like we're betting the bank on SiteKey," he said.

15.Most financial institutions, like Bank of America, have other ways to tell if a customer is legitimate. The banks often drop a small software program, called a cookie, onto a user's PC to associate the computer with the customer. If the customer logs in from another machine, he may be asked personal questions, like his mother's maiden name.

16.Rachna Dhamija, the Harvard researcher who conducted the study, points out that swindlers can use their dummy Web sites to ask customers those personal questions. She said that the study demonstrated that site-authentication images are fundamentally flawed and, worse, might actually detract from security by giving users a false sense of confidence.

17.RSA Security, the company that bought PassMark last year, "has a lot of great data on how SiteKey instills trust and confidence and good feelings in their customers," Ms. Dhamija said. "Ultimately that might be why they adopted it. Sometimes the appearance of security is more important than security itself."

(811 words nytimes.com)

Questions 1-5

Do the following statements agree with the information given in the passage? Please write

TRUE if the statement agrees with the writer

FALSE if the statement does not agree with the writer

NOT GIVEN if there is no information about this in the passage

1. According to internet security experts, secondary security measures provide little additional protection against fraud.
2. In the Harvard and MIT study, two subjects didn't log on without seeing the correct pictures.
3. According to Schechter, more than 90% of online banking customers studied logged on without seeing the right pictures.
4. The image system is the only security measure that the banks mentioned in the passage have currently.
5. Bank of America is the first bank that adopted the image system.

Questions 6-13

Answer the following questions or complete the following sentences by choosing NO MORE THAN THREE WORDS for each answer.

6. What is ING Direct and Vanguard?
7. What might online banking customers be cheated to give at a fraudulent Web site?
8. What may stop online banking customers from using new verification methods?
9. The key to online banking security is to verify the _____ of customers.
10. Where is PassMark Security located?
11. What is the reason why SiteKey is popular among online banking customers?
12. What was used instead of images in the Harvard and M.I.T. study?
13. How many security methods are mentioned in this passage?

Answer keys

1. 第一段“Now a study suggests that a popular secondary security measure provides little additional protection.”似与问题文字很接近，但是原文中 a popular secondary security measure 是指特定的一个措施，而非泛指所有 secondary security measure。原文没有其它 secondary security measure 安全有效性的内容。故应选择 NG。
2. 见第 4、5 段内容。第四段 “But the researchers had secretly withdrawn the images.” 即研究人员撤下了图形，第五段“Only two chose not to log on, citing security concerns.”，有两个人因为安全考虑未进入。

3. T 见第 6 段。

4. F 见第 11、14 段。

5. F 见第 11 段“Bank of America was among the first to adopt it”，可见首批采用图形识别软件的银行并非 Bank of America 一家。

6. A financial institution 见第二段。

7. (their) passwords 见第三段。

8. less convenience 见第十段。

9. identity 见第八、十段。

10. Silicon Valley 见第十一段。

11. easy to use 见第十二段。

12. site maintenance message 见第十三段“When respondents logged in during the study, they saw a site maintenance message on the screen where their image and phrases should have been pictured.”

13. 4 分别见第十段的“download new security software”和“hardware devices that feed them PIN codes”，第十五段的“a small software program, called a cookie”，以及本文提到的 site-authentication images。

雅思阅读实战训练(十五)

★Seeking an energy holy trinity

Jan 10th 2007

From Economist.com

1 NEELIE KROES, the European Union's competition commissioner, did not mince her words when reporting on Europe's energy markets on Wednesday January 10th. Europe's energy firms have failed to invest in networks and so customers are suffering. Those "vertically integrated" energy companies such as *Électricité de France* (EDF) or Germany's E.ON, widely dubbed as "national champions", are effectively behaving like local monopolies. Shy of competition, eager for artificially high prices, they are helping to block the efficient generation, transmission and distribution of energy on the continent.

