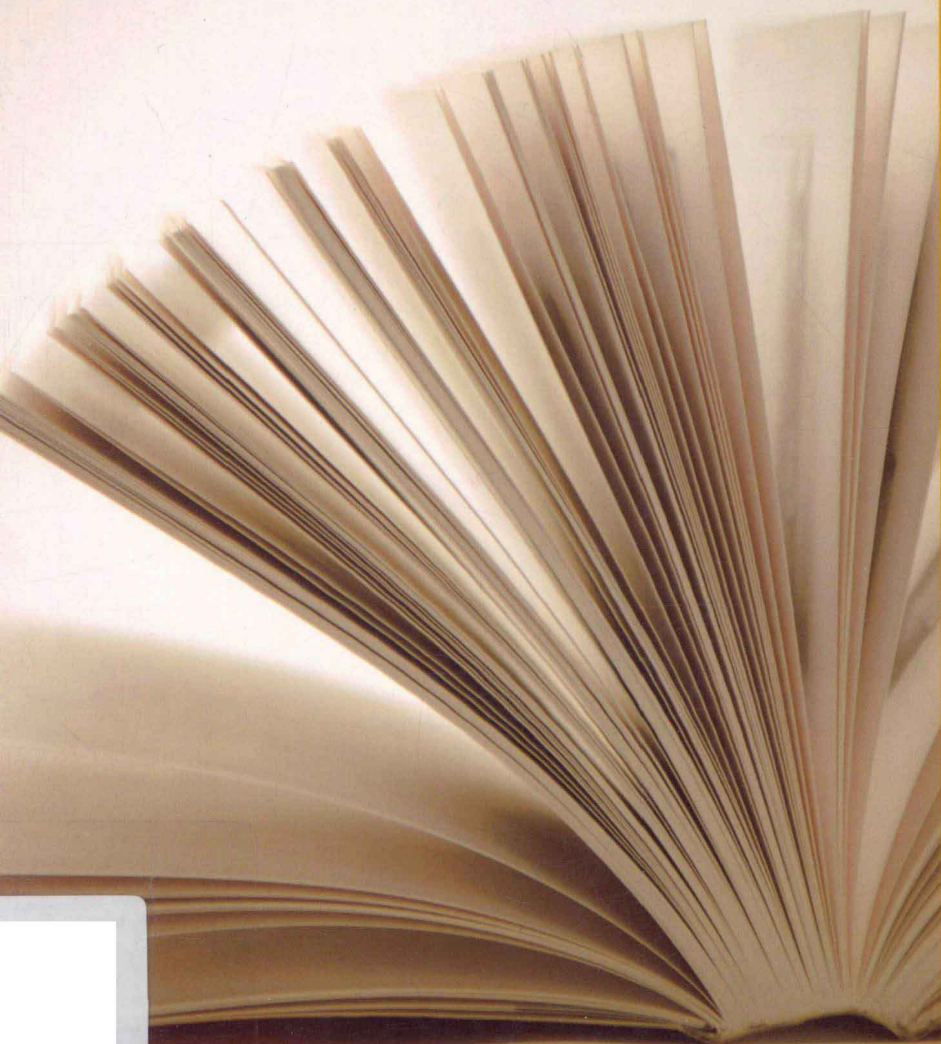


LEARNING TO READ: A COLLEGE ENGLISH COURSE

4

大学英语阅读提高教程

总 主 编 葛春萍
副总主编 郎晓娟
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前言

本套《大学英语阅读提高教程》是配合主干教材编写、使用的,旨在培养非英语专业本科生的英语阅读能力和理解能力。新一轮的大学英语教学改革特别强调培养学生实际使用英语的能力,尤其是快速、准确地从阅读材料中获取所需信息的能力。教育部《大学英语课程教学要求(试行)》(2007版)中对阅读理解能力的一般要求是:“能够基本读懂一般性题材的英文文章,阅读速度达到每分钟70词,在快速阅读篇幅较长、难度略低材料时,阅读速度达到每分钟100词,能基本读懂国内英文报刊,掌握中心意思,理解主要事实和有关细节。能读懂工作、生活中常见的应用文体的材料。能在阅读中使用有效的阅读方法。”因此,为帮助学生适应大学英语考试的阅读题型,帮助学生扩大阅读范围,提高阅读速度,我们组织编写了《大学英语阅读提高教程》系列教材,旨在积极应对大学英语教学改革的要求,使学生在阅读中丰富语言知识,培养独立阅读和广泛阅读的能力。

