

2012 根据最新《考试大纲》编写

同等学力申请硕士学位英语考试



过关 冲刺 8套题

The English Test for Master's Degree Applicants with
the Same Level of Academic Attainment



清华大学
北京大学

刘仕美
张艳霜

主编



由多次参加命题及阅卷的专家亲自编写
内容系统、权威

严格按照最新考试大纲，系统精讲精练大纲规定的考点

荟萃专家智慧，启迪备考
提高考生综合应试能力



中国石化出版社

[HTTP://WWW.SINOPEC-PRESS.COM](http://www.sinopec-press.com)

教·育·出·版·中·心

2012 根据最新《考试大纲》编写

同等学力申请硕士学位英语考试



过关 冲刺 8套题

The English Test for Master's Degree Applicants with
the Same Level of Academic Attainment



清华大学
北京大学

刘仕美
张艳霜

主编



多次参加命题及阅卷的专家亲自编写
内容系统、权威

严格按照最新考试大纲，系统精讲精练大纲规定的考点

荟萃专家智慧，启迪备考
提高考生综合应试能力

中国石化出版社

[HTTP://WWW.SINOPEC-PRESS.COM](http://www.sinopec-press.com)

教·育·出·版·中·心

图书在版编目(CIP)数据

同等学力申请硕士学位英语考试过关冲刺8套题 / 刘仕美主编.
—北京:中国石化出版社,2011.6
ISBN 978-7-5114-0956-0

I. ①同… II. ①刘… III. ①英语-硕士-水平考试-
习题集 IV. ①H319.6

中国版本图书馆 CIP 数据核字(2011)第 120953 号

未经本社书面授权,本书任何部分不得被复制、抄袭,或者以任何形式或
任何方式传播。版权所有,侵权必究。

中国石化出版社出版发行

地址:北京市东城区安定门外大街 58 号

邮编:100011 电话:(010)84271850

读者服务部电话:(010)84289974

<http://www.sinopec-press.com>

E-mail:press@sinopec.com.cn

河北天普润印刷厂印刷

全国各地新华书店经销

*

787×1092 毫米 16 开本 11.25 印张 282 千字

2011 年 7 月第 1 版 2011 年 7 月第 1 次印刷

定价:25.00 元

(购买时请认明封面防伪标识)

前 言

中国加入 WTO 之后, 改革开放逐步深化, 经济发展速度日益加快, 社会对科学技术、文化教育的需求不断向高层次迈进, 对硕士研究生等高层次人才的需求越来越大, 而同等学力人员申请硕士学位外国语全国统一考试也得到社会以及广大考生的极大关注。中国已经走上了国际化的道路, 改革开放的程度已经在向纵深方向加深, 与国外进行经济、贸易、科学、教育、管理和军事等领域的合作也更加紧密, 对我国人才的知识水平也提出了更高的要求。申请硕士学位的学生, 一方面应该具备坚实的专业理论基础和扎实的科研能力, 另一方面还应该具备较强水平的外语能力。随着参加该类考试人数的不断增长, 其难度也越来越大, 对考生的外语要求也越来越高。本考试重点考查考生的口语交际、阅读、写作和翻译的能力(由于技术上的原因, 本考试暂时取消听力测试, 口语交际的测试采用书面形式进行。考生听力能力的测试由各院校在考生学习期间进行)。

具有研究生毕业同等学力的人员, 都可以按照《国务院学位委员会关于授予具有研究生毕业同等学力人员硕士、博士学位的规定》的要求与办法, 向学位授予单位提出申请。授予同等学力人员硕士学位是国家为同等学力人员开辟的获得学位的渠道。这对于在职人员业务素质的提高和干部队伍建设都能起到积极的作用。申请人通过了学位授予单位及国家组织的全部考试、并通过了学位论文答辩后, 经审查达到了硕士学位学术水平者, 可以获得硕士学位。

在同等学力人员申请硕士学位考试竞争日趋激烈的形式下, 为了满足广大考生的迫切需求, 我们特组织了大量有丰富教学、辅导及培训经验的专家和教授, 花费大量的时间精心编写了这本《同等学力申请硕士学位英语考试过关冲刺 8 套题》。

本书的编写特点如下:

