



高职高专 英语泛读教程

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编写说明

《高职高专英语泛读教程》以当前我国高职高专英语教学的实际需要为出发点，以培养学生的英语综合应用能力为目标，以突出和强化学生阅读技能训练与培养为目的，而设计、开发的一套贴近高职学生生活，实用新颖，学、考并重的全新阅读教材。

本教材依据《高职高专教育英语课程教学基本要求》，结合高等学校英语应用能力A、B级考试和大学英语四级考试，按照实用、够用的原则，设计、编排各单元的内容和体例，旨在帮助学生培养良好的阅读习惯，掌握实用的英语阅读知识和技巧，提高英语的文字处理能力，顺利通过A、B级和四级考试，并为学生的可持续性发展创造良好条件。

《高职高专英语泛读教程》共三册，每册十个单元。每单元的编排体例如下：

一、Passage A: 每单元围绕一个主题，广泛选取近年来各种题材的既有知识性、思想性，又有较强可读性的精美原文作为主阅读课文。这些课文语言规范、地道，难度恰到好处。难点、重点、背景知识都作了相应的介绍和注释，并针对阅读课文设置了紧密结合A、B级和四级考试题型的多项练习，包括选择填空、常用词汇操练（第一册B级、第二册A级、第三册四级）、回答问题等，以检查学生阅读理解的能力。

二、Reading Skills: 全面、系统又深入浅出地介绍了高职高专学生需要掌握的一些实用英语阅读技巧。文字介绍简单、易懂，所配例题清楚、明了，设置的练习针对性强，能有效帮助学生尽快提高阅读水平。

三、Passage B: 文章和单元主题相关，主要用来训练学生的快速阅读能力。其难度和主阅读课文的难度相当或略低。生词量控制在B级（第一册）、A级（第二册）、四级（第三册）考试要求之内。对较难的生词和短语，都标注了中文意思。练习旨在检查学生对文章细节、主旨大意的理解和运用阅读技巧的熟练程度。

四、Reading Comprehension from PRETCO: 从历年真题（第一册B级，第二册A级）中，精选两篇和单元主题相关的阅读理解文章，对学生进行更深层次、更加实用的训练和测试，充分体现学、

考并重，把语言知识、技能的传授和实际考试训练有机结合在一起。

五、Reading for Fun: 挑选轻松、幽默、健康的有趣短文，让学生体验阅读的乐趣，在会心一笑之中，放松紧张的身心，消除阅读的疲劳，提高兴趣，拓宽知识面。

本书是《高职高专英语泛读教程》第二册，由龚耀主编（编写第六、七、十单元）。编委有：张秀芹（第一单元）、姚友本（第二单元）、易华（第三单元）、伏艳（第四单元）、何正英（第五单元）、李华（第八单元）、刘欣娟（第九单元）。

在本书的编写过程中，我们参阅了大量的国内外资料 and 文章，得到了外语教学与研究出版社的大力支持和帮助。由于我们编写时间紧，水平有限，书中难免有不妥之处。恳请使用本书的同行批评指正。

编者

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Unit 1

Advertisements Everywhere

Passage A Advertising—True or False?

The amount of advertising and marketing has exploded over the past decade; studies acknowledge that on average we see 3,000 ads per day. At the gas pumps, in the movie theatre, on the buses, during sporting events—advertising is impossible to avoid. Even outer space isn't safe from commercialization: the Russian space program launched a rocket bearing a 30-foot Pizza Hut logo, and some companies have investigated placing ads in space that will be visible from the earth. The challenge of the future may be finding public and private space that are free of advertising. Advertising is a good way to promote new products, but on the other hand, false or deceptive advertisements can have negative influence on people. Let's look at the following two advertisements:

This really makes me want to buy chicken...