《大学英语阅读提高教程》的总体设计:

1. 本套教材共分为四册,既可与新编的大学英语综合教程配套使用,也可单独使用。
2. 本套教材每册分8个单元。每一单元以“主题”为线索,安排知识内容相近、风格不同的阅读材料4篇,分为A1、A2、B1、B2,其中A1和A2是快速阅读,B1和B2是深度阅读。
3. 本套教材的阅读材料按照语篇长度和难度进行分级,由浅入深,由易到难,循序渐进。每一篇快速阅读材料的长度基本控制在900-1000个词,深度阅读材料的长度控制在500-800个词。
4. 本套教材阅读材料选材新颖,时代感强,所涉话题文、理、工、医、商等内容兼顾;练习题型多样,既有四、六级考试快速阅读题型的“是非判断”和“句子填空”,也设有“多项选择”和“简短问答”等题型,所有练习均附有答案。

由于编者水平有限,如有错误和不当之处,欢迎广大教师同仁和同学们提出宝贵的批评意见和建议,以便今后改进和完善。

编者
2012年5月

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Fame and Vanity

Text A-1

Directions:

In this part, read the passage quickly and answer the questions. For questions 1–7, choose the best answer from the four choices marked A, B, C and D. For questions 8–10, complete the sentences with the information given in the passage.

Is All Publicity Good Publicity? Website Tests Hollywood's Vanity Quotient

Robert Lesser, a spry 69-year-old character actor who appeared in *Die Hard* and had a recurring role in the TV series *Empty Nest*, was surprised when, on a set of a legal thriller shot in Japan, the cast and crew brought out a birthday cake and started singing. It was May. Mr. Lesser was born in October.

"If I had to do it all over again, I would not have told them — in my awkward way — how grateful I was, but that, in fact, it was not my birthday," recalls Mr. Lesser. As it turns out, he says, "they got the bum dope from IMDb," a website that had listed Mr. Lesser's date of birth as May 28, 1938, tacking on four years to the correct date of Oct. 22, 1942. To add insult to injury, his birthplace was listed as Los Angeles.

"That really got me more than the age thing," says Mr. Lesser, who hails from New York City's Upper West Side. "I am from a real place, you know?"

Over the past 15 years, the Internet Movie Database, or IMDb, has become an increasingly popular source for biographical data, with profiles of more than four million Hollywood types. But many aren't exactly thrilled about its accuracy — or its revelatory powers.

For an industry where youth is a bankable asset — and where actors have lowered their ages as a matter of tradition — IMDb has become something of a spoiler. In addition to listing actors' purported birth dates, the site offers free information about their given names, height, screen credits and even "trademark" features, such as Demi Moore's "husky voice." Some entries give measurements. For a monthly fee of \$15.95, people can register to access more details, such as an actor's contact information.

"Why does everyone need to know my bra size?" asks Amy Weber, whose public profile

says that she is a 34C. Ms. Weber, who has appeared in TV series such as *CSI*, also claims that her date of birth, listed as July 2, 1970, is incorrect, but declines to say what it really is. “I’m not in my forties,” she says.

Actress Rosanna Arquette, 52, won’t even check the site anymore because she finds some of the paparazzi photographs that keep popping up alongside her profile to be unflattering. “It’s all about hurting people and making them look as bad as possible,” says Ms. Arquette, whose IMDb profile lists the names of her three ex-husbands, and the dates she was married and divorced.

Such data points “can be a bit of an unfortunate reminder” for celebrities, says IMDb Chief Executive Col Needham, a Manchester, England-born techie (date of birth: Jan. 26, 1967, according to his IMDb page). “But people come to us because we are accurate and comprehensive.” Due to its sheer size, Mr. Needham acknowledges there are bound to be mistakes, many of which he says are corrected within 24 hours.

