

邹 申 总主编

# TEM8

MODEL TESTS

## 英语专业八级考试 模拟试题集

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## 第一部分 模拟试题

### Model Test I

TIME LIMIT: 195 MIN

#### PART I LISTENING COMPREHENSION

[35 MIN]

##### SECTION A MINI-LECTURE

In this section you will hear a mini-lecture. You will hear the lecture ONCE ONLY. While listening, take notes on the important points. Your notes will not be marked, but you will need them to complete a gap-filling task after the mini-lecture. When the lecture is over, you will be given two minutes to check your notes, and 10 minutes to complete the gap-filling task on **ANSWER SHEET ONE**.

Now listen to the mini-lecture.

##### SECTION B INTERVIEW

In this section you will hear everything ONCE ONLY. Listen carefully and then choose the correct answer to each question.

Questions 1 to 5 are based on an interview. At the end of the interview, you will be given 10 seconds to answer each of the following five questions.

Now listen to the interview.

1. Who is the guest speaker?
  - A. A consumer reporter.
  - B. A financial assistant.
  - C. An investment consultant.
  - D. The owner of SmartMoney.com.
2. According to the interview, which of the following statements is NOT true?
  - A. Customers don't have to pay for gifts with purchase.
  - B. Gifts with purchase are often equated with discount.
  - C. Customers should ignore the purchase limit.
  - D. Customers would buy more of something with a higher limit.
3. What is the guest speaker's advice on dealing with emails about sales?
  - A. Covering your eyes.
  - B. Following your impulse.
  - C. Deleting them unread.
  - D. Leaving no email address around.

4. What is the trick with “shop now, save later”?
  - A. The stores are playing games with numbers.
  - B. The stores want to have customers back.
  - C. The stores wish to sell more goods at a thinner profit.
  - D. The stores wish to secure the present deals.
5. What does the host speaker think about those suggestions?
  - A. The host speaker shows disapproval towards them.
  - B. The host speaker hesitates in taking them.
  - C. The host speaker is not confident that they will work.
  - D. The host speaker holds that they make no sense.

### SECTION C NEWS BROADCAST

In this section you will hear everything ONCE ONLY. Listen carefully and then choose the correct answer to each question.

Question 6 is based on the following news. At the end of the news item, you will be given 10 seconds to answer the question.

Now listen to the news.

6. What is true about the new Multi-Purpose Crew Vehicle?
  - A. It was being built to return America to the Moon.
  - B. It would take humans to visit a space rock in 2020.
  - C. It would help in the human endeavour to reach Mars.
  - D. Its building would give up on the lessons learnt from Orion.

Questions 7 and 8 are based on the following news. At the end of the news item, you will be given 20 seconds to answer the questions.

Now listen to the news.

7. Why did NATO target a vehicle storage area in a complex and carry out daytime airstrikes?
  - A. Because forces loyal to Gadhafi were stationed there.
  - B. Because it was said that Gadhafi often lived there.
  - C. Because there was some white smoke.
  - D. Because they were intended for Gadhafi.
8. What happened on Friday?
  - A. There were fierce fights between Gadhafi's forces and rebels.
  - B. Russia announced that it would mediate a deal to help oust Gadhafi.
  - C. There were many airstrikes over Tripoli.
  - D. Russia broke the agreement with NATO.

Questions 9 and 10 are based on the following news. At the end of the news item, you will be given 20 seconds to answer the questions.

Now listen to the news.

9. When did Dominique Strauss-Kahn resign as managing director of the IMF?
  - A. This Thursday.
  - B. This Tuesday.

schemes. In a recent discussion paper, the Accounting Standards Board called for the discount rate, which is used to calculate the present value of future pensions, to be based on government rather than high-quality corporate bonds. This would push up pension-scheme liabilities, which vary inversely with the discount rate, because gilts are safer than company debt and so have a lower yield.