2 Energy prices vary wildly across Europe. Ms Kroes wants to see cheaper energy, and intends to push suppliers to divest their distribution network and to get them to invest more in transportation systems so that more energy—in the form of gas, or electricity, for example—can flow easily over borders. It is remarkably hard, for example, for gas-poor Germany to import from the neighbouring, gas-rich Netherlands. Companies that dominate national markets have, so far, had little interest in improving the interconnections which would mean lower prices for consumers across the continent.

3 Ms Kroes, of course, will struggle to get her way. The European Commission, which on the same day presented its recommendation for improving EU energy policy, also wants to see the unbundling of ownership, the legal separation of energy suppliers and transporters, something that the integrated energy companies and interested governments, notably in France and Germany, are bound to oppose ferociously.

4 Complicating the matter is an argument over the security of energy supply in Europe. Much has been made of the risk for western Europe of depending too heavily on Russian exports of gas. Russia under Vladimir Putin is prone to using energy exports as a blunt tool of foreign policy, especially when trying to bully countries in its hinterland. Last year Russia interrupted gas deliveries to Ukraine, affecting supplies in central and western Europe too. This week it blocked oil exports passing via Belarus to Europe, though that spat was soon resolved.

5 The risk is that concerns about security of supply may be used spuriously by those in Europe who oppose the sort of liberalisation encouraged by Ms Kroes. The likes of E.ON and EDF may claim that only protected national champions are able to secure supply, by striking long-term deals with powerful foreign suppliers. The Commission disagrees. Such deals are too often politically motivated and far from transparent. Protection has been tried for long enough and evidently has not worked for the internal market, nor have these companies secured the best deals for consumers from the Russians.

6 In contrast, the Commission's new policy proposes, ideally, a break-up of these companies into suppliers and distributors. (As a second best solution, especially for France and Germany, it recommends the management of the networks by a third party.) Properly independent managers of Europe's energy networks would have a strong incentive to build interconnecting pipelines and power lines across borders. For the gas market another means of ensuring competition and security would

be finding a more diverse range of suppliers, for example by building more terminals for the import of liquified natural gas. It would also be likely to mean lower prices, if the example of liberalised Britain over the past ten years is anything to go by.

7 Whether any of this is likely to happen soon, however, is another matter. The Commission is also calling for European governments to agree on a common effort to reduce carbon emissions by at least 20% by 2020 (compared with 1990 levels). If America is willing to play ball, the Commission proposes to reduce emissions by as much as 30%. Achieving either target would mean promoting cleaner cars, a more effective emissions-trading system for Europe, wider use of public transport and a sharp increase in the use of renewable sources of energy, like wind and solar power. All that is laudable enough, but will also require political horse-trading as governments—Europe's leaders are due to meet in March to discuss the various energy proposals—try to avoid commitments that may hurt domestic energy companies or make European firms less competitive than rivals in America, Asia and elsewhere.

(689 words)

Questions 1-5

Do the following statements reflect the views of the writer in the reading passage?

In boxes 1-5 on your answer sheet write

YES if the statement reflects the views of the writer

NO if the statement contradicts the views of the writer

NOT GIVEN if there is no information about this in the passage

1. Europe's energy companies have funded the construction of the distribution network.
2. There has been a wide range of energy prices within Europe.
3. Gas-poor Germany has to pay a price higher than average to import gas from its neighbour.
4. E.ON and EDF may oppose the liberalisation due to their concerns about the security of energy supply.
5. The European Commission proposes to reduce carbon emissions by 30% if the U.S. is willing to cut its.

Questions 6-10

Look at the box of countries below.

Choose One or Two countries to complete the following sentences.

Write your answers in boxes 6-10 on your answer sheet.

Countries

A. Belarus

B. Britain

C. France

D. Germany

E. Russia

F. Ukraine

G. The U.S.

6. It's dangerous for western Europe to depend too much on gas imports from

7. A liberalised policy of energy supply was enforced over ten years in ...

8. Last year energy supplies in central and western Europe were affected owing to the interruption of gas deliveries to ...