The inner workings of IMDb — including how it compiles information — remain mysterious. Mr. Needham declines to disclose how many employees he has, or how many people make up the editorial team responsible for making changes. The Seattle-based site, which is owned by Amazon.com Inc. and gets more than 110 million unique users per month, according to Comscore Inc., lists no address or phone number and doesn’t disclose revenues.

The site’s data-collection methods are at the center of a lawsuit filed by an actress named Junie Hoang, who has had roles in films such as last year’s *Gingerdead Man 3: Saturday Night Cleaver*. The suit, filed in U.S. district court in Seattle, seeks \$1 million in damages. It claims that IMDb improperly exploited data associated with Ms. Hoang’s credit card, which she used to register, to find out her birth date.

Unlike in some other cases, Ms. Hoang was miffed that the date, July 16, 1971, was accurate, not incorrect. She had been telling people that she was about 10 years younger. “Their defense is going to be that she was lying and shouldn’t be rewarded for it,” says her attorney, John W. Dozier. “Our position is that the credit information is only for the purpose of the transaction process.”

Mr. Needham and a spokeswoman for Amazon declined to comment on the case. In a motion to dismiss the case, IMDb called Ms. Hoang’s assertions “unsupported” and said that Ms. Hoang had voluntarily disclosed and permitted use of her subscriber information, per the site’s terms.

Age has long been a touchy subject in Tinseltown. Actresses like Katharine Hepburn were known to deflect questions on the topic. Sandra Bullock admitted she’d been loose with the truth and *Beverly Hills, 90210* star Gabrielle Carteris famously lied about her age — she was 29 — to nab the role of Andrea Zuckerman, a 16-year-old high-school student.

But as IMDb has grown in popularity, it is getting harder and harder for actors to fib.

Ryan Suratt, who had a small role in the 2009 remake of *Fame*, spearheaded a petition to put pressure on IMDb to remove all birth dates from actors’ profile pages. He has got 5,010

signatures so far.

“I’m 30 now and can play anywhere from 25 to 33,” insists Mr. Suratt. “I have a baby face.”

The Screen Actors Guild has held meetings with IMDb to propose using an age range as opposed to specific digits. The idea would be to provide a “portrayable” range based on actors’ looks rather than their actual date of birth.

Mr. Needham says he finds the notion preposterous. That actors care so much about their profile pages, he says, “validates the importance of IMDb to the whole entertainment industry.”

The site dates back to the 1980s, when Mr. Needham, a self-described technology geek and cinephile, created a database listing the names of the cast and crew in all the films he had seen. “My family thought it was a crazy hobby that perhaps I might grow out of,” he says.

In 1990, Mr. Needham published the database on a public discussion forum, luring contributors from around the world. Several years after moving it to a website, Amazon founder Jeff Bezos offered to buy the site in a cash-and-stock deal, the value of which has never been disclosed.

Some have found that it is easier to update a screen credit than to change other information, such as one’s age. For that, the burden of proof is on the individual; IMDb says it requires evidence such as a passport to amend birth dates.

Upon reading of Ms. Hoang’s travails, Mr. Lesser, whose own age has been corrected on the site, decided to take action. He penned an open letter to IMDb that was published in the popular industry trade magazine *The Hollywood Reporter*.

“Actors should only have to discuss their age in terms of range; in my case, I would say my range is between 45 and 70,” wrote Mr. Lesser. In the meantime, he has appealed to IMDb to trim a few more years off his actual age.

<http://online.wsj.com/article/SB10001424052702304692804577281993782049380.html?KEYWORDS=fame+and+vanity>

1. The data IMDb provides about actors and actresses are _____.
A. full B. influential C incorrect D. accurate
2. IMDb offers the following free information about actors and actresses EXCEPT their _____.
A. birth dates B. given names
C. height D. telephone numbers
3. Which of the following is NOT the mysterious inner workings of IMDb?
A. How many users it gets every month.
B. How it compiles information.
C. How many employees it has.