Workers shown on TV singing with their mouths full have prompted a flood of complaints from Britons concerned over the depiction of bad manners. The commercial for Kentucky Fried Chicken became Britain's most complained about ad, with 1,671 members of the public contacting the Advertising Standards Authority (ASA). Offended viewers said it encouraged bad manners in children by making it appear funny to sing or speak while eating and 41 of those who complained said their children had aped the ad. But the ASA rejected all complaints and dismissed fears of an epidemic of children eating open-mouthedly. "As teaching good table manners is an ongoing process needing frequent reminders at meal times, we do not agree that the advertisement would have a harmful effect," the authority said in its ruling. Nearly all those who complained said they

ALASKAN FISH COMBO

20% DISCOUNT

And here's an even bigger discount for those who want a hearty meal while trying the Alaskan Fish Burger in Thousand Island sauce. Make it a combo and enjoy 20% off. As you frantically rush over to KFC, make sure you don't leave this coupon behind.

ALASKAN FISH COMBO

1 Alaskan Fish Burger
1 Coleslaw (R)
1 Carbonated Drink (R)

With tangy & spicy sauce
OR
thousand island sauce!

TERMS & CONDITIONS

• To use this voucher, please print it out and bring it to KFC to enjoy your 20% discount off an Alaskan Fish Combo.
• Please present voucher upon ordering.
• Valid for only one purchase of only one Alaskan Fish Combo.
• Not exchangeable for cash.

• Not valid for other promotions and offers.
• Valid at all KFC restaurants in Peninsular Malaysia.
• Price subject to 5% Government Tax where applicable.
• Valid until 16/5/2007.

found it unpleasant to watch. The ad used subtitles to explain what the three call center staff were singing as they munched KFC salads, leading some viewers to complain that it mocked people with speech and hearing barriers. It ended with one of the women answering a phone singing "hello, emergency helpline" which prompted others to complain that it implied call center staff were unprofessional. KFC said it intended

the commercial to be light-hearted. The previous record for complaints over a television commercial was the 860 complaints filed against a Wrigley’s gum commercial that showed a man regurgitating a dog. The commercial shows a man waking up on a sofa after a heavy night out. Then he vomits and a paw emerges from his mouth—followed by a scruffy grey dog. The man eats some chewing gum which makes the dog disappear. A caption appears stating “Avoid dog breath”. Parents complained that the scene frightened their children and made them feel sick. Ad watchdogs agreed with the complaints.

Size matters in ban on sandwich ad

A television commercial for KFC was banned by Britain’s advertising watchdog because it said the fast food chain misled customers into thinking its mini chicken sandwiches were larger than they really are. The Advertising Standards Authority said that after it bought three mini chicken fillet sandwiches from a London KFC it agreed with five complaints about the ad—which included a close-up of a sandwich in a woman’s hands. “We believed the visuals were likely to mislead viewers over the actual size,” the agency said, “We noted that the bun shown in the advertisement was significantly thicker than the burgers we purchased; that there was more filling and the lettuce was a different type.” The ASA ordered that the ad, created by London-based agency Bartle Bogle Hegarty (BBH), not be shown again in its existing form. KFC argued that the woman in the ad simply may have small hands, although it said the actress was not cast for that reason. The chain also said the burger’s name and price—99 pence (\$1.86)—implied that it was smaller than a normal fillet burger. The ASA said it did not think that was sufficient to alert consumers that the sandwich was smaller than it appeared.

Both the two advertisements show some negative effects. Actually every coin has two sides. Advertising is no exception. People should become wiser and learn to use their brains when facing a beautiful and attractive advertisement.

New Words

1. acknowledge	v.	认为，公认
2. alert	v.	警告，使警觉
3. ape	v.	模仿
4. ban	n.	禁令
5. barrier	n.	障碍
6. bun	n.	小圆面包
7. burger	n.	汉堡
8. cast	v.	分配角色，指定演员
9. commercialization	n.	商业化，商品化
10. deceptive	a.	骗人的，欺骗性的
11. depiction	n.	描写叙述

12. epidemic	<i>n.</i>	(坏事的) 发生次数陡增, 频率突增
13. fillet	<i>n.</i>	肉片
14. lettuce	<i>n.</i>	生菜
15. mini	<i>a.</i>	迷你的, 小的
16. mock	<i>v.</i>	嘲笑, 嘲弄
17. munch	<i>v.</i>	用力嚼, 大声嚼
18. private	<i>a.</i>	私人的
19. prompt	<i>v.</i>	激起, 唤起
20. regurgitate	<i>v.</i>	吐出
21. subtitle	<i>n.</i>	字幕
22. visible	<i>a.</i>	看得见的
23. visual	<i>n.</i>	画面, 图像
24. vomit	<i>v.</i>	吐出, 呕吐
25. watchdog	<i>n.</i>	监督者 (个人或集体)