9. The governments in are bound to oppose the separation of energy suppliers and transporters?

10. Oil exports passing via ... to Europe were blocked this week.

Questions 11-14

Choose NO MORE THAN THREE WORDS from the reading passage above for each answer.

Write your answers in boxes 11-14.

11. The EC disagrees with energy firms to strike long-term deals with foreign suppliers because such deals are usually far from ...

12. The EC proposes to split those "national champions" into ...

13. A more diverse range of suppliers would guarantee ...in the European gas market.

14. The realization of carbon emissions reduction would require the promotion of cleaner cars, a better emissions-trading system, wider use of public transport and more use of ... of energy.

Key and Explanations:

1. No

See para.1: Europe's energy firms have failed to invest in networks...

2. Yes

See para.2: Energy prices vary wildly across Europe.

3. Not Given

See para.2: It is remarkably hard, for example, for gas-poor Germany to import from the neighbouring, gas-rich Netherlands.

4. No

See para.5: The risk is that concerns about security of supply may be used spuriously by those in Europe who oppose the sort of liberalisation encouraged by Ms Kroes. The likes of E.ON and EDF may claim that...

5. Yes

See para.7: If America is willing to play ball, the Commission proposes to reduce emissions by as much as 30%.

6. E

See para.4: Much has been made of the risk for western Europe of depending too heavily on Russian exports of gas.

7. B

See para.6: It would also be likely to mean lower prices, if the example of liberalised Britain over the past ten years is anything to go by.

8. F

See para.4: Last year Russia interrupted gas deliveries to Ukraine, affecting supplies in central and western Europe too.

9. C, D

See para.3: ...the legal separation of energy suppliers and transporters, something that the integrated energy companies and interested governments, notably in France and Germany, are bound to oppose ferociously.

10. A

See para.4: This week it blocked oil exports passing via Belarus to Europe, though that spat was soon resolved.

11. transparent

See para.5: by striking long-term deals with powerful foreign suppliers. The Commission disagrees. Such deals are too often politically motivated and far from transparent.

12. suppliers and distributors

See the sentences in para.1 (Those “vertically integrated” energy companies such as Electricité de France (EDF) or Germany’s E.ON, widely dubbed as “national champions”...) and para.6 (...the Commission’s new policy proposes, ideally, a break-up of these companies into suppliers and distributors.)

13. competition and security

See para.6: For the gas market another means of ensuring competition and security would be finding a more diverse range of suppliers...

14. renewable sources

See para.7: Achieving either target would mean promoting cleaner cars, a more effective emissions-trading system for Europe, wider use of public transport and a sharp increase in the use of renewable sources of energy...

雅思阅读实战训练(十六)

★Time to cool it

Dec 13th 2006

From The Economist print edition

1 REFRIGERATORS are the epitome of clunky technology: solid, reliable and just a little bit dull. They have not changed much over the past century, but then they have not needed to. They are based on a robust and effective idea--draw heat from the thing you want to cool by evaporating a liquid next to it, and then dump that heat by pumping the vapour elsewhere and condensing it. This method of pumping heat from one place to another served mankind well when refrigerators' main jobs were preserving food and, as air conditioners, cooling buildings. Today's high-tech world, however, demands high-tech refrigeration. Heat pumps are no longer up to the job. The search is on for something to replace them.

2 One set of candidates are known as paraelectric materials. These act like batteries when they undergo a temperature change: attach electrodes to them and they generate a current. This effect is used in infra-red cameras. An array of tiny pieces of paraelectric material can sense the heat radiated by, for example, a person, and the pattern of the array's electrical outputs can then be used to construct an image. But until recently no one had bothered much with the inverse of this process. That inverse exists, however. Apply an appropriate current to a paraelectric material and it will cool down.

