

## 朗阁雅思阅读考题预测

### Passage 1

#### Paul Nash

##### A

Paul Nash, the elder son of William Nash and his first wife, Caroline Jackson, was born in London on 11th May, 1889. His father was a successful lawyer who became the Recorder of Abingdon. According to Ronald Blythe: "In 1901 the family returned to its native Buckinghamshire, where the garden of Wood Lane House at Iver Heath, and the countryside of the Chiltern hills, with its sculptural beeches and chalky contours, were early influences on the development of the three children. Their lives were overshadowed by their mother's mental illness and Nash himself was greatly helped by his nurse who, with some elderly neighbours, introduced him to the universe of plants."

##### B

Nash was educated at St. Paul's School and the Slade School of Art, where he met Dora Carrington. Unlike some of his contemporaries at the Slade School, Nash remained untouched by the two post-impressionist exhibitions organized by Roger Fry in 1910 and 1912. Instead, he was influenced by the work of William Blake. He also became a close friend of Gordon Bottomley, who took a keen interest in his career.

##### C

Nash had his first one-man show, of ink and wash drawings, at the Carfax Gallery in 1912. The following year he shared an exhibition at the Dorien Leigh Gallery with his brother, John Nash. Myfanwy Piper has added: "Nash had a noteworthy sense of order and of the niceties of presentation; his pictures were beautifully framed, drawings mounted, his studio precisely and decoratively tidy, and oddments which he collected were worked up into compositions."

##### D

Paul Nash was strongly attracted to Dora Carrington: He later recalled: "Carrington was the dominating personality. I got an introduction to her and eventually won her regard by lending her my braces for a fancy-dress party. We were on the top of a bus and she wanted them then and there."

##### E

On the outbreak Nash considered the possibility of joining the British Army. He told a friend: "I am not keen to rush off and be a soldier. The whole damnable war is too horrible of course and I am all against killing anybody, speaking off hand, but beside all that I believe both Jack and I might be more useful as ambulance and red cross men and to that end we are training." Nash enlisted in the Artists' Rifles. He told Gordon Bottomley: "I have joined the Artists' London Regiment of Territorials the old Corps which started with Rossetti, Leighton and Millais as members in 1860. Every man must do his bit in this horrible business so I have given up painting. There are many nice creatures in my company and I enjoy the burst of exercise — marching, drilling all day in the open air about the pleasant parts of Regents Park and Hampstead Heath."

##### F

In March 1917 he was sent to the Western Front. Nash, who took part in the offensive at

Ypres, had reached the rank of lieutenant in the Hampshire Regiment by 1916. Whenever possible, Nash made sketches of life in the trenches. In May, 1917 he was invalided home after a non-military accident. While recuperating in London, Nash worked from his sketches to produce a series of war paintings. This work was well-received when exhibited later that year. As a result of this exhibition, Charles Masterman, head of the government's War Propaganda Bureau (WPB), and the advice of Edward Marsh and William Rothenstein, it was decided to recruit Nash as a war artist. In November 1917 in the immediate aftermath of the battle of Passchendaele Nash returned to France.

### G

Nash was unhappy with his work as a member of War Propaganda Bureau. He wrote at the time: "I am no longer an artist. I am a messenger who will bring back word from the men who are fighting to those who want the war to go on forever. Feeble, inarticulate will be my message, but it will have a bitter truth and may it burn their lousy souls." However, as Myfanwy Piper has pointed out, "The drawings he made then, of shorn trees in ruined and flooded landscapes, were the works that made Nash's reputation. They were shown at the Leicester Galleries in 1918 together with his first efforts at oil painting, in which he was self-taught and quickly successful, though his drawings made in the field had more immediate public impact."

### H

In 1919 Nash moved to Dymchurch in Kent, beginning his well-known series of pictures of the sea, the breakwaters, and the long wall that prevents the sea from flooding Romney Marsh. This included *Winter Sea* and *Dymchurch Steps*. Nash also painted the landscapes of the Chiltern Hills. In 1924 and 1928 he had successful exhibitions at the Leicester Galleries. Despite this popular acclaim in 1929 his work became more abstract. In 1933 Nash founded Unit One, the group of experimental painters, sculptors, and architects.

### I

During the Second World War Nash was employed by the Ministry of Information and the Air Ministry and paintings produced by him during this period include *the Battle of Britain* and *Totes Meer*. His biographer, Myfanwy Piper, has argued: "This war disturbed Nash but did not change his art as the last one had. His style and his habits were formed, and in the new war he treated his new subjects as he had treated those he had been thinking about for so long. His late paintings, both oils and watercolours, are alternately brilliant and sombre in colour with the light of setting suns and rising moons spreading over wooded and hilly landscapes." Paul Nash died at 35 Boscombe Spa Road, Bournemouth, on 11th July 1946.

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### Questions 1-3

Answer the questions below.

Choose **NO MORE THAN THREE WORDS AND/OR A NUMBER** from the passage for each answer.

Write your answers in boxes 1-3 on your answer sheet.

