

Evidence that radio and television soaps can change behaviour was first spotted in the 1970s. 68 About twenty years later, economists at the Inter-American Development Bank, found that Brazilians receiving Globo, a television network promoting modern family concepts, had fewer children. Another follow-up study discovered that, as cable television spread, the birth rate in certain rural area dropped.

Some argue that the influence was because couch potatoes were less likely to make babies. But research in Ethiopia showed that dramas can have a direct effect. Inquiries about ways to reduce birth rates rose by 157% among married women who listened to the soap operas "YekenKignet" and "Dhimbibba". 69 Male listeners sought tests for HIV/AIDS four times as much as male non-listeners.

"The results are the best when people identify with characters," says Betty Oala of the PMC. This is why the organisation does extensive research, takes on local writers and uses native languages.

Not only are soaps effective, but they are also cheap. Radio programmes can cost as little as three cents to reach a listener in Africa. 70 Although producers do not hide their purposes many scholars think that there could be a fight over morals and the aimful results of soap dramas. A drop in birth rates may seem like good news to a woman activist, but bad to a religious worker.

V. Translation

Directions: Translate the following sentences into English, using the words given in the brackets.

72. 遵循自然规律,你最终会得到回报。(reward)

Follow the natural laws and you can then get rewards.

73. 应加大力度打击劣质商品的生产和销售。(fight)

Efforts to fight against inferior products; production and sales

74. 每个学生都具有无限的潜能去克服学习中的困难,不断进取。(study)

Every student has infinite potential to overcome the difficulties in study and should be encouraged to keep making progress.

75. 有些技术创新虽没怎么引起公众的注意,但对现实生活的方方面面有着深远的影响。(although)

Although some technical innovations doesn't attract the public's attention, but it influence the real life in various ways.

Plain and simple, recycling still costs more than landfilling in most places. This fact, (21) couple (couple) with the disappearance of the so-called "landfill crisis" of the mid-1990s, means that recycling has not caught on, which runs (22) some environmentalists' wishes.

However, many cities have found ways to recycle economically. They have cut costs by automating sorting and processing. They've also found profitable markets for the recyclables (可回收物) (23) where cast-off items are acceptable or even welcome. Increased efforts by green groups (24) to (educate) the public about the benefits of recycling have also helped.

(25) the most have uneconomical recycling seems to some people, some cities, such as Pittsburgh, San Diego and Seattle, have made recycling mandatory. In these cities, recyclables are banned from both household and business garbage. Families (26) must recycle all basic recyclables, such as paper, cardboard, glass and plastic. To businesses with garbage containers "polluted" with more than 10 recyclables, warnings (27) are (issued). If they fail to take action, fines are expected.

New York, a national leader on recycling, decided to stop its least cost-effective recycling programs (plastic and glass) in 2002. But rising landfill costs ate up the \$39 million savings expected.

As a result, the city brought back plastic and glass recycling and committed to a 20-year contract with a recycling firm, Hugo Neu Corporation, which built the (28) new (advanced) recycling facility in the county.

The company focuses on (29) what could cut costs. Automation has streamlined the sorting process, and easy access to rail has cut both the environmental and transportation costs. The new deal and new facility have made recycling efficient for the city and its residents (30) now (show) once and for all that responsibly-run recycling programs can actually save money, landfill space and the environment.

Section B

Directions: Fill in each blank with a proper word chosen from the box. Each word can only be used once. Note that there is one word more than you need.

A. shamed	B. consequently	C. criticism	D. scarce	E. authorities	
F. struggled	G. original	H. practical	I. luxury	J. blanketed	K. assume

William Shakespeare came from a modest start, but finished life living in a(n) 31 house in Stratford-upon-Avon, with a coat of arms and a series of business investments to his name.

So was William Shakespeare a businessman, as well as a writer?

Researchers have uncovered information from historical documents that point to Shakespeare being a greedy businessman, anxious to grab every penny whose practices caused 32 in his lifetime.

The academics believe that many of Shakespeare's doubtful business dealings have been 33 by people's romantic view of him as a creative genius who made

his money through acting and writing plays. The idea that Shakespeare gave the world such wonderful narratives, language and entertainment makes it uncomfortable to even 34 that he was simply motivated by his own thirst for financial interest.

Shakespeare was a grain businessman almost for his life time. He bought and stored grain and then sold it on to his neighbors at high prices.

In the late 16th and early 17th Century a bad weather gripped England. The cold and rain resulted in poor harvests and 35 severe lack of food. Referred to as the 'Little Ice Age', the period was the time when thousands of people 36 for survival. At that time, Shakespeare was under investigation for tax evasion (逃税) and later charged with storing grain when food was 37.

One could argue that he did not do this without a conscience and that perhaps this is demonstrated in the way he portrayed one of his famous characters Shylock in his play *the Merchant of Venice*. Many people claim Shylock personifies Shakespeare's own self-hatred, who is eventually 38 for his greed as a money lender and all that he owns is seized from him. Perhaps with the 39 pursuing Shakespeare for his evil dealings during Little Ice Age, Shylock's tragic fate was a real fear for Shakespeare.

Shakespeare's 40 funeral monument at Holy Trinity Church was a bag of grain which implied that he prided himself on his role as a grain businessman as well as on his writing. It was not until the 18th century that the bag of grain was replaced by a pillow.

III. Reading Comprehension

Section A

Directions: For each blank in the following passage there are four words or phrases marked A, B, C and D. Fill in each blank with the word or phrase that best fits the context.

The sights, sounds, and smells of the modern marketplace are rarely accidental. More likely, they are tools of an evolving strategy of psychological marketing called "sensory marketing" to create an emotional association to a(n) 41 product or brand.

By relating to people in a far more 42 way through everyone's own senses, sensory marketing is able to affect people in a way that traditional mass marketing cannot.

Traditional marketing believes that consumers will systematically consider 43 product factors like price, features, and utility. Sensory marketing, by contrast, seeks to resort to the consumer's life experiences and feelings. Sensory marketing believes that people, as consumers, will act according to their emotional urge more than to their 44 reasoning. In this way, an effective sensory marketing effort can result in consumers choosing to buy a lovely but expensive product, rather than a plain but cheap 45.

In the past, communications with customers were mainly monologues — companies just 'talked at' consumers. Then they evolved into dialogues, with customers providing 46. Now they're becoming multidimensional

也可通过中
敬请各
并将“回执
防学生溺
努力。
祝

70

Although we have already seen its first practical applications, even more dramatic advances will be made in the future.

V. Translation

Directions: Translate the following sentences into English, using the words given in the brackets.

1. 为了安全起见, 小孩不应该被单独留在家里。(leave)

For safety consideration, childrens shouldn't be leave at home

2. 深深吸了一口气, 他面带微笑地走上了舞台。(with)

After having a deep breathe, he came to the stage with smile.

3. 一个人待人处世的方式能反映出他是怎样的人。(the way)

The way how a person treats us can shows what kind of people

4. 只有当一系列技术问题得以解决, 到 2025 年, 新能源汽车才能占汽车销量的百分之二十。(Only)

Only a series of problems being solved, in 2025, the new energy car can take an account of 20% in the sales of car.

2 Having taken a deep breathe, he went up to the stage with a smile on the face

4 Only when a series of tech problems are solved can new energy cars account for 20% of all the car sales by 2025