一、作者阵容强大, 预测具有权威性

本书作者长期从事同等学力人员申请硕士学位考试命题、阅卷与辅导, 对该考试的考点非常熟悉。他们结合多年的授课经验, 有相当丰富的辅导和教学工作经验, 深谙命题规律和出题的动态, 从而使本书具有极高的权威性。本书的出版凝结着参与编写的专家学者多年教学、命题、评卷的经验。

二、全程预测, 系统预测, 实用性强

许多考生缺乏实际临场经验, 本书将精辟阐明解题思路, 全面展现题型变化, 将浩渺的习题浓缩于有限的模拟题精华中, 迅速提高考生快速、准确、灵

活的解题能力。为考生全程领航和理性分析，引领考生高效通过考试难关。每套试卷都有详细的标准答案和解析。考生可以利用本套试卷进行考前模拟实战训练，检验自己的学习成果，及时进行查漏补缺，有针对性的进行复习备考。

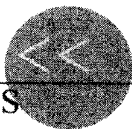
总之，本书一定会成为广大立志参加同等学力人员申请硕士学位考试的莘莘学子的良师益友。好的学习方法、好的辅导老师、好的辅导教材以及好的学习热情，是必不可少的成功要素。我们的精益求精和热情付出，恰恰是广大考生迫切需要和殷切期待的。

限于水平和时间，书中疏漏在所难免，敬请广大读者批评指正。

编 者

目 录

CONTENTS



同等学力申请硕士学位英语考试过关冲刺试卷一	(1)
参考答案与解析	(14)
同等学力申请硕士学位英语考试过关冲刺试卷二	(23)
参考答案与解析	(36)
同等学力申请硕士学位英语考试过关冲刺试卷三	(45)
参考答案与解析	(58)
同等学力申请硕士学位英语考试过关冲刺试卷四	(67)
参考答案与解析	(80)
同等学力申请硕士学位英语考试过关冲刺试卷五	(89)
参考答案与解析	(101)
同等学力申请硕士学位英语考试过关冲刺试卷六	(109)
参考答案与解析	(122)
同等学力申请硕士学位英语考试过关冲刺试卷七	(131)
参考答案与解析	(144)
同等学力申请硕士学位英语考试过关冲刺试卷八	(152)
参考答案与解析	(165)

同等学力申请硕士学位英语考试过关冲刺试卷一

Paper One 试卷一 (90 minutes)

Part I Dialogue Communication (10 minutes, 10 points, 1 for each)

Section A Dialogue Completion

Directions: In this section, you will read 5 short incomplete dialogues between two speakers, each followed by 4 choices marked A, B, C, and D. Choose the answer that best suits the situation to complete the dialogue. Then mark the corresponding letter with a single bar across the square brackets on your machine-scoring ANSWER SHEET.

1. A: I wonder if I could arrange a meeting with Mr. Jones this afternoon.
B: _____
A. Let me see. This afternoon is all booked up.
B. Sorry. You should ask someone else.
C. Good. Mr. Jones will be glad to see you.
D. Yes, you can see him.
2. A: Did you know that Whitney Houston was giving a concert last night in the town?
B: _____
A. Why don't you get some tickets for us?
B. I like her, but I didn't have time for the concert.
C. Why didn't you tell me about it earlier?
D. Maybe we can go to see her concert some other time.
3. A: Hi. Excuse me, ... um ... do you need any help?
B: _____
A. Yes, but are you sure you can help me?
B. Oh, yes. Do you have tennis shoes?
C. Well, I'd like one chicken burger and a cup of coke, please.
D. Oh, yes, I do. I've been walking around in circles. I can't seem to find the train station.
4. A: Excuse me, Mr. Black, can you spare me a few minutes? There's something I'd like to speak to you. I won't keep you long.
B: _____
A. What do you want to talk with?
B. Yes, go ahead.
C. What's the matter?
D. Oh, nice to see you, John.

5. A: That was a delicious meal, Mrs. Barr. Thank you very much.

B: _____

A. You're welcome. B. Never mind. C. It doesn't matter. D. It's just OK.

Section B Dialogue Comprehension

Directions: In this section, you will read 5 short conversations between a man and a woman. At the end of each conversation there is a question followed by 4 choices marked A, B, C, and D. Choose the best answer to the question from the 4 choices by marking the corresponding letter with a single bar across the square brackets on your machine-scoring ANSWER SHEET.