Notes

1. ...the Russian space program launched a rocket bearing a 30-foot Pizza Hut logo...
 ……俄罗斯的太空计划发射了一枚载有一个30英寸的必胜客比萨商标的火箭……
launch a rocket: 发射一枚火箭。类似地, 发射一颗卫星可译为launch a satellite
bear a logo: 带有一个商标。bear在文中的意思是“标有, 有明显标记”。
Pizza Hut: 从1958年美国年轻的卡尼兄弟以一间只有25个座位、像小屋(hut)一样的比萨餐厅开始创业至今, 短短51年, 必胜客已发展成为全球最大的比萨饼专卖连锁企业。
2. The commercial for Kentucky Fried Chicken became Britain's most complained about ad, with 1,671 members of the public contacting the Advertising Standards Authority (ASA).
 这则肯德基的电视广告成了英国投诉量最多的广告, 有1,671名民众为此向英国广告审查局(ASA)表示不满。
Advertising Standards Authority (ASA): 英国广告审查局
complain about sth.: 抱怨, 表达不满或愤怒的感受, 例如, She is always complaining about something.
Kentucky Fried Chicken: 肯德基(KFC)源于美国, 创建于1930年, 是世界著名的炸鸡快餐连锁企业。
3. The ASA ordered that the ad, created by London-based agency Bartle Bogle Hegarty (BBH), not be shown again in its existing form.
 ASA已经下令, 电视台不得再原样播出这则由伦敦广告公司BBH制作的广告。
London-based agency: 总部在伦敦的公司, 机构

Bartle Bogle Hegarty: BBH是闻名世界，以创意著称的广告公司，在新加坡，东京，纽约，上海等城市设有分公司。

in the existing form: 原样

Exercises

1. Choose the best answer.

- 1) Why did the Russian space program launch a rocket bearing a 30-foot Pizza Hut logo?
 - A. To show their technology of exploring outer space.
 - B. To show a commercial advertisement.
 - C. To send food to the astronauts.
 - D. To make the rocket more beautiful.
- 2) What was people's attitude towards the commercial for Kentucky Fried Chicken (Paragraph 2)?
 - A. Doubtful.
 - B. Critical.
 - C. Positive.
 - D. Indifferent.
- 3) What was the ASA's reaction to people's complaints about the commercial for Kentucky Fried Chicken (Paragraph 2)?
 - A. The ASA supported their complaints.
 - B. The ASA turned a deaf ear to their complaints.
 - C. The ASA rejected their complaints.
 - D. It is not mentioned in the text.
- 4) How did KFC respond to people's complaints about its commercial (Paragraph 2)?
 - A. It apologized to the audience.
 - B. It explained that it intended the commercial to be light-hearted.
 - C. It cancelled the commercial.
 - D. It redesigned the commercial.
- 5) What does the passage mainly tell us?
 - A. Advertisements are deceptive.
 - B. We shouldn't believe advertisements.
 - C. Advertisements bring convenience to our lives.
 - D. The misleading or deceptive advertisements may produce negative social effects.

2. Complete the statements that follow the questions.

- 1) What is the function of advertising?
Advertising is a good way to _____.
- 2) Which organization is in charge of overseeing advertisements in Britain?
_____.
- 3) Why did so many people complain about the commercial for Kentucky Fried Chicken?
Because they thought it encouraged bad manners in children, some of whom had actually _____.
- 4) Why did the ASA ban the KFC sandwich ad (Paragraph 3)?
Because it _____ its mini chicken fillet sandwiches were larger than they really are.
- 5) How did KFC argue for its banned sandwich ad (Paragraph 3)?
KFC argued that the woman in the ad simply may have small hands, although it said the actress was _____ that reason.