Like the regulator's guidance on longevity, the ASB's proposal injects realism. If companies generally become more likely to default, then corporate-bond spreads — the extra interest they pay compared with gilts — will rise. Perversely, that will shrink pension-plan liabilities even though the firms backing the schemes have become less creditworthy.

It will take several years for the ASB's new approach, if adopted, to affect company accounts. Yet, together with the regulator's move on longevity, the reform could have an unfortunate consequence for pension-scheme members. More firms may conclude that maintaining a defined-benefit scheme — even one closed to new members — is the financial equivalent of running up the down escalator.

11. Why will the new guidance increase pension liabilities?
  - A. Because it can plug the big deficits that have emerged.
  - B. Because it will raise life expectancy assumptions.
  - C. Because it may be more realistic.
  - D. Because the scope for further gains in life expectancy is clear in the gap between Britain and other countries.
12. According to the passage, what role do the trustees responsible for the schemes play?
  - A. They issue notice on actuarial valuations that assume an end to improvements in longevity.
  - B. They help the regulator make tougher assumptions about longevity trends.
  - C. They appraise demographic change in order to estimate future liabilities.
  - D. They reflect steep falls in death rates for people born between 1920 and 1945.
13. We can infer from the passage that the "golden cohort" \_\_\_\_\_.
  - A. will lead the way to lower mortality until 2020
  - B. will decline in death rates by 2010
  - C. will not suspend the quick mortality reductions until 2040
  - D. None of the above
14. That "... gilts are safer than company debt and so have a lower yield" (Para. 7) means that \_\_\_\_\_.
  - A. corporate bonds with high quality vary inversely with the discount rate
  - B. corporate bonds are not as safe as gilt-edged securities in investment yield
  - C. corporate bonds are focused on present value instead of future yield
  - D. company debt can yield very low interest
15. Which of the following statements does NOT contain a metaphor?
  - A. Now it turns out that some of the improvement may be illusory.
  - B. ... but it will be a cold shower for firms with final-salary schemes.
  - C. With a fair wind from more favorable markets, that helped to plug the big deficits

that had emerged.

- D. ... is the financial equivalent of running up the down escalator.
16. The conclusion of more firms at the end of the passage seems to suggest \_\_\_\_\_.  
A. new members could not enjoy company pension schemes  
B. the defined-benefit scheme runs against the longevity trends  
C. the defined-benefit scheme could affect company accounts  
D. the reform of company accounts is necessary

## TEXT B

As anyone in a household with infants or toddlers knows, bedtime can be a nightmare. But that's where technology, in the form of Web-based sleep counseling, can help.

Although Internet use has been blamed for keeping teens and adults awake too late at night, researchers in the U. S. and Israel report that a Web-based program can be a powerful tool for helping parents get babies to hit the sack — and to improve their own sleep and mood.

Scientists in Philadelphia created an interactive database of the sleeping habits of more than 5,000 babies under age 3. That information, which included what parents and infants did in the minutes and hours before going to sleep, was coupled with studies on the most effective practices for inducing sleep. The resulting program, the Customized Sleep Profile, allows parents to input data on their own child's sleeping habits, and compare that profile with those of thousands of other children the same age. The program then gives parents personalized recommendations for their child's specific sleep problems.

If you've been trying to rock your baby to sleep, for instance, the program suggests putting your child to bed awake — he'll be more likely to drift off naturally. If your baby wakes up hungry hours after falling asleep, you can try eliminating nighttime feedings, and he'll be more likely to sleep through the night.

The study, which involved 264 mothers and their infant or toddler, randomly assigned two groups of parents to using the Web program (a third control group followed their usual bedtime practices), and one of the intervention groups was also asked to establish a three-step bedtime routine that included a bath, a massage and a quiet activity such as listening to a lullaby or cuddling. A 2009 study suggested that this routine helped improve problem sleeping in infants and toddlers.