6. W: I hear your boss has a real good impression of you, and he is thinking about giving you two more days off each month.

M: I hope not. I'd rather get more work hours, so I can get enough bucks to help out my two kids at college.

Q: What does the man truly want?

A. More money. B. Fair treatment.
C. A college education. D. Shorter work hours.

7. M: I heard you took a trip to Mexico last month. How did you like it?

W: Oh, I got sick and tired of hotels and hotel food! So now I understand the saying, "East, west, home is best!"

Q: What does the woman mean?

A. She was exhausted from her trip. B. She missed the comforts of home.
C. She was impressed by Mexican food. D. She will not go to Mexico again.

8. W: I'm worried about Anna. She's really been depressed lately. All she does is stay in her room all day.

M: That sounds serious! She'd better see a psychiatrist at the counseling centre.

Q: What does the man suggest Anna do?

A. Cheer herself up a bit. B. Find a more suitable job.
C. Seek professional advice. D. Take a psychology course.

9. M: I could hardly recognize Sam after he got that new job! He's always in a suit and tie now.

W: Yeah. He was never like that at college. Back then, he went around in old T-shirts and jeans.

Q: What do the speakers say about Sam?

A. He dresses more formally now. B. What he wears does not match his position.
C. He has ignored his friends since graduation. D. He aimed to do well at college.

10. M: I need to find a dentist; you said you know Dr. Smith well, do you recommend her?

W: Well, I had to see her a few times, but what impressed me most were the magazines in her waiting room.

Q: What does the woman imply?

- A. Dr. Smith's waiting room isn't tidy. B. Dr. Smith enjoys reading magazines.
C. Dr. Smith has left a good impression on her. D. Dr. Smith may not be a good choice.

Part II Vocabulary (20 minutes, 10 points, 0.5 for each)

Section A

Directions: In this section there are 10 sentences, each with one word or phrase underlined. Choose the one from the 4 choices marked A, B, C and D that best keeps the meaning of the sentence. Then mark the corresponding letter with a single bar across the square brackets on your machine-scoring ANSWER SHEET.

11. Not until the advent of histochemistry could the anatomist see through the microscope which cells carry specific enzymes or gauge how active these enzymes are in different cells under various conditions.
A. discern B. grasp C. measure D. estimate
12. The prevailing wind is the wind direction most often observed during a given time period. Wind speed is the rate at which the air moves past a stationary object.
A. motionless B. massive C. flexible D. noticeable
13. Britain occupied Java during the Napoleonic Wars. Both the British and later the Dutch tried to centralize and reform Java's administration. The Dutch wavered between opening the area to individual enterprise and reverting to a monopoly system.
A. resolved B. reckoned C. hesitated D. discriminated
14. Although diverse, African music has certain distinctive traits, one of which is the use of repetition as an organizing principle.
A. benefits B. features C. notions D. options
15. The advertising industry has resorted to self-regulation in a serious effort to curtail not only bad taste but also misrepresentation and deception in copy and illustrations.
A. avert B. deny C. exclude D. reduce
16. The Taoists disdained the intricately structured system that the Confucians favored for the cultivation of human virtue and establishment of social order.
A. deplored B. deduced C. despised D. defined
17. The development path of a late industrializing country will, by virtue of its backwardness, differ fundamentally from that of the leading industrial country.
A. in terms of B. with regard to C. on account of D. apart from
18. Early exponents of science fiction such as Jules Verne and H. G. Wells explored with zest the future possibilities opened up to the optimistic imagination by modern technology.
A. inspiration B. enthusiasm C. fantasy D. endeavor
19. Outside the ring, Muhammad Ali savored the media limelight, challenging and taunting prospective opponents through interviews and prearranged confrontations.
A. assaulted B. appreciated C. scorned D. sustained

20. The most popular and prolific of the black writers of the 1920s was the poet Langston Hughes, whose works showed strong identification with the black working class.
- A. fruitful B. original C. sympathetic D. fantastic

Section B

Directions: In this section, there are 10 incomplete sentences. For each sentence there are 4 choices marked A, B, C, and D. Choose the one that best completes the sentence. Then mark the corresponding letter with a single bar across the square brackets on your machine-scoring ANSWER SHEET.