3. Match the following words with the definitions below and then fill in the blanks with their proper forms.

investigate	deceptive	prompt	epidemic	barrier
vomit	ban	visual	significantly	sufficient
alert	commercial	emerge	standard	acknowledge

- 1) (*noun*) sth. that prevents or hinders the progress or movement
Wang is an English major. He has no language _____ in communicating with English-speaking people.
- 2) (*noun*) an advertisement on television or radio
Nowadays there are so many _____ in our society that we wonder whether they can be trusted or not.
- 3) (*adjective*) tending to cheat
Don't believe it! It is a _____ advertisement.
- 4) (*adverb*) importantly or meaningfully
To our pride, the *Shenzhou VII* mission has been _____ successful.
- 5) (*verb*) to bring food or drink up from your stomach out through your mouth
He _____ all he had eaten.

- 6) (*noun*) a sudden increase in the amount of times that sth. bad happens
There has recently been a(n) _____ of car thefts in the city.
- 7) (*verb*) to give rise to; inspire
The campus accident _____ a review of school safety rules and regulations.
- 8) (*verb*) to observe or inquire into sth. in detail
The policeman concentrated all his attention on _____ the robbery to the exclusion of his leisure and entertainment.
- 9) (*verb*) to prohibit, especially by official order
The movie _____ in Arabian world because it has offended the Arabian people.
- 10) (*adjective*) as much as is needed for a particular purpose; enough
His income is _____ to keep him comfortable.
- 11) (*noun*) a picture, chart, or other presentation that appeals to the sense of sight, used in promotion or for illustration
Many commercials on TV, though always boasting, have striking _____.
- 12) (*verb*) to admit the existence, reality, or truth of sth.
He _____ that the purchase of the second-hand car had been a mistake.
- 13) (*verb*) to appear or come out from somewhere
The sun _____ from behind the clouds.
- 14) (*verb*) to notify sb. of approaching danger or action; warn
The flashing red light _____ motorists to trouble ahead.
- 15) (*noun*) an acknowledged measure of comparison for quantitative or qualitative value; a criterion
There is no absolute _____ for beauty.

Reading Skills

Distinguishing Between Facts and Opinions

区分事实与观点

区分事实与观点的能力对于我们更深入地理解阅读材料有着非常重要的意义。作者在写作过程中，往往在介绍一个事实 (fact) 的同时，会阐明自己的观点 (opinion)，表达对

事实的看法和认识。

观点是指个人的信仰、判断或感情等，是个人对事实的一种理解，与读者的观点相同或者相悖。表示观点的词或短语通常有believe, think, opinion, feel, suggest, appear, seem, could, perhaps, likely, probably, possible, convince等。同时还有一些感情色彩比较强烈的修饰词也表示作者的观点，如disgusting, good, great, nice, terrible, beautiful, ugly, pretty, the lowest, the best, the worst等。也有这样的情况，作者并不用以上这些词或短语，而是开门见山、直截了当地表达自己的想法和观点。我们在阅读时，要注意识别。

事实是支撑观点的内容，是广泛为人们所接受的、真实存在的东西，它能够被证据证明是正确的或是错误的。表示事实范畴的词或短语通常有research, studies, findings, show, find, discover, prove等。

Facts:

- 1) The rate of extinction has speeded up unnaturally over the last 400 years, rising sharply since 1900. This increase in the rate of extinction is directly related to the increase in the human population over the same period of time.
- 2) At major athletic events, it is not uncommon to find 90,000 or 100,000 people sitting in the stands. On the playing field are two dozen athletes, maybe fewer.
- 3) Today there are more than 55 million phone subscribers in Britain, a huge leap from less than 10 million users in 1997.

以上例句都是表示客观存在的事实。

Opinions:

- 4) Gratefulness is the key to a happy life that we hold in our hands, because if we are not grateful, then no matter how much we have we will not be happy—because we will always want to have something else or something more.
- 5) Success in marriage does not come merely through finding the right mate, but through being the right mate.
- 6) I would prefer even to fail with honor than to win by cheating.

以上例句都是作者所表达的观点、思想、看法、评论等。

Exercises

1. Read the following statements and decide whether they are facts (F) or opinions (O).

- 1) Wednesday is the longest day of the week.