In both intervention groups, babies went to bed easier and slept longer at night, and mothers reported better sleep and less tension, depression and fatigue, compared with the families in the control group. Previously fussy babies reduced the number of times they awoke at night and the length of time they were awake by up to 50%, and also took less time to fall asleep.

As for the recommendations generated by the program, there really is no magic to them; they are based on well-known advice supported by research. The difference is that they're tailored to address specific sleep behaviors, while previous advice to sleep-deprived parents tended to be more general. Whatever the parent inputs, the recommendations provided are based on that input.



glance of this February sun. Far away on each hand stretch the rich pastures and the patches of dark earth, made ready for the seed of broad-leaved green crops, or touched already with the tint of the tender-bladed autumn-sown corn. There is a remnant still of the last year's golden clusters of bee-hive ricks rising at intervals beyond the hedgerows; and everywhere the hedgerows are studded with trees; the distant ships seem to be lifting their masts and stretching their red-brown sails close among the branches of the spreading ash. Just by the red-roofed town the tributary Ripple flows with a lively current into the Floss. How lovely the little river is with its dark, changing wavelets! It seems to me like a living companion while I wander along the bank and listen to its low placid voice, as to the voice of one who is deaf and loving. I remember those large dipping willows ... I remember the stone bridge ... And this is Dorlcote Mill. I must stand a minute or two here on the bridge and look at it, though the clouds are threatening, and it is far on in the afternoon. Even in this leafless time of departing February it is pleasant to look at — perhaps the chill damp season adds a charm to the trimly-kept, comfortable dwelling-house, as old as the elms and chestnuts that shelter it from the northern blast. The stream is brimful now, and lies high in this little withy plantation, and half drowns the grassy fringe of the croft in front of the house. As I look at the full stream, the vivid grass, the delicate bright-green powder softening the outline of the great trunks and branches that gleam from under the bare purple boughs, I am in love with moistness, and envy the white ducks that are dipping their heads far into the water here among the withes — unmindful of the awkward appearance they make in the drier world above.

The rush of the water and the booming of the mill bring a dreamy deafness which seems to heighten the peacefulness of the scene. They are like a great curtain of sound, shutting one out from the world beyond. And now there is the thunder of the huge covered waggon coming home with sacks of grain. That honest waggoner is thinking of his dinner, getting sadly dry in the oven at this late hour; but he will not touch it till he has fed his horses, — the strong, submissive, meek-eyed beasts, who, I fancy, are looking mild reproach at him from between their blinkers, that he should crack his whip at them in that awful manner, as if they needed that hint! See how they stretch their shoulders, up the slope towards the bridge, with all the more energy because they are so near home. Look at their grand shaggy feet that seem to grasp the firm earth, at the patient strength of their necks bowed under the heavy collar, at the mighty muscles of their struggling haunches! I should like well to hear them neigh over their hardly-earned feed of corn, and see them, with their moist necks freed from the harness, dipping their eager nostrils into the muddy pond. Now they are on the bridge, and down they go again at a swifter pace and the arch of the covered waggon disappears at the turning behind the trees.

Now I can turn my eyes towards the mill again and watch the unresting wheel sending out its diamond jets of water. That little girl is watching it too; she has been standing on just the same spot at the edge of the water ever since I paused on the bridge. And that queer white cur with the brown ear seems to be leaping and barking in ineffectual remonstrance with the wheel; perhaps he is jealous because his playfellow in the beaver bonnet is so rapt in its movement. It is time the little playfellow went in, I think; and there is a very bright fire to

there, is that the human sense of the sacred — and the human love of a good spectacle — may have given rise to civilization itself.

The pillars of Göbekli Tepe are big — the tallest are 18 feet in height and weigh 16 tons. Swarming over their surfaces is a menagerie of animal bas-reliefs, each in a different style, some roughly rendered, a few as refined and symbolic as Byzantine art. Other parts of the hill are littered with the greatest store of ancient flint tools — a Neolithic warehouse of knives, choppers, and projectile points. Even though the stone had to be lugged from neighboring valleys, there are more flints in one little area here, a square meter or two, than many archaeologists find in entire sites.