- 1 Because of a popular display of Nash's works created in the army, what did his leader designate him as?
- 2 How did Nash learn oil painting?
- 3 What a change took place for Nash's painting style in the late second decade of the twentieth century?

### Questions 4-7

Choose four correct letters, A-G.

Write your answers in boxes 4-7 on your answer sheet.

What **FOUR** statements are correct concerning Nash's story?

- A He did not make an effort after becoming a high ranking official in the army.
- B He had a dream since his childhood.
- C He once temporarily ceased his painting career for some reason.
- D He was not affected by certain shows attractive to his other peers.
- E He had cooperation in art with his relative.
- F Some of his paintings were presented in a chaotic way.
- G His achievement after being enlisted in the army did not as much attention as his previous works.

### Questions 8-13

The reading Passage has nine paragraphs A-I.

Which paragraph contains the following information?

Write the correct letter A-I, in boxes 8-13 on your answer sheet.

**NB** You may use any letter more than once.

- 8 a charming lady in Nash's eyes
- 9 Nash's passion on following particularly appreciated artists
- 10 Nash's works with contrast elements
- 11 the true cause for Nash to join the military service
- 12 the noticeable impact on Nash's growth exerted from the rearing environment
- 13 high praise for Nash's unique taste of presenting his works

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**Answer keys:**

- 1 A war artist
- 2 Self-taught
- 3 More abstract
- 4-7 **IN ANY ORDER**
- A
- C
- D
- E
- 8 D
- 9 B
- 10 I
- 11 E
- 12 A
- 13 B



### Build a Medieval Castle

#### A

Michel Guyot, owner and restorer of Saint Fargeau castle in France, first had the idea of building a 13th-century style fortress following the discovery that the 15th-century red bricks of his castle obscured the stone walls of a much older stronghold. His dream was to build a castle just as it would have been in the Middle Ages, an idea which some found mildly amusing and others dismissed as outright folly. However, Maryline Martin — project director — was inspired by the exciting potential for the venture to regenerate the region. It took several months to bring together and mobilise all the various different partners: architects, archaeologists and financial backers. A site in the heart of Guédelon forest was found: a site which offered not only all the resources required for building a castle — a stone quarry, an oak forest and a water supply — but in sufficient quantities to satisfy the demands of this gigantic site. The first team started work and on June 20th 1997 the first stone was laid.

#### B

Unlike any other present-day building site, Michel Guyot's purpose is clear. He warmly welcomes members of the public to participate. The workers' role is to demonstrate and explain, to a wide audience, the skills of our forefathers. Stone quarrying, the building of vaulted ceilings, the blacksmith's work and the raising of roof timbers are just some of the activities which visitors can witness during a visit to Guédelon. The workers are always on hand to talk about their craft and the progress of the castle. Each year 60,000 children visit Guédelon with their schools. The site is an excellent educational resource, bringing to life the history of the Middle Ages. Guided tours are tailored to the school curriculum and according to age groups: activity trails for primary school children and interactive guided tours for secondary school children. Pupils of all ages have the opportunity to follow in the footsteps of medieval stonemasons by taking part in a stonecarving workshop or discover the secrets of the medieval master-builders at the geometry workshop.

#### C

Workers in the Burgundy region of France are building a 13th century castle. They're not restoring an old castle. They're actually building a new old castle. See the builders are constructing it from scratch. The craftsmen have been working for nearly ten years now but they're not even halfway done yet. That's because they're using only medieval tools and techniques. The World's Gerry Hadden takes us to the site of what will be the Guédelon Castle. Another reason said by Jean Francois, a member of Guédelon stone cutter's guild, for eight hours a day he bangs on a 13th century chisel with a 13th century iron mallet.

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#### D

The progress of construction has to give way to tourists side for their visits. The visitors from 2010, however unsightly they may be, are vital to the project. The initial funding came not from pillaging the local peasantry but from regional councils, the European Union and large companies. For the last 10 years, Guédelon, 100 miles southeast of Paris, has funded itself from its entrance fees. Last year it had a record 300,000 visitors, who paid almost €2.5m, making it the second most-visited site in Burgundy. The most-visited site was the Hospice de Beaune, a beautiful 15th-century almshouse built 600 years before, or, if you prefer, 200 years "after", Guédelon.

## E

Limestone is found in the construction of various local buildings, from the great and prestigious edifice of Ratilly castle to the more modest poyaudines houses. This stone contains 30-40% iron oxide; this can make it extremely hard to extract and dress. Having studied the block in order to determine and anticipate the natural fault lines of the stone, the quarrymen first carve a series of rectilinear holes into the block. Iron wedges are then hammered into this line of holes. The shockwaves produced by the quarrymen's sledgehammers cause the stone to split along a straight line. The highest quality blocks are dressed to produce lintels, voussiors, corbels, ashars etc. The medium quality blocks are roughly shaped by the stonecutters and used on the uncoursed curtain walls, and as facing stones on the castle's inner walls. There are water-filled clay pits in the forest. Clay is taken from these pits, cleaned and pugged. It is then shaped in wooden moulds to form bricks. After the bricks have been left to air-dry, they are fired in a woodfired kiln for about 12 hours, at roughly 1000 °C.