21. His strange behavior confirmed his neighbors in their _____ that he was guilty.
A. suspicion B. doubt C. estimate D. imagination
22. Next week you'd better bring all your questions here. We're going to have a question-and-answer _____.
A. section B. service C. session D. course
23. This distinguished director _____ the plot for the prizewinning film while he was still a college student.
A. conceived B. constituted C. reflected D. calculated
24. The police have asked for the _____ of the public in tracing the whereabouts of the missing child.
A. award B. co-operation C. position D. helpfulness
25. He phoned his uncle who lived in the country, asking him to _____ his two schoolmates for the weekend.
A. assemble B. accommodate C. raise D. resemble
26. The headquarters of this textile company is in New York while its 20 _____ companies are located in different parts of the world.
A. parent B. subsidiary C. inferior D. ultimate
27. The little girl is just learning to walk and she's always _____ over.
A. tumbling B. wagging C. waving D. swaying
28. She wanted desperately to turn the flower-painted china _____ on the apple-green door, and go through, but somehow she could not.
A. frame B. pole C. pan D. knob
29. When I found the light switch, the unshaded bulb only illuminated two small cats, sitting on the table _____ round the inside of the empty ham tin.
A. swallowing B. gorging C. licking D. digesting
30. Every year a number of students graduate from the school which will _____ new students the first week in September.
A. enroll B. recruit C. collect D. reproduce

Part III Reading Comprehension (45 minutes, 30 points, 1 for each)

Directions: There are 5 passages in this part. Each passage is followed by 6 questions or unfinished statements. For each of them there are 4 choices marked A, B, C and D. Choose the best one and mark the corresponding letter with a single bar across the square brackets on your machine-scoring ANSWER SHEET.

Passage One

Most people would be impressed by the high quality of medicine available to most Americans. There is a lot of specialization, a great deal of attention to the individual, a vast amount of advanced technical equipment, and intense effort not to make mistakes because of the financial risk which doctors and hospitals must face in the courts if they handle things badly.

But the Americans are in a mess. The problem is the way in which health care is organized and financed. Contrary to public belief, it is not just a free competition system. To the private system has been joined a large public system, because private care was simply not looking after the less fortunate and the elderly.

But even with this huge public part of the system, which this year will eat up 84.5 billion dollars—more than 10 percent of the U. S. budget—large numbers of Americans are left out. These include about half the 11 million unemployed and those who fail to meet the strict limits on income fixed by a government trying to make savings where it can.

The basic problem, however, is that there is no central control over the health system. There is no limit to what doctors and hospitals charge for their services, other than what the public is able to pay. The number of doctors has shot up and prices have climbed. When faced with toothache, a sick child, or a heart attack, all the unfortunate person concerned can do is pay up.

Two-thirds of the population are covered by medical insurance. Doctors charge as much as they want knowing that the insurance company will pay the bill.

The medical profession has as a result become America's new big businessmen. The average income of doctors has now reached \$ 100,000 a year. With such vast incomes the talk in the doctor's surgery is as likely to be about the doctor's latest financial deal, as about whether the minor operation he is recommending at, several thousand dollars is entirely necessary.

The rising cost of medicine in the U. S. A. is among the most worrying problem facing the country. In 1981 the country's health cost climbed 15.9 percent—about twice as fast as prices in general.

31. In the U. S. patients can expect, in medical treatment, _____.

- | | |
|--|---------------------------------------|
| A. occasional mistakes by careless doctors | B. a great deal of personal attention |
| C. low charge by doctors and hospitals | D. slacking nurses and bad services |

32. Doctors and hospitals try hard to avoid making mistakes because _____.

- | | |
|---|---|
| A. they fear to be sued by the patients | B. they care much about their reputation |
| C. they compete for getting more patients | D. they wish to join the private medical system |