- D. How many people make up the editorial team.
4. What information can people find about IMDb?
- A. Its address. B. Its base.
C. Its phone number. D. Its revenues.
5. Who was the Chief Executive of IMDb?
- A. John W. Dozier. B. Katharine Hepburn.
C. Ryan Suratt. D. Col Needham.
6. How long has IMDb been working?
- A. About 15 years. B. About 20 years.
C. About 25 years. D. About 30 years.
7. Whose date of birth was NOT revealed in the passage?
- A. Robert Lesser. B. Amy Weber.
C. Rosanna Arquette. D. Junie Hoang.
8. Robert Lesser's actual birthdate is _____.
9. Junie Hoang used her _____ to register with IMDb.
10. The Screen Actors Guild discussed with IMDb to propose using _____ instead of specific numbers when it came to ages of actors and actresses.

Text A-2

Directions:

In this part, read the passage quickly and answer the questions. For questions 1–7, mark Y (for YES) if the statement agrees with the information given in the passage; N (for NO) if the statement contradicts the information given in the passage; NG (for NOT GIVEN) if the information is not given in the passage. For questions 8–10, complete the sentences with the information given in the passage.

The Halo Effect: When Your Own Mind Is a Mystery

The idea that global evaluations about a person bleed over into judgements about their specific traits.

The “halo effect” is a classic finding in social psychology. It is the idea that global evaluations about a person (e.g., she is likeable) bleed over into judgements about their specific traits (e.g., she is intelligent). Hollywood stars demonstrate the halo effect perfectly. Because they are often attractive and likeable, we naturally assume they are also intelligent, friendly, display good judgements and so on. That is, until we come across (sometimes plentiful) evidence to the contrary.

In the same way politicians use the “halo effect” to their advantage by trying to appear warm and friendly, while saying little of any substance. People tend to believe their policies are good, because the person appears good. It’s that simple.

But you would think we could pick up these sorts of mistaken judgements by simply introspecting (内省) and, in a manner of speaking, retrace our thought processes back to the original mistake. In the 1970s, well-known social psychologist Richard Nisbett set out to demonstrate how little access we actually have to our thought processes in general and to the halo effect in particular.

Likeability of lecturers

Nisbett and Wilson wanted to examine the way student participants made judgements about a lecturer (Nisbett & Wilson, 1977). Students were told the research was investigating teacher evaluations. Specifically, they were told, the experimenters were interested in whether judgements varied depending on the amount of exposure students had to a particular lecturer. This was a total lie.

In fact the students had been divided into two groups who were going to watch two different videos of the same lecturer, who happened to have a strong Belgian accent (this is relevant!). One group watched the lecturer answer a series of questions in an extremely warm and friendly manner. The second group saw exactly the same person answer exactly the questions in a cold and distant manner. Experimenters made sure it was obvious which of the lecturers alter-egos was more likeable. In one he appeared to like teaching and students and in the other he came across as a much more authoritarian figure who didn’t like teach at all.

After each group of students watched the videos they were asked to rate the lecturer on physical appearance, mannerisms and even his accent (mannerisms were kept the same across both videos). Consistent with the halo effect, students who saw the “warm” incarnation of the lecturer rated him more attractive, his mannerisms more likeable and even his accent as more appealing. This was unsurprising as it backed up previous work on the halo effect.

Unconscious judgements

The surprise is that students had no clue whatsoever why they gave one lecturer higher ratings, even after they were given every chance. After the study it was suggested to them that how much they liked the lecturer might have affected their evaluations. Despite this, most said that how much they liked the lecturer from what he said had not affected their evaluation of his individual characteristics at all.

For those who had seen the badass lecturer the results were even worse — students got it the wrong way around. Some thought their ratings of his individual characteristics had actually affected their global evaluation of his likeability.

Even after this, the experimenters were not satisfied. They interviewed students again to ask them whether it was possible their global evaluation of the lecturer had affected their ratings of the lecturer’s attributes. Still, the students told them it hadn’t. They were convinced they had made their judgment about the lecturer’s physical appearance, mannerisms and accent

without considering how likeable he was.