## F

The mortar is the "glue" used to bind the castle's stones. It is made up of precise doses of lime, sand and water. The people working there wear the tunics, skirts and headgear that they might have worn then, but they wear these over jeans and shoes with reinforced toes. They mix their mortar primarily as they would have done then, using sand they dig themselves, but they are not allowed to use the extremely effective hot lime from medieval days, because of its toxicity, and so they add a modern chemical ingredient instead, to achieve the same effect. Workers in the Mid Age obviously were unaware of it and some died earlier by inhaling toxic gas. And so, we met many wonderful people who do not pretend to be anything but modern human beings practicing an old technique and finding out what it would have felt like, as much as possible, to do it with only the resources of an older time.

## G

We also learned that even if there is a straight lintel across a doorway, you will usually find an arch of stones built into the wall differently. Because of the physics of an arch, which channels the weight above it down into whatever is supporting it at each side instead of pressing down in the middle, this helps to take a lot of the weight off of the lintel itself, whether it is free standing or buried in the wall against the impact of warfare. The arch is the strongest element for spanning space in stone architecture. This is why, in ancient ruins, you will often find the entire wall missing, and the arched windows and doorways still standing, in beautiful patterns against the sky.

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**Questions 1-4**

Do the following statements agree with the information given in Reading Passage 1?

In boxes 1-4 on your answer sheet, write

**TRUE** if the statement is true

**FALSE** if the statement is false

**NOT GIVEN** if the information is not given in the passage

- 1 The French people would not abandon his idea in favor of realistic one.
- 2 One aim of the castle is to show the ancestral achievement to public.
- 3 Short lifespan of workers was due to overdue heating.
- 4 stones were laid not in a straight line arrangement to avoid damaging or collapsing.

**Questions 5-10**

Complete the following summary of the paragraphs of Reading Passage, using A-L from the following options for each answer. Write your answers in boxes 5-10 on your answer sheet.

**Limestone Processing**

When 5..... found suitable block, they began to cut lines of 6..... into it. 7..... were used and knocked into and generated shockwaves to make stone 8..... Different qualities of blocks would be used in different place of castle. On the other hand, 9..... were shaped from clay in a mould and went through a process of 10..... for about 12 hours.

A metal wedge	B hammer handle	C lift	D Masons
E patterns	F heating	G bricks	H wood
I experts	J split	K walls	L holes

**Questions 11-13**

Choose three correct letters, A-F.

Write your answers in boxes 11-13 on your answer sheet.

Why does the castle building project last 10 years for just half progress?

- A They lack of enough funds
- B Guédelon castle needs a time-consuming design
- C Workers obeyed modern working hours
- D Their progress were delayed by unpredictable weather
- E Guédelon castle need to receive valuable visitors
- F They used old techniques and skills
- G Stone processing need more labour and time

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**Answer keys:**

- 1 NOT GIVEN
- 2 TRUE
- 3 FALSE
- 4 TRUE
- 5 mason
- 6 holes
- 7 metal/iron wedges
- 8 split
- 9 bricks
- 10 heating
- 11 C
- 12 E
- 13 F





## Passage 2

### Light Pollution

#### A

If humans were truly at home under the light of the moon and stars, we would go in darkness happily, the midnight world as visible to us as it is to the vast number of nocturnal species on this planet. Instead, we are diurnal creatures, with eyes adapted to living in the sun's light. This is a basic evolutionary fact, even though most of us don't think of ourselves as diurnal beings any more than we think of ourselves as primates or mammals or Earthlings. Yet it's the only way to explain what we've done to the night: We've engineered it to receive us by filling it with light.

#### B

This kind of engineering is no different than damming a river. Its benefits come with consequences — called light pollution — whose effects scientists are only now beginning to study. Light pollution is largely the result of bad lighting design, which allows artificial light to shine outward and upward into the sky, where it's not wanted, instead of focusing it downward, where it is. Ill-designed lighting washes out the darkness of night and radically alters the light levels — and light rhythms — to which many forms of life, including ourselves, have adapted.

#### C

Now most of humanity lives under intersecting domes of reflected, refracted light, of scattering rays from overlit cities and suburbs, from light-flooded highways and factories. Nearly all of nighttime Europe is a nebula of light, as is most of the United States and all of Japan. In the south Atlantic the glow from a single fishing fleet — squid fishermen luring their prey with metal halide lamps can be seen from space, burning brighter, in fact, than Buenos Aires or Rio de Janeiro.

#### D

We've lit up the night as if it were an unoccupied country, when nothing could be further from the truth. Among mammals alone, the number of nocturnal species is astonishing. Light is a powerful biological force, and on many species it acts as a magnet, a process being studied by researchers such as Travis Longcore and Catherine Rich, co-founders of the Los Angeles-based Urban Wildlands Group. The effect is so powerful that scientists speak of songbirds and seabirds being “captured” by searchlights on land or by the light from gas flares on marine oil platforms, circling and circling in the thousands until they drop. Migrating at night, birds are apt to collide with brightly lit tall buildings; immature birds on their first journey suffer disproportionately.