The circles follow a common design. All are made from limestone pillars shaped like giant spikes or capital T's. Bladelike, the pillars are easily five times as wide as they are deep. They stand an arm span or more apart, interconnected by low stone walls. In the middle of each ring are two taller pillars, their thin ends mounted in shallow grooves cut into the floor. The T-shaped pillars are stylized human beings, an idea bolstered by the carved arms that angle from the shoulders of some pillars, hands reaching toward their loincloth-draped bellies. The stones face the center of the circle — as at a meeting or dance — a representation, perhaps, of a religious ritual. As for the prancing, leaping animals on the figures, they are mostly deadly creatures: stinging scorpions, charging boars, ferocious lions. The figures represented by the pillars may be guarded by them, or appeasing them, or incorporating them as totems.

Bewilderingly, the people at Göbekli Tepe got steadily worse at temple building. The earliest rings are the biggest and most sophisticated, technically and artistically. As time went by, the pillars became smaller, simpler, and were mounted with less and less care. Finally the effort seems to have petered out altogether by 8200 B.C. Göbekli Tepe was all fall and no rise.

As important as what the researchers found was what they did not find: any sign of habitation. Hundreds of people must have been required to carve and erect the pillars, but the site had no water source — the nearest stream was about three miles away. Those workers would have needed homes, but excavations have uncovered no sign of walls, hearths, or houses — nor other buildings that archaeologists have interpreted as domestic. They would have had to be fed, but there is also no trace of agriculture. It was purely a ceremonial center. If anyone ever lived at this site, they were less its residents than its staff. To judge by the thousands of gazelle and aurochs bones found at the site, the workers seem to have been fed by constant shipments of game, brought from faraway hunts. All of this complex endeavor must have had organizers and overseers, but there is as yet no good evidence of a social hierarchy — no living area reserved for richer people, no tombs filled with elite goods, no sign of some people having better diets than others.

Over time, the need to acquire sufficient food for those who worked and gathered for ceremonies at Göbekli Tepe may have led to the intensive cultivation of wild cereals and the creation of some of the first domestic strains. Indeed, scientists now believe that one center of agriculture arose in southern Turkey — well within trekking distance of Göbekli Tepe — at



**PART III GENERAL KNOWLEDGE****[10 MIN]**

There are 10 multiple choice questions in this part. Choose the best answer to each question.

31. The most popular newspaper in Ireland is \_\_\_\_\_.  
 A. *The Irish Times* B. *The Irish Press*  
 C. *The Irish Independent* D. *The Irish Daily*
32. The Head of State of Canada is represented by \_\_\_\_\_.  
 A. the Monarch B. the President  
 C. the Prime Minister D. the Governor-General
33. The President during the American Civil War was \_\_\_\_\_.  
 A. Andrew Jackson B. Abraham Lincoln  
 C. Thomas Jefferson D. George Washington
34. In 1774, the First Continental Congress met in \_\_\_\_\_.  
 A. Philadelphia B. New York  
 C. Boston D. Washington D.C.
35. \_\_\_\_\_ is the author of the first dictionary by an Englishman — *Dictionary of the English Language*, which has become the foundation of all subsequent English dictionaries.  
 A. Samuel Johnson B. Laurence Sterne  
 C. Oliver Goldsmith D. Samuel Richardson
36. *Treasure Island* is written by \_\_\_\_\_.  
 A. William Makepeace Thackeray B. Edward Bulwer-Lytton  
 C. Robert Louis Stevenson D. Elizabeth Barrett Browning
37. All the following are novels written by Jane Austen EXCEPT \_\_\_\_\_.  
 A. *Mansfield Park* B. *Shirley*  
 C. *Emma* D. *Persuasion*
38. According to speech act theory, an act of expressing the speaker's intention is defined as a(n) \_\_\_\_\_.  
 A. illocutionary act B. locutionary act  
 C. perlocutionary act D. contextual factor
39. \_\_\_\_\_ is a principle of scientific method, based on the belief that the only things valid enough to confirm or refute a scientific theory are interpersonally observable phenomena, rather than people's introspections or intuitions.  
 A. Mentalism B. Functionalism  
 C. Behaviorism D. Transformationalism
40. "Fossilization" is an important characteristic of the \_\_\_\_\_.  
 A. native language B. second language  
 C. target language D. interlanguage