3 Someone who is looking at this inverse effect is Alex Mischenko, of Cambridge University. Using commercially available paraelectric film, he and his colleagues have generated temperature drops five times bigger than any previously recorded. That may be enough to change the phenomenon from a laboratory curiosity to something with commercial applications.

4 As to what those applications might be, Dr Mischenko is still a little hazy. He has, nevertheless, set up a company to pursue them. He foresees putting his discovery to use in more efficient domestic fridges and air conditioners. The real money, though, may be in cooling computers.

5 Gadgets containing microprocessors have been getting hotter for a long time. One consequence of Moore's Law, which describes the doubling of the number of transistors on a chip every 18 months, is that the amount of heat produced doubles as well. In fact, it more than doubles, because besides increasing in number, the components are getting faster. Heat is released every time a logical operation is performed inside a microprocessor, so the faster the processor is, the more heat it generates. Doubling the frequency quadruples the heat output. And the frequency has doubled a lot. The first Pentium chips sold by Dr Moore's company, Intel, in 1993, ran at 60m cycles a second. The Pentium 4--the last "single-core" desktop processor--clocked up 3.2 billion cycles a second.

6 Disposing of this heat is a big obstruction to further miniaturisation and higher speeds. The innards of a desktop computer commonly hit 80°C. At 85°C, they stop working. Tweaking the processor's heat sinks (copper or aluminium boxes designed to radiate heat away) has reached its limit. So has tweaking the fans that circulate air over those heat sinks. And the idea of shifting from single-core processors to systems that divided processing power between first two, and then four, subunits, in order to spread the thermal load, also seems to have the end of the road in sight.

7 One way out of this may be a second curious physical phenomenon, the thermoelectric effect. Like paraelectric materials, this generates electricity from a heat source and produces cooling from an electrical source. Unlike paraelectrics, a significant body of researchers is already working on it.

8 The trick to a good thermoelectric material is a crystal structure in which electrons can flow freely, but the path of phonons--heat-carrying vibrations that are larger than electrons--is constantly interrupted. In practice, this trick is hard to pull off, and thermoelectric materials are thus less efficient than paraelectric ones (or, at least, than those examined by Dr Mischenko). Nevertheless, Rama Venkatasubramanian, of Nextreme Thermal Solutions in North Carolina, claims to have made thermoelectric refrigerators that can sit on the back of computer chips and cool hotspots by 10°C. Ali Shakouri, of the University of California, Santa Cruz, says his are even smaller--so small that they can go inside the chip.

9 The last word in computer cooling, though, may go to a system even less techy than a heat pump--a miniature version of a car radiator. Last year Apple launched a personal computer that is cooled by liquid that is pumped through little channels in the processor, and thence to a radiator, where it gives up its heat to the atmosphere. To improve on this, IBM's research laboratory in Zurich is experimenting with tiny jets that stir the liquid up and thus make sure all of it eventually touches the outside of the channel--the part where the heat exchange takes place. In the future, therefore, a combination of microchannels and either thermoelectrics or paraelectrics might cool computers. The old, as it were, hand in hand with the new.

(830 words)

Questions 1-5

Complete each of the following statements with the scientist or company name from the box below.

Write the appropriate letters A-F in boxes 1-5 on your answer sheet.

- A. Apple
- B. IBM
- C. Intel
- D. Alex Mischenko
- E. Ali Shakouri
- F. Rama Venkatasubramanian

- 1. ...and his research group use paraelectric film available from the market to produce cooling.
- 2. ...sold microprocessors running at 60m cycles a second in 1993.

3. ...says that he has made refrigerators which can cool the hotspots of computer chips by 10°C.
4. ...claims to have made a refrigerator small enough to be built into a computer chip.
5. ...attempts to produce better cooling in personal computers by stirring up liquid with tiny jets to make sure maximum heat exchange.

Questions 6-9

Do the following statements agree with the information given in the reading passage?