#### E

Insects, of course, cluster around streetlights, and feeding at those insect clusters is now ingrained in the lives of many bat species. In some Swiss valleys the European lesser horseshoe bat began to vanish after streetlights were installed, perhaps because those valleys were suddenly filled with light-feeding pipistrelle bats. Other nocturnal mammals — including desert rodents, fruit bats, opossums, and badgers — forage more cautiously under the permanent full moon of light pollution because they've become easier targets for predators.

#### F

Some birds — blackbirds and nightingales, among others — sing at unnatural hours in the presence of artificial light. Scientists have determined that long artificial days — and artificially short nights — induce early breeding in a wide range of birds. And because a longer day allows for longer feeding, it can also affect migration schedules. One population of Bewick's swans wintering in England put on fat more rapidly than usual, priming them to begin their Siberian migration early. The problem, of course, is that migration, like most other aspects of bird behavior, is a precisely timed biological behavior. Leaving early may mean arriving too soon for nesting conditions to be right.

**G**

Nesting sea turtles, which show a natural predisposition for dark beaches, find fewer and fewer of them to nest on. Their hatchlings, which gravitate toward the brighter, more reflective sea horizon, find themselves confused by artificial lighting behind the beach. In Florida alone, hatchling losses number in the hundreds of thousands every year. Frogs and toads living near brightly lit highways suffer nocturnal light levels that are as much as a million times brighter than normal, throwing nearly every aspect of their behavior out of joint, including their nighttime breeding choruses.

**H**

Of all the pollutions we face, light pollution is perhaps the most easily remedied. Simple changes in lighting design and installation yield immediate changes in the amount of light spilled into the atmosphere and, often, immediate energy savings.

**I**

It was once thought that light pollution only affected astronomers, who need to see the night sky in all its glorious clarity. And, in fact, some of the earliest civic efforts to control light pollution — in Flagstaff, Arizona, half a century ago — were made to protect the view from Lowell Observatory, which sits high above that city. Flagstaff has tightened its regulations since then, and in 2001 it was declared the first International Dark Sky City. By now the effort to control light pollution has spread around the globe. More and more cities and even entire countries, such as the Czech Republic, have committed themselves to reducing unwanted glare.

Unlike astronomers, most of us may not need an undiminished view of the night sky for our work, but like most other creatures we do need darkness. Darkness is as essential to our biological welfare, to our internal clockwork, as light itself. The regular oscillation of waking and sleep in our lives — one of our circadian rhythms — is nothing less than a biological expression of the regular oscillation of light on Earth. So fundamental are these rhythms to our being that altering them is like altering gravity.

**Questions 14-19**

The reading Passage has ten paragraphs A-J.

Which paragraph contains the following information?

Write the correct letter A-J, in boxes 14-19 on your answer sheet.

- 14 A reason that contributes to light pollution.
- 15 A city has lessened light pollution successfully.
- 16 The importance of darkness.
- 17 The popularity of light pollution in the world.
- 18 Methods to reduce light pollution.
- 19 The reason why we have changed the night.

**Questions 20-21**

Choose the correct letter, A, B, C or D.

Write your answers in boxes 20-21 on your answer sheet.

- 20 How does light pollution influence creatures?
  - A by bad lighting design
  - B by changing the cities and suburbs creatures are used to
  - C by changing the directions of light
  - D by changing the light creatures are used to
- 21 Some aspects of animals' lives are affected by the unwanted light, except
  - A Migration
  - B Reproduction
  - C Natural life span
  - D Feeding

**Questions 22-26**

Light pollution has affected many forms of life. Use the information in the passage to match the animals with relevant information below. Write the appropriate letters A-G in boxes 22-26 on your answer sheet.

- 22 Songbirds
- 23 Horseshoe bat
- 24 Nightingales
- 25 Bewick's swans
- 26 Sea turtles

- A eat too much and migrate in advance.
- B would not like to sing songs at night.
- C be attracted by the light and then crash happens.
- D suffer from food shortage because of competitor.
- E have become easier targets for predators.
- F be active at unusual time.
- G have trouble in breeding.

**Answer keys:**

- 14. B
- 15. I
- 16. J
- 17. C
- 18. H
- 19. A
- 20. D
- 21. C
- 22. C
- 23. D
- 24. F
- 25. A
- 26. G



### Can Scientists tell us: What happiness is?

#### A

Economists accept that if people describe themselves as happy, then they are happy. However, psychologists differentiate between levels of happiness. The most immediate type involves a feeling; pleasure or joy. But sometimes happiness is a judgment that life is satisfying, and does not imply an emotional state. Esteemed psychologist Martin Seligman has spearheaded an effort to study the science of happiness. The bad news is that we're not wired to be happy. The good news is that we can do something about it. Since its origins in a Leipzig laboratory 130 years ago, psychology has had little to say about goodness and contentment. Mostly psychologists have concerned themselves with weakness and misery. There are libraries full of theories about why we get sad, worried, and angry. It hasn't been respectable science to study what happens when lives go well. Positive experiences, such as joy, kindness, altruism and heroism, have mainly been ignored. For every 100 psychology papers dealing with anxiety or depression, only one concerns a positive trait.