33. What do most Americans think about health care in the U. S. ?
 A. It must be in total chaos. B. It must be a free competition system.
 C. It should cover the unemployed. D. It should involve private care.
34. From Paragraph 3 we know that _____ from the public health system.
 A. millions of jobless people get support B. those with steady income do not seek help
 C. some people are made ineligible to benefit D. those with private health care are excluded
35. According to the author, what is the key factor in the rise of health cost in the U. S. ?
 A. The refusal of insurance companies to pay the bills.
 B. The increase of the number of doctors and hospitals.
 C. The lack of government control over the medical prices.
 D. The merger of private health care with the public system.
36. It is implied that American doctors often _____.
 A. trade their professionalism for financial benefits
 B. fail to recognize the paying power of the patients
 C. discuss about how to make money during the surgery
 D. give the patients expensive but needless treatments

Passage Two

So long as teachers fail to distinguish between teaching and learning, they will continue to undertake to do for children that which only children can do for themselves. Teaching children to read is not passing reading on to them. It is certainly not endless hours spent in activities about reading. Douglas insists that "reading cannot be taught directly and schools should stop trying to do the impossible."

Teaching and learning are two entirely different processes. They differ in kind and function. The function of teaching is to create the conditions and the climate that will make it possible for children to devise the most efficient system for teaching themselves to read. Teaching is also a public activity; it can be seen and observed.

Learning to read involves all that each individual does to make sense of the world of printed language. Almost all of it is private, for learning is an occupation of the mind, and that process is not open to public scrutiny.

If teacher and learner roles are not interchangeable, what then can be done through teaching that will aid the child in the quest (探索) for knowledge? Smith has one principal rule for all teaching instructions. "Make learning to read easy, which means making reading a meaningful, enjoyable and frequent experience for children."

When the roles of teacher and learner are seen for what they are, and when both teacher and learner fulfill them appropriately, then much of the pressure and feeling of failure for both is eliminated. Learning to read is made easier when teachers create an environment where children are given the opportunity to solve the problem of learning to read by reading.

37. The problem with the reading course as mentioned in the first paragraph is that _____.
 A. it is one of the most difficult school courses
 B. students spend endless hours in reading

- C. reading tasks are assigned with little guidance
D. too much time is spent in teaching about reading
38. The teaching of reading will be successful if _____.
A. teachers can improve conditions at school for the students
B. teachers can enable students to develop their own way of reading
C. teachers can devise the most efficient system for reading
D. teachers can make their teaching activities observable
39. The word "scrutiny" (Line 3, Para. 3) most probably means "_____".
A. inquiry B. observation C. control D. suspicion
40. According to the passage, learning to read will no longer be a difficult task when _____.
A. children become highly motivated
B. teacher and learner roles are interchangeable
C. teaching helps children in the search for knowledge
D. reading enriches children's experience
41. The main idea of the passage is that _____.
A. teachers should do as little as possible in helping students learn to read
B. teachers should encourage students to read as widely as possible
C. reading ability is something acquired rather than taught
D. reading is more complicated than generally believed
42. In the fourth passage, the sentence "Make learning to read easy, which means making reading a meaningful, enjoyable and frequent experience for children" means _____.
A. it is difficult to teach the students how to read
B. it is easy to make reading a fun for the child
C. reading is easy, but learning how to read is difficult
D. the children are easy to teach

Passage Three

The view over a valley of a tiny village with thatched(草盖的) roof around a church; a drive through a narrow village street lined with thatched cottages painted pink or white; the sight over the rolling hills of a pretty collection of thatched farm buildings-these are still common sights in parts of England. Most people will agree that the thatched roof is an essential part of the attraction of the English countryside.

Thatching is in fact the oldest of all the building crafts practiced in the British Isles (英伦诸岛). Although thatch has always been used for cottage and farm buildings, it was once used for castles and churches, too.

Thatching is a solitary(独自的) craft, which often runs in families. The craft of thatching as it is practiced today has changed very little since the Middle Ages. Over 800 full-time thatchers are employed in England and Wales today, maintaining and renewing the old rods as well as thatching newer houses. Many property owners choose thatch not only for its beauty but because they know it will keep them cool in summer and warm in winter.

In fact, if we look at developing countries, over half the world lives under thatch, but they all do it in different ways. People in developing countries are often reluctant to go back to traditional materials and would prefer modern buildings. However, they may lack the money to allow them to import the necessary materials. Their temporary mud huts with thatched, roofs of wild grasses often only last six months. Thatch which has been done the British way lasts from twenty to sixty years, and is an effective defence against the heat.