- 2) Generally speaking, movies are more interesting than books.
- 3) Lucy is the prettiest girl in my class.
- 4) Cigarettes can't be advertised on TV in England.
- 5) Many school buildings are located in this district of the city.
- 6) The more I learn, the less I know.
- 7) The Shanghai Museum was first established in 1952, and in 1992 it acquired a new site in the downtown on People's Square.
- 8) He is among the best of our workers.
- 9) This book has a much larger circulation than that one.
- 10) Books are to mankind what memory is to the individual.

2. Read the following paragraph and answer the questions.

"Avoid the rush-hour" must be the slogan of large cities all over the world. Wherever you look, it's people, people, people. The trains which leave or arrive every few minutes are packed: an endless procession of human sardine (沙丁鱼) tins. The streets are so crowded, and there is hardly room to move on the pavements. The queues for buses reach staggering proportions (令人惊愕的比例). It takes ages for a bus to get to you because the traffic on the roads has virtually come to a standstill. So, living in a large modern city may not be as good as you think.

- 1) What is the author's opinion?

_____.

- 2) What are the facts that support the opinion?

a) _____.

b) _____.

c) _____.

d) _____.

Passage B Television Advertising Leads to Unhealthy Habits in Children

Read the passage and judge whether the following statements are true (T) or false (F).

- 1) Research shows that children under the age of eight tend to accept advertising messages as truthful, accurate and unbiased.
- 2) ASA recommends that advertising targeting children under the age of eight should be restricted.
- 3) It is estimated that advertisers spend more than \$12 billion per year on advertising messages aimed at adults.
- 4) The task force was appointed by the American government in 2000.
- 5) According to the research, the average child watches more than 40,000 television commercials per year.
- 6) The findings show that children can recall content from the ads to which they've been exposed.
- 7) Advertisements primarily targeting adults have no influence on children.
- 8) The research points out that advertisements of unhealthy food products encourage bad nutritional habits in children.
- 9) To some extent, advertisements can cause parent-child conflicts when parents deny their children's requests for buying advertised products.
- 10) APA recommends banning advertising primarily directed to young children of eight years and under.

Research shows that children under the age of eight are unable to critically comprehend televised advertising messages and are prone to (易于) accept advertising messages as truthful, accurate and unbiased. This can lead to unhealthy eating habits as evidenced by today's youth obesity epidemic. For these reasons, a task force of the American Psychological Association (APA) is recommending that advertising targeting children under the age of eight be restricted.

The task force, appointed by the APA in 2000, conducted an extensive review of the research literature in the area of advertising media, and its effects on children. It is estimated that advertisers spend more than \$12 billion per year on advertising messages aimed at the youth market. Additionally, the average child watches more than 40,000 television commercials per year.



The six-member team of psychologists (心理学家) with expertise (专门知识) in child development, cognitive psychology and social psychology found that children under the age of eight lack the cognitive development to understand the persuasive intent of television advertising and are easily influenced by the advertising.

“While older children and adults understand the inherent bias (固有的偏见) of advertising, younger children do not, and therefore tend

to interpret commercial claims and appeals as accurate and truthful information,” said psychologist Dale Kunkel, PhD, Professor of Communication at the University of California at Santa Barbara and senior author of the task force’s scientific report.

“Because younger children do not understand persuasive intent in advertising, they are easy targets for commercial persuasion,” said psychologist Brian Wilcox, PhD, Professor of Psychology and Director of the Center on Children. “This is a critical concern because the most common products marketed to children are candies, sweets, sodas and snack foods. Such advertising of unhealthy food products to young children contributes to poor nutritional habits that may last a lifetime.”

From a series of studies examining product choices, the findings show that children recall content from the ads to which they’ve been exposed and preference for a product has been shown to occur with as little as a single commercial exposure and strengthen with repeated exposures.

Furthermore, studies reviewed in the task force report show that these product preferences can affect children’s product purchase requests, which can put pressure on parents’ purchasing decisions and cause parent-child conflicts when parents deny their children’s requests, said Kunkel and Wilcox.