#### B

A few pioneers in experimental psychology bucked the trend. Professor Alice Isen of Cornell University and colleagues have demonstrated how positive emotions make people think faster and more creatively. Showing how easy it is to give people an intellectual boost, Isen divided doctors making a tricky diagnosis into three groups: one received candy, one read humanistic statements about medicine, one was a control group. The doctors who had candy displayed the most creative thinking and worked more efficiently. Inspired by Isen and others, Seligman got stuck in. He raised millions of dollars of research money and funded 50 research groups involving 150 scientists across the world. Four positive psychology centres opened, decorated in cheerful colours and furnished with sofas and baby-sitters. There were get-togethers on Mexican beaches where psychologists would snorkel and eat fajitas, then form "pods" to discuss subjects such as wonder and awe. A thousand therapists were coached in the new science.

#### C

But critics are demanding answers to big questions. What is the point of defining levels of happiness and classifying the virtues? Aren't these concepts vague and impossible to pin down? Can you justify spending funds to research positive states when there are problems such as famine, flood and epidemic depression to be solved? Seligman knows his work can be belittled alongside trite notions such as "the power of positive thinking". His plan to stop the new science floating "on the waves of self-improvement fashions" is to make sure it is anchored to positive philosophy above, and to positive biology below.

#### D

And this takes us back to our evolutionary past. Homo sapiens evolved during the Pleistocene era (1.8 m to 10,000 years ago), a time of hardship and turmoil. It was the Ice Age, and our ancestors endured long freezes as glaciers formed, then ferocious floods as the ice masses melted. We shared the planet with terrifying creatures such as mammoths, elephant-sized ground sloths and sabre-toothed cats. But by the end of the Pleistocene, all these animals were extinct. Humans, on the other hand, had evolved large brains and used their intelligence to make fire and sophisticated tools, to develop talk and social rituals. Survival in a time of adversity forged our brains into a persistent

mould. Professor Seligman says: "Because our brain evolved during a time of ice, flood and famine, we have a catastrophic brain. The way the brain works is looking for what's wrong. The problem is, that worked in the Pleistocene era. It favoured you, but it doesn't work in the modern world."

### E

Although most people rate themselves as happy, there is a wealth of evidence to show that negative thinking is deeply ingrained in the human psyche. Experiments show that we remember failures more vividly than successes. We dwell on what went badly, not what went well. Of the six universal emotions, four anger, fear, disgust and sadness are negative and only one, joy, is positive. (The sixth, surprise, is psychologist Daniel Nettle, author of Happiness, and one of the Royal Institution lecturers, the negative emotions each tell us "something bad has happened" and suggest a different course of action.

### F

What is it about the structure of the brain that underlies our bias towards negative thinking? And is there a biology of joy? At Iowa University, neuroscientists studied what happens when people are shown pleasant and unpleasant pictures. When subjects see landscapes or dolphins playing, part of the frontal lobe of the brain becomes active. But when they are shown unpleasant images a bird covered in oil, or a dead soldier with part of his face missing the response comes from more primitive parts of the brain. The ability to feel negative emotions derives from an ancient danger-recognition system formed early in the brain's evolution. The pre-frontal cortex, which registers happiness, is the part used for higher thinking, an area that evolved later in human history.

### G

Our difficulty, according to Daniel Nettle, is that the brain systems for liking and wanting are separate. Wanting involves two ancient regions the amygdala and the nucleus accumbens that communicate using the chemical dopamine to form the brain's reward system. They are involved in anticipating the pleasure of eating and in addiction to drugs. A rat will press a bar repeatedly, ignoring sexually available partners, to receive electrical stimulation of the "wanting" parts of the brain. But having received brain stimulation, the rat eats more but shows no sign of enjoying the food it craved. In humans, a drug like nicotine produces much craving but little pleasure.

### H

In essence, what the biology lesson tells us is that negative emotions are fundamental to the human condition, and it's no wonder they are difficult to eradicate. At the same time, by a trick of nature, our brains are designed to crave but never really achieve lasting happiness.

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**Questions 14-20**

The reading Passage has seven paragraphs A-H.

Which paragraph contains the following information?

Write the correct letter A-H, in boxes 14-20 on your answer sheet.

- 14 An experiment involving dividing several groups one of which received positive icon.
- 15 Review of a poorly researched psychology area.
- 16 Contrast being made about the brains' action as response to positive or negative stimulus.
- 17 The skeptical attitude toward the research seemed to be a waste of fund.
- 18 a substance that produces much wanting instead of much liking
- 19 a conclusion that lasting happiness are hardly obtained because of the nature of brains
- 20 One description that listed the human emotional categories.

**Questions 21-25**

Complete the following summary of the paragraphs of Reading Passage, using **no more than four words** from the Reading Passage for each answer. Write your answers in boxes 21-25 on your answer sheet.