Common uses of the halo effect

The halo effect in itself is fascinating and now well-known in the business world. According to “Reputation Marketing” by John Marconi, books that have “Harvard Classics” written on the front can demand twice the price of the exact same book without the Harvard endorsement (批注). The same is true in the fashion industry. The addition of a well-known fashion designer’s name to a simple pair of jeans can inflate their price tremendously.

But what this experiment demonstrates is that although we can understand the halo effect intellectually, we often have no idea when it is actually happening. This is what makes it such a useful effect for marketers and politicians. We quite naturally make the kinds of adjustments demonstrated in this experiment without even realizing it. And then, even when it’s pointed out to us, we may well still deny it.

So, the next time you vote for a politician, consider buying a pair of designer jeans or decide whether you like someone, ask yourself whether the halo effect is operating. Are you really evaluating the traits of the person or product you thought you were? Alternatively is some global aspect bleeding over into your specific judgment? This simple check could save you voting for the wrong person, wasting your money or rejecting someone who would be a loyal friend.

Or perhaps, even if you do check, you’ll still never know...Gulp.

<http://www.spring.org.uk/2007/10/halo-effect-when-your-own-mind-is.php>

1. Owing to the halo effect, we assume those charming and pleasant stars are also kind, friendly, wise and so on. ☐
2. While making judgements about people, we are usually slaves to the halo effect. ☐
3. The study about likeability of lecturers conducted by Nisbett and Wilson showed that the halo effect affected the students’ judgements about the lecturer. ☐
4. Compared to the students in Group 2, the students in Group 1 thought the lecturer was more charming, attractive and appealing. ☐
5. Because of the halo effect, the students were conscious that their global judgements about the lecturer were fairly reasonable and objective. ☐
6. The experimenters were not contented with the result of their study because all the students gave the objective judgements about the lecturer. ☐
7. According to John Marconi, the halo effect doesn’t exert a strong influence on the business world. ☐
8. The businessmen and politicians often use the _____ to achieve their particular aims. ☐
9. According to the author, when you are attracted by a pair of designer jeans and have an impulse to buy it, just think twice — whether the halo effect _____.

10. Checking if you are affected by the halo effect can _____ you from losing a loyal friend.

Text B-1

Directions:

This passage is followed by some questions or unfinished statements. For each of them, there are four choices marked A, B, C and D. You should choose the best one.

Elvis Presley's Journey to Fame and Fortune

Elvis Presley was born on the eighth day of January, 1935. He was the son of Vernon Presley and his wife Gladys. When the boy turned thirteen, his family moved to Memphis where his father hoped to find a job. While still at high school, Elvis showed a fondness for singing and displayed a distinguishing talent for music. To encourage him, his mother Gladys saved enough money to buy her son a 12-dollar guitar.

When Elvis turned eighteen, he got a job as truck driver. For the first time he had money to buy his mother a birthday present. He decided to make his mother a record. He went to a small studio in Memphis run by a man named Sam Phillips. For four dollars Elvis made a disc recording of a song entitled "My Happiness."

Phillips called Elvis back to the studio and out of the next few sessions they recorded together, came "That's All Right Mama", which was a big hit locally. Guitarist Scotty Moore and bass player Bill Black were hired to work with him. For nearly two years, the three of them were on tours together. Elvis' confidence increased with every concert.

The impact of Elvis Presley's music was still confined to the southern states of America. Then he was introduced to Colonel Tom Parker at the end of 1955. Parker, an experienced and shrewd entrepreneur, booked Elvis for his first big tour: Hank Snow All Star Jamboree. From the moment Elvis came on stage, the show lit up. Girls in the audience shrieked, cried and moaned as "rock 'n' roll" was delivered in a way they had never known before. Before the year was over, Parker had become Presley's manager. This marked the beginning of Presley's climb to wealth, fame and fortune.

In the winter of 1956, Elvis made "Heartbreak Hotel," the record which was generally considered to have sent him into superstardom. In the same year the "Heartbreak Hotel" was released, Elvis made his first film "Love Me Tender", to be followed by 30 more. Money came pouring in as Parker was in charge of Elvis and his career. He was rushed from concert to concert in luxury high speed cars, stopped from giving press interviews, locked behind hotel doors and surrounded by a watchful band of record executives and moneymen.