Finally, in addition to the issues surrounding advertising directed to young children, said Kunkel, there are concerns regarding certain commercial campaigns primarily targeting adults that pose risks for child-viewers. “For example, beer ads are commonly shown during sports events and seen by millions of children, creating both brand familiarity and more positive attitudes toward drinking in children as young as 9—10 years of age. Another area of sensitive advertising content involves commercials for violent media products such as motion pictures and video games. Such ads contribute to a violent media culture which increases the likelihood of youngsters’ aggressive behavior and desensitizes (使感觉迟钝, 冷淡) children to real-world violence,” said Dr. Kunkel.

According to the findings in the report, APA has developed the following recommendations:

1. Restrict advertising primarily directed to young children of eight years and under.

2. Ensure that disclosures (开诚布公的话) and disclaimers (不承担责任的声明) in advertising directed to children are conveyed in language clearly comprehensible to the intended audience. (e.g., use “You have to put it together” rather than “Some assembly required”)
3. Investigate how young children comprehend and are influenced by advertising in new interactive media environments such as the Internet.
4. Examine the influence of advertising directed to children in the school and classroom.

Reading Comprehension from PRETCO

Task 1

Directions: After reading the following passage, you will find 5 questions or unfinished statements. For each question or statement there are 4 choices marked A, B, C and D. You should make the correct choice and mark the corresponding letter with a single line through the center. (2003.06)

Advertising informs consumers about new products available on the market. It gives us information about everything from shampoo to toothpaste to computers and cars. But the “information” it provides is actually very often “misinformation”. It tells us the products’ benefits but hides their disadvantages. Advertising not only leads us to buy things that we don’t need and can’t afford, but it also confuses our sense of reality.

Advertisements use many methods to get us buy their products. One of their most successful methods is to make us feel dissatisfied with ourselves and our imperfect lives. Advertisements show us who we aren’t and what we don’t have. Advertisements make us afraid that people won’t like us if we don’t use the advertised products.

If fear is the negative motive for buying a product, then wanting a good self-image is the positive reason for choosing it. Each of us has a mental picture of the kind of person we would like to be. Advertisers get psychologists to study the way consumers think and their reasons of choosing one brand instead of another. These experts tell advertisers about recent studies with colors and words. They have found that certain colors on the package of an attractive product will cause people to reach out and take that package instead of buying an identical product with different colors.

Many people believe that advertising does not affect them. They know that there is freedom to choose and they like to think they make wise choices. Unfortunately, they probably don’t realize the powerful effect of advertising. They may not clearly understand that advertisers spend billions of dollars each year in aggressive competition for our money, and they are extremely successful.

- 1) What's the purpose of advertising?
 - A. To introduce to people the features of their goods.
 - B. To have people buy new products on the market.
 - C. To make people know how to use their products.
 - D. To tell people how to save money while buying things.
- 2) One of the disadvantages of advertising is to _____.
 - A. lead people to buy bad-quality things
 - B. make people confused about choosing goods
 - C. make people buy more things than they need
 - D. inform people about the products' benefits
- 3) Advertisements may make people think that _____.
 - A. their lives are not good enough
 - B. their behaviors are imperfect
 - C. they don't have enough money to buy things
 - D. they look poor without buying advertised things
- 4) What can psychologists tell the advertisers?
 - A. The reasons for bad sale of some goods.
 - B. Which brand is better than others.
 - C. How to control the quality of goods.
 - D. People's recent opinions about colors.
- 5) It is implied in the last paragraph that those who don't believe advertising _____.
 - A. should refuse to buy goods advertised
 - B. may also be influenced by advertising
 - C. have more freedom to buy things than others
 - D. can save money without buying the advertised goods

Task 2

Directions: The following is an advertisement. After reading it, you are required to complete the outline below it. You should write your answers briefly (in no more than 3 words) in the blanks correspondingly. (2006. 06)

The meeting is over. You're tired. Now will you get on a plane and rush back home to more work? Here is a better idea. Take a little time for yourself and relax at Holiday Inn.

All our 1,642 hotels worldwide have the best leisure facilities available. And the best locations for relaxation. From the sun-bathed beaches of Thailand's Phuket to the unique scenery of Tibet, China.