A few pioneers in experimental psychology study what happens when lives go well. Professor Alice divided doctors, making a tricky experiment into three groups: beside the one control group, the other two either are asked to read humanistic statements about drugs, or received 21..... . The latter displayed the most creative thinking and worked more efficiently. Since critics are questioning the significance of the 22..... for both levels of happiness and classification for the virtues. Professor Seligman countered in an evolutionary theory: survival in a time of adversity forged our brains into the way of thinking for what's wrong because we have a 23..... . There is bountiful of evidence to show that negative thinking is deeply built in the human psyche. Later, at Iowa University, neuroscientists studied the active parts in brains to contrast when people are shown pleasant and unpleasant pictures. When positive images like 24..... are shown, part of the frontal lobe of the brain becomes active. But when they are shown unpleasant image, the response comes from 25..... of the brain.

**Question 26**

Choose the correct letter, A, B, C or D.

Write your answers in box 26 on your answer sheet.

According to Daniel Nettle in the last two paragraphs, what is true as the scientists can tell us about happiness?

- A Brain systems always mix liking and wanting together.
- B Negative emotions can be easily rid of if we think positively.
- C Happiness is like nicotine we are craving for but get little pleasure.
- D The inner mechanism of human brains does not assist us to achieve durable happiness.

**Answer keys:**

- 14 B
- 15 A
- 16 F
- 17 C
- 18 G
- 19 H
- 20 E
- 21 Candy
- 22 definition
- 23 a catastrophic brain
- 24 landscapes or dolphins playing
- 25 (more) primitive parts
- 26 D





**Passage 3**

**Knowledge in Medicine**

**A**

What counts as knowledge? What do we mean when we say that we know something? What is the status of different kinds of knowledge? In order to explore these questions we are going to focus on one particular area of knowledge — medicine.

**B**

How do you know when you are ill? This may seem to be an absurd question. You know you are ill because you feel ill; your body tells you that you are ill, you may know that you feel pain or discomfort but knowing you are ill is a bit more complex. At times, people experience the symptoms of illness, but in fact they are simply tired or overworked or they may just have a hangover. At other times, people may be suffering from a disease and fail to be aware of the illness until it has reached a late stage in its development. So how do we know we are ill, and what counts as knowledge?

**C**

Think about this example. You feel unwell. You have a bad cough and always seem to be tired. Perhaps it could be stress at work, or maybe you should give up smoking. You feel worse. You visit the doctor who listens to your chest and heart, takes your temperature and blood pressure, and then finally prescribes antibiotics for your cough.

**D**

Things do not improve but you struggle on thinking you should pull yourself together, perhaps things will ease off at work soon. A return visit to your doctor shocks you. This time the doctor, drawing on years of training and experience, diagnoses pneumonia. This means that you will need bed rest and a considerable time off work. The scenario is transformed. Although you still have the same symptoms, you no longer think that these are caused by pressure at work. You now have proof that you are ill. This is the result of the combination of your own subjective experience and the diagnosis of someone who has the status of a medical expert. You have a medically authenticated diagnosis and it appears that you are seriously ill; you know you are ill and have evidence upon which to base this knowledge.

**E**

This scenario shows many different sources of knowledge. For example, you decide to consult the doctor in the first place because you feel unwell — this is personal knowledge about your own body. However, the doctor's expert diagnosis is based on experience and training, with sources of knowledge as diverse as other experts, laboratory reports, medical textbooks and years of experience.

**F**

One source of knowledge is the experience of our own bodies; the personal knowledge we have of changes that might be significant, as well as the subjective experience of pain and physical distress. These experiences are mediated by other forms of knowledge such as the words we have available to describe our experience and the common sense of our families and friends as well as that drawn from popular culture. Over the past decade, for example, Western culture has seen a significant emphasis on stress-related

illness in the media. Reference to being 'stressed out' has become a common response in daily exchanges in the workplace and has become part of popular common-sense knowledge. It is thus not surprising that we might seek such an explanation of physical symptoms of discomfort.

**G**

We might also rely on the observations of others who know us. Comments from friends and family such as 'you do look ill' or 'that's a bad cough' might be another source of knowledge. Complementary health practices, such as holistic medicine, produce their own sets of knowledge upon which we might also draw in deciding the nature and degree of our ill health and about possible treatments.

**H**

Perhaps the most influential and authoritative source of knowledge is the medical knowledge provided by the general practitioner. We expect the doctor to have access to expert knowledge. This is socially sanctioned. It would not be acceptable to notify our employer that we simply felt too unwell to turn up for work or that our faith healer, astrologer, therapist or even our priest thought it was not a good idea. We need an expert medical diagnosis in order to obtain the necessary certificate if we need to be off work for more than the statutory self-certification period. The knowledge of the medical sciences is privileged in this respect in contemporary Western culture. Medical practitioners are also seen as having the required expert knowledge that permits them legally to prescribe drugs and treatment to which patients would not otherwise have access. However there is a range of different knowledge upon which we draw when making decisions about our own state of health.