## ANSWER SHEET TWO

### PART IV PROOFREADING & ERROR CORRECTION

[15 MIN]

The passage contains 10 errors. Each indicated line contains a maximum of ONE error. In each case, only ONE word is involved. You should proofread the passage and correct it in the following way:

- |                                |  |
|--------------------------------|--|
| For a <u>wrong</u> word        | underline the wrong word and write the correct one in the blank provided at the end of the line.   |
| For a <u>missing</u> word      | mark the position of the missing word with a “ ^ ” sign and write the word you believe to be missing in the blank provided at the end of the line. |
| For an <u>unnecessary</u> word | cross the unnecessary word with a slash “/” and put the word in the blank provided at the end of the line.   |

### EXAMPLE

When ^ art museum wants a new exhibit,  
it ~~never~~ buys things in finished form and hangs  
them on the wall. When a natural history museum  
wants an exhibition, it must often build it.

1. an
2. never
3. exhibit

They are overlaps and gaps in word meanings. Gaps in meaning can be convenient to identify, but that does not mean that they do not exist. If you know another language better, you will soon realize that there are some words of other languages have that English has no equivalent for, and vice versa. German, for example, has the word *Schadenfreude*, which means getting pleasure from someone else's misfortune, and since the idea can easily be expressed in English, there is no single English word that has the same meaning, i. e. there is a gap in English where German has the word *Schadenfreude*.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Overlaps in meaning are much easier to identify; *teenager* and *adolescent* overlap in meaning; so do *watch* and *observe*. In these cases we appear to have at most two words with very similar meanings — pairs of words like these are called as synonyms. However, complete synonymy is actually very infrequent — even if words appeared to have the same meaning in some contexts. You can equally well *watch the grass growing* and *observe the grass growing*, and while you might have *observed the statues in the corner* you are less likely to have *watched the statues in the corner*, unless you thought the statues were about to move or that someone was hiding behind them. The verb *watch* seems to be applied more to moving or changing things rather than to stationary things, while the verb *observe* applies equally well to stationary objects as to moving or changing objects.

6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

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## 第一部分 模拟试题

# Model Test II

TIME LIMIT: 195 MIN

## PART I LISTENING COMPREHENSION

[35 MIN]

### SECTION A MINI-LECTURE

In this section you will hear a mini-lecture. You will hear the lecture ONCE ONLY. While listening, take notes on the important points. Your notes will not be marked, but you will need them to complete a gap-filling task after the mini-lecture. When the lecture is over, you will be given two minutes to check your notes, and 10 minutes to complete the gap-filling task on **ANSWER SHEET ONE**.

Now listen to the mini-lecture.

### SECTION B INTERVIEW

In this section you will hear everything ONCE ONLY. Listen carefully and then choose the correct answer to each question.

Questions 1 to 5 are based on an interview. At the end of the interview, you will be given 10 seconds to answer each of the following five questions.

Now listen to the interview.