43. Which of the following remains a unique feature of the English countryside?
 - A. Narrow streets lined with pink or white houses.
 - B. Rolling hills with pretty farm buildings.
 - C. Cottages with thatched roofs.
 - D. Churches with cottages around them.
44. What do we know about thatching as a craft?
 - A. It is a collective activity.
 - B. It is practiced on farms all over England.
 - C. It is quite different from what it used to be.
 - D. It is in most cases handed down among family members.
45. Thatched houses are still preferred because of _____.
 - A. their style and comfort
 - B. their durability
 - C. their easy maintenance
 - D. their cheap and ready-made materials
46. People in developing countries also live under thatch because _____.
 - A. thatched cottages are a big tourist attraction
 - B. thatched roof houses are the cheapest
 - C. thatch is an effective defense against the heat
 - D. they like thatched houses better than other buildings
47. We can learn from the passage that _____.
 - A. thatched cottages in England have been passed down from ancient times
 - B. thatching is a building craft first created by the English people
 - C. the English people have a special liking for thatched houses
 - D. most thatched cottages in England are located on hillsides
48. In the third sentence of the third passage, the word "employ" means _____.
 - A. utilize
 - B. raise
 - C. hire
 - D. execute

Passage Four

The multi-billion-dollar Western pop music industry is *under fire*. It is being blamed by the United Nations for the dramatic rise in drug abuse worldwide. "The most worrisome development is a culture of drug-friendliness that seems to be gaining prominence(显著)", said the UN's 13-member International Narcotics Control Board in a report released in late February 1998.

The 74-page study says that pop music, as a global industry, is by far the most influential trend-setter for young people of most cultures. “Some lyrics advocate the smoking of marijuana(大麻) or taking other drugs, and certain pop stars make statements and set examples as if the use of drugs for non-medicinal purposes were a normal and acceptable part of a person’s lifestyle”, the study says.

Surprisingly, says the Board, the effect of drug-friendly pop music seems to survive despite the occasional shock of death by overdose(过量用药). “Such incidents tend to be seen as an occasion to mourn the loss of a role model, and not an opportunity to confront the deadly effect of ‘recreational’ drug use”, it notes. Since the 1970s, several internationally famous singers and movie stars-including Elvis Presley, Janice Joplin, John Belushi, Jimi Hendrix, Jonathan Melvin and Andy Gibbs-have died of either drug abuse or drug related illnesses. With the globalization of popular music, messages tolerating or promoting drug abuse are now reaching beyond their countries of origin. “In most countries, the names of certain pop stars have become familiar to the members of every household”, the study says.

The UN study also blames the media for its description of certain drug issues-especially the use of marijuana and issues of liberalization and legalization-which encourages, rather than prevents, drug abuse. “Over the last years, we have seen how drug abuse is increasingly regarded as being acceptable or even attractive”, says Hamid Ghodse, president of the Board. “Powerful pressure groups run political campaigns aimed at legalizing controlled drugs”, he says. Ghodse also points out that all these developments have created an environment which is tolerant of or even favorable to drug abuse and spoils international drug prevention efforts currently underway.

The present study, he says, focuses on the issue of demand reduction and prevention within an environment that has become tolerant of drug abuse. The Board calls on governments to do their legal and moral duties, and to act against the pro-drug messages of the youth culture to which young people increasingly are being exposed.

49. Which of the following statements does the author tend to agree with?

- A. The use of drugs for non-medicinal purposes is an acceptable part of a person’s lifestyle.
- B. The spreading of pop music may cause the drug abuse to go beyond the boundaries of the country.
- C. No efforts have been made to prevent the spreading of drug abuse.
- D. The governments have no ability to act against the pro-drug messages of the youth culture.

50. The italicized phrase “under fire” (Par. 1, sentence 1) means _____.

- A. in an urgent situation
- B. facing some problems
- C. being criticized
- D. quite popular

51. Under the influence of drug-friendly pop music, what might the youth think of the death of some pop stars caused by overdose?

- A. They tend to mourn the pop stars as role models.
- B. They are shocked to know even pop stars may abuse drugs.
- C. They try to confront the deadly effect of “recreational” drug use.
- D. They may stop abusing the drugs.