**I**

However, there is more than existing knowledge in this little story; new-knowledge is constructed within it. Given the doctor's medical training and background, she may hypothesize 'is this now pneumonia?' and then proceed to look for evidence about it. She will use observations and instruments to assess the evidence and — critically — interpret it in the light of her training and experience. This results in new knowledge and new experience both for you and for the doctor. This will then be added to the doctor's medical knowledge and may help in future diagnosis of pneumonia.

**Since 1999**

**Questions 27-32**

Complete the table.

Choose **no more than three words** from the passage for each answer.

Write your answers in boxes 27-32 on your answer sheet

Source of knowledge	Examples
Personal experience	Symptoms of a (27)..... and tiredness Doctor's measurement of (28)..... and temperature Common judgment from (29)..... around you
Scientific Evidence	Medical knowledge from the general (30)..... e.g. doctor's medical(31)..... Examine the medical hypothesis with the previous drill and(32).....

**Question 33-40**

The reading Passage has nine paragraphs A-I

Which paragraph contains the following information?

Write the correct letter A-I, in boxes 33-40 on your answer sheet.

**NB** You may use any letter more than once

- 33 the contrast between the nature of personal judgment and the nature of doctor
- 34 the reference of culture about pressure
- 35 sick leave will be not permitted if employees are without the professional diagnosis
- 36 how doctors are regarded in the society
- 37 the symptom of the patients can be added as new information
- 38 what the situation will be if we come across knowledge from non-specialised outer sources
- 39 an example of collective judgment from personal experience and professional doctor
- 40 a reference about those people who do not realize their illness

**Answer keys:**

- 27 bad cough
- 28 blood pressure
- 29 Families and friends
- 30 Practitioner
- 31 Diagnosis
- 32 background
- 33 C
- 34 F
- 35 H
- 36 H
- 37 I
- 38 G
- 39 D
- 40 B



## The persuaders

### A

We have long lived in an age where powerful images, catchy soundbites and too-good-to-miss offers bombard us from every quarter. All around us the persuaders are at work. Occasionally their methods are unobtrusive — the planting kiss on a baby's head by a wannabe political leader, or a liquidation sale in a shop that has been "closing down" for well over a year, but generally the persuaders know what they are about and are highly capable. Be they politicians, supermarket chains, salespeople or advertisers, they know exactly what to do to sell us their images, ideas or produce. When it comes to persuasion, these giants rule supreme. They employ the most skilled image-makers and use the best psychological tricks to guarantee that even the most cautious among us are open to manipulation.

### B

We spend more time in them than we mean to, we buy 75 percent of our food from them and end up with products that we did not realize we wanted. Right from the start, supermarkets have been ahead of the game. For example, when Sainsbury introduced shopping baskets into its 1950s stores, it was a stroke of marketing genius. Now shoppers could browse and pick up items they previously would have ignored. Soon after came trolleys, and just as new roads attract more traffic, the same applied to trolley space. Pro Merlin Stone, IBM Professor of Relationship Marketing at Bristol Business School, says aisles are laid out to maximize profits. Stores pander to our money-rich, time-poor lifestyle. Low turnover products — clothes and electrical goods — are stocked at the back while high — turnover items command position at the front.

### C

Stone believes supermarkets work hard to "stall" us because the more time we spend in them, the more we buy. Thus, great efforts are made to make the environment pleasant. Stores play music to relax us and some even pipe air from the in-store bakery around the shop. In the USA, fake aromas are sometimes used. Smell is both the most evocative and subliminal sense. In experiments, pleasant smells are effective in increasing our spending. A casino that fragranced only half its premise saw profit soar in the aroma-filled areas. The other success story from the supermarkets' perspective is the loyalty card. Punters may assume that they are being rewarded for their fidelity, but all the while they are trading information about their shopping habits. Loyal shoppers could be paying 30% more by sticking to their favourite shops for essential cosmetics.

### D

Research has shown that 75 percent of profit comes from just 30 percent of customers. Ultimately, reward cards could be used to identify and better accommodate these "elite" shoppers. It could also be used to make adverts more relevant to individual consumers — rather like Spielberg's futuristic thriller *Minority Report*, in which Tom Cruise's character is bombarded with interactive personalized ads. If this sounds far-fetched, the data-gathering revolution has already seen the introduction of radio — frequency identification — away to electronically tag products to see who is buying what, FRID means they can follow the product into people homes.

### E

No matter how savvy we think we are to their ploys, the ad industry still wins. Adverts focus on what products do or on how they make us feel. Researcher Laurette Dube, in the *Journal of Advertising Research*, says when attitudes are based on “cognitive foundations” (logical reasoning), advertisers use informative appeals. This works for products with little emotional draw but high functionality, such as bleach. Where attitude are based on effect (i.e, emotions), ad teams try to tap into our feelings. Researchers at the University of Florida recently concluded that our emotional responses to adverts dominate over “cognition.”