In boxes 6-9 on your answer sheet write

TRUE if the statement is true according to the passage

FALSE if the statement is false according to the passage

NOT GIVEN if the information is not given in the passage

6. Paraelectric materials can generate a current when electrodes are attached to them.
7. Dr. Mischenko has successfully applied his laboratory discovery to manufacturing more efficient refrigerators.
8. Doubling the frequency of logical operations inside a microprocessor doubles the heat output.
9. IBM will achieve better computer cooling by combining microchannels with paraelectrics.

Question 10

Choose the appropriate letters A-D and write them in box 10 on your answer sheet.

10. Which method of disposing heat in computers may have a bright prospect?

- A. Tweaking the processors?heat sinks.
- B. Tweaking the fans that circulate air over the processor 抽 heat sinks.
- C. Shifting from single-core processors to systems of subunits.
- D. None of the above.

Questions 11-14

Complete the notes below.

Choose one suitable word from the Reading Passage above for each answer.

Write your answers in boxes 11-14 on your answer sheet.

Traditional refrigerators use...11...pumps to drop temperature. At present, scientists are searching for other methods to produce refrigeration, especially in computer microprocessors....12...materials have been tried to generate temperature drops five times bigger than any previously recorded. ...13...effect has also been adopted by many researchers to cool hotspots in computers. A miniature version of a car ...14... may also be a system to realize ideal computer cooling in the future.

Key and Explanations:

1. D

See Paragraph 3: ...Alex Mischenko, of Cambridge University. Using commercially available paraelectric film, he and his colleagues have generated temperature drops...

2. C

See Paragraph 5: The first Pentium chips sold by Dr Moore's company, Intel, in 1993, ran at 60m cycles a second.

3. F

See Paragraph 8: ...Rama Venkatasubramanian, of Nextreme Thermal Solutions in North Carolina, claims to have made thermoelectric refrigerators that can sit on the back of computer chips and cool hotspots by 10°C.

4. E

See Paragraph 8: Ali Shakouri, of the University of California, Santa Cruz, says his are even smaller 窗 o small that they can go inside the chip.

5. B

See Paragraph 9: To improve on this, IBM's research laboratory in Zurich is experimenting with tiny jets that stir the liquid up and thus make sure all of it eventually touches the outside of the channel--the part where the heat exchange takes place.

6. TRUE

See Paragraph 2: ...paraelectric materials. These act like batteries when they undergo a temperature change: attach electrodes to them and they generate a current.

7. FALSE

See Paragraph 3 (That may be enough to change the phenomenon from a laboratory curiosity to something with commercial applications.) and Paragraph 4 (As to what those applications might be, Dr Mischenko is still a little hazy. He has, nevertheless, set up a company to pursue them. He foresees putting his discovery to use in more efficient domestic fridges?)

8. FALSE

See Paragraph 5: Heat is released every time a logical operation is performed inside a microprocessor, so the faster the processor is, the more heat it generates. Doubling the frequency quadruples the heat output.

9. NOT GIVEN

See Paragraph 9: In the future, therefore, a combination of microchannels and either thermoelectrics or paraelectrics might cool computers.

10. D

See Paragraph 6: Tweaking the processor's heat sinks ?has reached its limit. So has tweaking the fans that circulate air over those heat sinks. And the idea of shifting from single-core processors to systems?also seems to have the end of the road in sight.

11. heat

See Paragraph 1: Today's high-tech world, however, demands high-tech refrigeration. Heat pumps are no longer up to the job. The search is on for something to replace them.

12. paraelectric

See Paragraph 3: Using commercially available paraelectric film, he and his colleagues have generated temperature drops five times bigger than any previously recorded.

13. thermoelectric

See Paragraph 7: ...the thermoelectric effect. Like paraelectric materials, this generates electricity from a heat source and produces cooling from an electrical source. Unlike paraelectrics, a significant body of researchers is already working on it.

14. radiator

See Paragraph 9: The last word in computer cooling, though, may go to a system even less techy than a heat pump--a miniature version of a car radiator.