52. Which of the following is not mentioned in the passage as a factor that has contributed to creating an environment tolerant of or even favorable to drug abuse?
- A. The spreading of pop music.
 - B. The media.
 - C. Political campaigns run by powerful pressure groups.
 - D. The low price of some drugs.
53. The pop music _____.
- A. has a great influence on young people of most cultures
 - B. only appeals to a small number of young people
 - C. is not a profitable industry
 - D. is the only culprit(罪魁祸首) responsible for drug abuse
54. In the second sentence of the second passage, the word "advocate" can be best replaced by _____.
- A. encourage
 - B. suggest
 - C. boost
 - D. promote

Passage Five

The increase in global trade means that international companies cannot afford to make costly advertising mistakes if they want to be competitive.

Understanding the language and culture of target markets in foreign countries is one of the keys to successful international marketing. Too many companies, however, have jumped into foreign markets with embarrassing results.

Translation mistakes are at the heart of many blunders in international advertising.

General Motors, the US auto manufacturer, got a costly lesson when it introduced its Chevrolet Nova to the Puerto Rican market. "Nova" is Latin for "new(star)" and means "star" in many languages, but in spoken Spanish it can sound like "nova", meaning "it doesn't go". Few people wanted to buy a car with that cursed meaning. When GM changed the name to Caribe, sales "picked up" dramatically.

Marketing blunders have also been made by food and beverage companies. One American food company's friendly "Jolly Green Giant" (for advertising vegetables) became something quite different when it was translated into Arabic as "Intimidating Green Ogre".

When translated into German, Pepsi's popular slogan, "Come Alive with Pepsi" came out implying "Come Alive from the Grave". No wonder customers in Germany didn't rush out to buy Pepsi.

Successful international marketing doesn't stop with good translations—other aspects of culture must be researched and understood if marketers are to avoid blunders.

When marketers do not understand and appreciate the values, tastes, geography, climate, superstitions, religion, or economy of a culture, they fail to capture their target market.

For example, an American designer tried to introduce a new perfume into the Latin American market but the product amused little interest. The main reason was that the camellia used in it was traditionally used for funerals in many South American countries.

Having awakened to the special nature of foreign advertising, companies are becoming much more conscientious in their translations and more sensitive to cultural distinctions.

The best way to prevent errors is to hire professional translators who understand the target language and its idiomatic usage, or to use a technique called “back translation” to reduce the possibility of blunders.

The process uses one person to translate a message into the target language and another to translate it back. Effective translators aim to capture the overall message of an advertisement because a word-for-word duplication of the original rarely conveys the intended meaning and often causes misunderstandings.

In designing advertisements for other countries, messages need to be short and simple.

They should also avoid jokes, since what is considered funny in one part of the world may not be so humorous in another.

55. The best title of this passage might be “_____”.
 - A. Culture Is Very Important in Advertising
 - B. Avoid Cultural Misunderstanding between Nations
 - C. Overcome Cultural Shock in Different Countries
 - D. Advertisements Reflect Various Life Styles
56. What does the word “blunder” mean in this passage?
 - A. Hesitation
 - B. Mistake
 - C. Stutter
 - D. Default.
57. Which of the following statements can be used to summarize the gist from Paragraph 3 to Paragraph 6?
 - A. Cultural shocks.
 - B. Faulty translations.
 - C. Avoid cultural oversights.
 - D. Prevent blunders.
58. We can learn from the context in Paragraph 9 that the word “camellia” most probably mean _____.
 - A. an animal used in perfume for its smell
 - B. a piece of fabric used both in perfume and at funerals
 - C. a flower used in perfume for its fragrance and used for funerals
 - D. an ornament used in perfume and at funerals
59. One way to prevent errors in advertising in different countries is to _____.
 - A. fire the translators who don't know the target language
 - B. use the technique called “literal translation” to reduce the possibility of blunders
 - C. avoid cultural oversights and avoid certain jokes
 - D. explain in details when designing advertisement for other countries
60. What topic will be discussed in late passages?
 - A. Another factors to make wrong advertisement.
 - B. How to better translate between different languages.
 - C. How to improve the sales.
 - D. How to better promote the products.