#### F

Advertisers play on our need to be safe (commercials for insurance), to belong (make customer feel they are in the group in fashion ads) and for self-esteem (aspirational adverts). With time and space at a premium, celebrities are often used as a quick way of meeting these needs — either because the celeb epitomizes success or because they seem familiar and so make the product seem “safe”. A survey of 4,000 campaigns found ads with celebs were 10 percent more effective than without. Humor also stimulates a rapid emotional response. Hwiman Chung, writing in the *International Journal of Advertising*, found that funny ads were remembered for longer than straight ones. Combine humor with sexual imagery — as in Wonderbra’s “Hello Boys” ads — and you are on to a winner.

#### G

Slice-of-life ads are another tried and tested method — they paint a picture of life as you would like it, but still one that feels familiar. Abhilasha Mehta, in the *Journal of Advertising Research*, noted that the more one’s self-image tallies with the brand being advertised, the stronger the commercial. Ad makers also use behaviorist theories, recognizing that the more sensation we receive from an object, the better we know it. If an advert for a chocolate bar fails to cause salivation, it has probably failed. No wonder advertisements have been dubbed the “nervous system of the business world.”

#### H

Probably all of us could make a sale if the product was something we truly believed in, but professional salespeople are in a different league — the best of them can always sell different items to suitable customers in a best time. They do this by using very basic psychological techniques. Stripped to its simplest level, selling works by heightening the buyer’s perception of how much they need a product or service. Buyers normally have certain requirements by which they will judge the suitability of a product. The seller therefore attempts to tease out what these conditions are and then explains how their products’ benefit can meet these requirements.

#### I

Richard Hession, author of *Be a Great Salesperson* says it is human nature to prefer to speak rather to listen, and good salespeople pander to this. They ask punters about their needs and offer to work with them to achieve their objectives. As a result, the buyer feels they are receiving a “consultation” rather than a sales pitch. All the while, the salesperson presents with a demeanour that takes it for granted that the sale will be made. Never will the words “if you buy” be used, but rather “when you buy.”

#### J

Dr Rob Yeung, a senior consultant at business psychologists Kiddy and Partner, says most salespeople will build up a level of rapport by asking questions about hobbies, family and lifestyle. This has the double benefit of making the salesperson likeable while furnishing him or her with more information about the client's wants. Yeung says effective salespeople try as far as possible to match their style of presenting themselves to how the buyer comes across. If the buyer cracks jokes, the salespeople will respond in kind. If the buyer wants detail, the seller provides it, if they are more interested in the feel of the product, the seller will focus on this. At its most extreme, appearing empathetic can even include the salesperson attempting to "mirror" the hobby language of the buyer.

**K**

Whatever the method used, all salespeople work towards one aim: "closing the deal." In fact, they will be looking for "closing signals" through their dealings with potential clients. Once again the process works by assuming success. The buyer is not asked "are you interested?" as this can invite a negative response. Instead the seller takes it for granted that the deal is effectively done: when the salesman asks you for a convenient delivery date or asks what color you want, you will probably respond accordingly. Only afterwards might you wonder why you proved such a pushover.



**Questions 27-29**

Choose the correct letter, A, B, C or D.

Write your answer in boxes 27-29 on your answer sheet.

- 27 What is the supermarket's purpose of using "basket" in paragraph B?  
A Create a convenient atmosphere of supermarket  
B Make customers spend more time on shopping  
C Relieve pressure on supermarket's traffic  
D More than half items bought need carried
- 28 What is the quality of a best salesman possessed according to this passage?  
A Sell the right product to right person  
B Clearly state the instruction of a product  
C Show professional background of one product  
D Persuade customers to buy the product they sell
- 29 What's the opinion of Richard Hession?  
A Pretend to be nice instead of selling goods  
B Prefer to speak a lot to customers  
C Help buyers to conclude their demands for ideal items  
D Show great interpersonal skill

**Questions 30-35**

Reading Passage 3 has paragraphs A-K.

Which paragraph contains the following information?

Write your answers in boxes 30-35 on your answer sheet.

**NB** You may use any letter more than once.

- 30 how do supermarkets distract consumers  
31 how to build a close relationship between salespeople and buyer  
32 people would be impressed by humor advertisement  
33 methods for salespeople to get the order  
34 how questions work for salespeople  
35 different customer groups bring different profits

**Questions 36-40**

Complete the notes below using **NO MORE THAN TWO WORDS** from the passage.

Write your answers in boxes 36-40 on your answer sheet.

Trolleys are born for the increasing traffic in supermarket. The width of 36..... in supermarkets is broadened in order to generate the most profits. Research from 37....., satisfying aromas can motivate people buy more products. Except the effort of creating comfortable surroundings, 38..... is another card that supermarkets play to reward their regular customers. For example, loyal customers spend 30% more in their loved shops for everyday necessary 39..... Clothes shops use advertisements to make buyer think they are belonging to part of a 40.....; research from 4,000 campaigns reflect that humor advertisement received more emotional respect.



**Answer keys:**

- 27 B
- 28 A
- 29 D
- 30 C
- 31 J
- 32 F
- 33 K
- 34 K
- 35 D
- 36 aisles
- 37 experiments
- 38 loyalty card
- 39 cosmetics
- 40 group