In August, 1958, Elvis' world fell apart when his mother Gladys died. She had always been the most important person in his life. With his first money, he had bought her a Cadillac. The following year, still suffering from the emotional blow of his mother's death, Elvis was sent to Germany by the United States Draft. There he met and began dating fourteen-year-old Priscilla. On the Christmas day of 1966, Elvis proposed to Priscilla and they were married the following April. Elvis' worrying that marriage would spoil his image, kept his wife so far in the background that his fans soon forgot about her. On February 1, 1968, his daughter to Priscilla was born named Lisa Marie. It made him more determined to keep his family in a gilded cage. He would buy them everything in the world, and loved them in his own way but he never gave them anything of himself.

By the late 1960s, Elvis had become a compulsive spender. He bought and sold hundreds of Cadillacs and Lincoln Continentals over the years, usually at the rate of two a month.

A conservative estimate of his record earnings on 3,000 million world sales was thirty million dollars. But deep down inside of him, Elvis had fears whether his wealth could last, whether he could always be "king".

By Christmas 1971, Presley's marriage to Priscilla was on the edge of being broken. He was devoting himself more and more to performing, only returning home to give his wife unwanted gifts. But Priscilla no longer desired the luxury presents, she wanted Elvis' love. Elvis cried to everyone and never got over the shock of realizing he had lost Priscilla. She had wanted him, his time and he never gave it to her because he was busy creating a legend out of himself.

Elvis was sunk into a deep depression. Just six days after the divorce Elvis was admitted to the Baptist Memorial Hospital in Memphis. Elvis became a sick man — with a twisted colon (结肠), breathing difficulties. His family and friends begged him to take a break from his heavy schedule. But for Elvis that was impossible, for singing was his life.

<http://cristina327.hubpages.com/hub/The-Vanity-of-Wealth-and-Success-Apart-From-God-Elvis-Presleys-Journey-to-Fame-and-Fortune>

1. Elvis made a disc recording of a song — "My Happiness" _____.
A. because he was fond of music B. as a birthday gift for his mother
C. because he had money D. when he was at high school
2. Elvis' wealth and fame began to increase as _____.
A. his family moved to Memphis B. he got his first job
C. he made his first record D. Parker became his manager
3. Which of the following marked Elvis' status as a superstar?
A. "My Happiness". B. "That's All Right Mama".
C. "Heartbreak Hotel". D. "Love Me Tender".
4. Elvis Presley's fans soon forgot about Priscilla because _____.

- A. she lived far away in Germany B. her marriage to Elvis was kept secret
C. Elvis didn't love her D. Elvis kept her in the background
5. Elvis' marriage failed because _____.
A. Priscilla always wanted expensive gifts
B. he didn't give Priscilla enough love and time
C. he never returned home to be with her
D. he didn't love her anymore

Text B-2

Directions:

This passage is followed by five statements. Judge whether the statements are true or false according to what you read. Write T for TRUE and F for FALSE.

Vanity, Thy Name Is ...

In the beginning, the automobile was a means of getting from one place to another quickly. Sometime between then and now it acquired a second and equally important function: serving as a rolling advertisement for oversized egos.

For most people eager to inform you of some vitally interesting though unsolicited (未经请求的) fact about themselves, bumper stickers (保险杠上的标贴) suffice. There are stickers publicizing the owner's taste in beer, his loyalty to professional sports teams, his alma mater, his favorite radio station, his political leanings and — the overwhelming favorite — his sexual prowess correlated to his occupation. You know, bricklayers do it.

Some discriminating drivers are not satisfied with displaying a sticker that may promiscuously adorn thousands of other bumpers. They feel the same need to reach out and touch their fellow motorists, but they march to a different drummer. They need a message that expresses something unique to themselves. They need a symbol of their taste and affluence. They need a vanity license plate.

At least that's how I interpret their motives. My own feeling is that you should get a vanity plate only if (a) you are a jerk and (b) you want everyone to know it. But there can't be many people who would pay \$75 for that purpose, which is what it costs in Illinois (伊利诺伊州). I assume people who go to the expense of getting a vanity plate do so in the belief that it will impress, amuse or titillate (使兴奋) those who see it.