1. What is "LinkedIn" mentioned in the interview?
  - A. It is probably a job hunting agency.
  - B. It is the book written by the guest speaker.
  - C. It is a social networking website.
  - D. It is a professional method to build up interpersonal connections.
2. Which of the following is NOT suggested concerning building one's network?
  - A. Participating in events with co-workers.
  - B. Attending industry conferences.
  - C. Meeting people face to face and online.
  - D. Completing and updating one's online files.
3. A job seeker has to make conversations with different people because \_\_\_\_\_.
  - A. they will point out the right direction
  - B. they will connect him to the job opportunity

- D. It will destroy the balance of ecological systems along the river.
10. Which of the following statements is correct?
- A. The drought is partly caused by climate change.
  - B. Poyang Lake is now the second largest freshwater lake in China.
  - C. Poyang Lake has shrunk to 50% of its usual size.
  - D. The drought has proved to be the most serious in China's history.

## **PART II READING COMPREHENSION**

[30 MIN]

In this part there are four reading passages followed by a total of 20 multiple choice questions. Read the passages and then choose the correct answer to each question.

### **TEXT A**

Water shortages plague a fifth of southern Europe. And with temperatures in the region forecast to rise several degrees this century — reducing rainfall another 30% — things will only get worse. Several thousand miles to the northwest, however, global warming is increasing the number of icebergs calving off Greenland; they now number about 15,000 a year. An iceberg is a floating reservoir. Water from icebergs is the purest water, which was formed some 10,000 years ago. All those bergs eventually dissolve in the ocean's brine. Why not capture and haul some of them to Europe's arid south?

The idea of towing icebergs to the world's thirstiest regions goes back to the 1950s. Georges Mougin, a French engineer and eco-entrepreneur, began looking seriously at the concept in the mid-1970s. Technologies to handle such a massive undertaking didn't exist then. But they do now, thanks to Mougin, who at 86 is still working full tilt. A few years ago, he came up with the idea to enclose the bottom half of an iceberg with a skirt fashioned from insulating geotextile material to reduce melting en route. Then he imagined a scenario in which ocean currents could be used to help steer the tugboat pulling the iceberg and drastically reduce fuel consumption — a principle Mougin calls assisted drift. But a trial tow of a 7 million-ton iceberg would cost about \$10 million — a sum that chilled investors.

The problem was that he couldn't show them his vision — until now. Thanks to a virtual-reality boost from French software company Dassault Systèmes, he can simulate an iceberg's entire journey from Newfoundland to the Canary Islands. The collaboration is part of an effort by Dassault, which sells high-end product-testing software to such companies as Boeing and Toyota, to offer modeling expertise to researchers like Mougin whose lofty ideas often dwarf their budgets.

Two years ago, Dassault placed its 3-D-imaging technologies and 15 of its engineers at Mougin's disposal. Many hours and algorithms later, the team concluded recently that Mougin's big idea would work. One standard-size tug traveling at 1 knot, using assisted drift, could get a skirted 7 million-ton berg to the Canaries in about 141 days with only 38% of it melting. Better yet, larger bergs would lose proportionately less, because the amount of ice that melts off the sides is fairly static.

Mougin was inspired to approach Dassault after watching a documentary that used the

the screen in Andrew Davies's liberty-taking film. Seventeen-year-old Catherine Morland seems coltish and naïve to readers of her own age today, while Emma Woodhouse, all of 20, appears loud, vain and bossy. And who, at 27 or thereabouts, now feels sympathy for the meekness of Anne Elliot, a young woman who has allowed a monstrous father and a persuasive family friend to ruin her chances of happiness with the engaging Captain Wentworth?

Deresiewicz's emphasis on Austen's lack of appeal to young readers struck a chord. The memory still lingers of being taken to lunch by my father to meet a cultured man who might, it must have been hoped, exert a civilizing influence on a willful 20-year-old. We'd barely started on the appetizers before Jane Austen's name came up. "I hate her," I announced, brandishing my scorn as a badge of pride. Invited to offer reasons, I prattled on, much like Deresiewicz's younger self, about her dreary characters; all so banal, so unimportant. Glancing up for admiration, I caught an odd expression on our guest's face, something between amusement and disgust. I carried right on. It was another five years before I comprehended the shameless depths of my arrogance. I had matched Emma — at her worst.