If you're one of those, I've got news for you: It won't. The world is divided into people with vanity plates and people without, and the latter group has no use for the former. Your efforts are wasted on us.

The sort of messages that proliferate(激增) do nothing to bridge the cultural gap. Unoriginality is the most common sin. If your name is Bob, you can't get that on your plate, because somebody else has got it first. But you can get Bob on your plate, followed by the lowest available number — as in, say, Bob 423. Distinctive, huh?

Lewd and offensive messages are also much requested, but the secretary of state's office vetoes messages deemed to be in poor taste. Apparently some people would like nothing better than to fork over good money for the privilege of tooling around town with the f-word(粗话) on their license plate. It must be a great way to win friends and influence people. Someone even once requested "Hitler." Too bad they didn't give it to him. After replacing a few windows and tires, he might have reconsidered.

Many other drivers feel the impulse to provide a reminder of the brand of car they're driving. Like "Vette" on a Corvette or "BMW" on — surprise! — a BMW. Like I said, originality is not the distinctive trait of this breed. Nor is an aversion to ostentation.

You'd think that one consolation in spending a sum greater than the median annual household income on a car would be that the peasants would know what it is without being told. If I were in charge of license plates, "Vette" would be given to the most ramshackle econobox in the state, and a Bronx cheer would be given to all Corvette owners.

Vanity plates are apparently most popular with the wealthy — if you doubt it, drive through a country club parking lot. Their point has nothing to do with practical utility. They are intended merely to remind the observer that the owner is wealthy enough to afford idiotic extravagances, and that the observer is not.

A lot of professional athletes also favor these plates, usually with their uniform number. These are the same bashful guys who complain that they can't appear in public without being pestered by fans. But they can't bear the idea that the insignificant mope in the next car might not realize he is in the presence of greatness.

The problem with vanity plates is that their only real message is "Look at me!" Maybe the state should give these people little mirrors instead. Then the owners would be sure that the people who really want to look at them will be able to.

http://articles.chicagotribune.com/1985-08-04/news/8502200875_1_license-plate-taste-and-affluence-vanity

1. The invention of automobiles was for the convenience in transport at first. ☐
2. People with vanity plates may think that it's a symbol of their taste and wealth to have a unique bumper sticker. ☐
3. The secretary of state's office votes for messages deemed to be in poor taste. ☐
4. Vanity plates are merely popular with the wealthy. ☐
5. Many professional athletes tend to choose their uniform number as their vanity plates. ☐

Environment and Protection

Text A-1

Directions:

In this part, read the passage quickly and answer the questions. For questions 1–7, choose the best answer from the four choices marked A, B, C and D. For questions 8–10, complete the sentences with the information given in the passage.

In Japan, Relief at Radiation's Low Toll

A year after Fukushima (福岛), its impact on physical health and the environment appears to be far less severe than initially feared.

A year after the Fukushima nuclear accident, the emerging consensus among scientists is that its effects on physical health and the environment have so far been minimal. There have been no reported radiation-related deaths or illnesses from the accident, even among workers who faced very high exposure. That's a stark contrast with the world's last major nuclear accident, in Chernobyl (切尔诺贝利) in 1986, when 28 workers died of acute radiation syndrome within the first year.

"From a radiological perspective, we expect the impact to be really, really minor," said Kathryn Higley, a specialist in tracking radiation in the environment at Oregon State University.

Those studying the accident warn, however, that the early, reassuring conclusions may understate the extent of exposure for certain people. They add that scientists still know very little about the effect on the human body of extended exposure to low-level radiation. There also have been some disturbing developments — a reduction in the bird population near the plant and high levels of radiation in local fish — that biologists say they will continue to watch.

"The most important thing is to monitor everyone's health carefully over the longer term," said Shunichi Yamashita, vice president at Fukushima Medical University and a longtime researcher on the impact of radiation on human health.

Toshiso Kosako, a Tokyo University expert on radiation protection, estimated that,