It happens that Emma at her worst is the turning point in Deresiewicz's account of his own conversion. The fictional scene that taught him to understand the subtlety of Austen's manipulation of the reader was the picnic at which Emma, cocksure as ever, orders gentle Miss Bates to restrict her utterance of platitudes during the meal. Miss Bates blushes painfully, and yet accepts the truth of Emma's critique. The reader has no option but to admire, however grudgingly, such quiet humility.

Although he's a shrewd critic of Austen's work, Deresiewicz is less at ease when entering the genre of memoir. Girlfriends come and go; a controlling father is described without ever being quite brought to life; personal experiences of community in a Jewish youth movement are awkwardly yoked to the kindly naval group evoked by Austen in the Harville-Benwick household of *Persuasion*. Very occasionally, as in a startling passage that offers a real-life analogy to the socially ambitious Crawfords of *Mansfield Park*, a sentence leaps free of Deresiewicz's selective recollections. "You guys are lunch meat now," a friend's rich wife advises both him and her husband. "Wait a few years — you'll be sirloin steak." Here, slicing up through the text like a knife blade, surfaces a statement to match Austen's own scalpel-wielding.

Teaching became Deresiewicz's chosen vocation. And Austen, he claims, taught him the difficult art of lecturing without being didactic, in just the way that Henry Tilney instructs a wide-eyed Catherine Morland — and that Austen herself lays down the law to her readers.

Rachel M. Brownstein's *Why Jane Austen?* offers a different approach. Excellent in her overview of Austen's ascent of the Olympian literary slope, Brownstein speaks down to her readers from an equally dizzy height. Pity the "smart, eloquent and clubbable" former pupil Brownstein names and thanks for having, at the end of the term, "helpfully clarified things by telling me what I had been saying." Ouch. Students, Brownstein loftily declares, are best introduced to Austen's novels by being informed, for example, that the title "Mr. Knightley of Donwell Abbey" conceals the code words "knightly" and "donewell." No indication is

ANSWER SHEET TWO

PART IV    PROOFREADING & ERROR CORRECTION    [15 MIN]

The passage contains 10 errors. Each indicated line contains a maximum of ONE error. In each case, only ONE word is involved. You should proofread the passage and correct it in the following way:

- For a wrong word
- underline the wrong word and write the correct one in the blank provided at the end of the line.
- For a missing word
- mark the position of the missing word with a “ ^ ” sign and write the word you believe to be missing in the blank provided at the end of the line.
- For an unnecessary word
- cross the unnecessary word with a slash “ / ” and put the word in the blank provided at the end of the line.

EXAMPLE

When ^ art museum wants a new exhibit,  
it ~~never~~ buys things in finished form and hangs  
them on the wall. When a natural history museum  
wants an exhibition, it must often build it.

1. an  
2. never  
3. exhibit

Advertising in particular relies on targeting specific groups of readers, and one of the most frequent ways which advertising language addresses a set of readers is by using the direct address term “you”. The French political theorist Louis Althusser has described the way in which the most people will tend to identify themselves with the addressee when they hear the call “Hey, you!”, even though they may not be the person it is addressed. He calls this phenomenon interpellation, or “hailing” and it has been a useful way of accounting for the powerful device of direct address which “position” hearers in many forms of ideological discourse, including advertisements.

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_  
5. \_\_\_\_\_

In advertising, this use of the interpersonal dimension of language through direct address is one of the most prominent devices for target readers. This can be in the form of a statement containing the second personal pronoun “you” or questions implying a potential answerer. Nevertheless, the use of imperatives such as “Just do it”, which are called directives, is another way in which advertisements draw in the interpersonal dimension of language. The lack of politeness markers in advertising discourse is not to make the directives more direct, or forceful, but to make the actions they refer appear beneficial to the consumer.

6. \_\_\_\_\_  
7. \_\_\_\_\_  
8. \_\_\_\_\_  
9. \_\_\_\_\_  
10. \_\_\_\_\_