

2017年招收攻读硕士学位研究生入学考试试题(B卷)

学科、专业名称:外国语言文学

研究方向: 英语语言文学、外国语言学及应用语言学

考试科目名称:外语(英)水平考试

考试科目代码:706

考	生注意: 所有答案必须写在答题纸(卷)	上,写在本试题上一律不给分。
Pa	rt I. Vocabulary and Structure (30 points)
Di	rections: There are 30 incomplete sentences	s in this section. For each sentence there
are	e 4 choices marked A, B, C and D. Choose th	he one that BEST completes the sentence
an	d mark your answer on the ANSWER SHEE	T.
1.	photosynthesis is the ultimate source	of food for almost all organisms on earth.
	A. It is an extremely important process	C. That an extremely important process as
	B. An extremely important process, it is	D. An extremely important process,
2.	It cannot be denied that the existing resources to concede the inevitability of that da	_
	A. bound	C. eager
	B. hesitant	D. unprepared
3.	By 2019, they will have to produce at least	20 million barrels of oil a day if the West
	A. is to avoid a crippling energy crisis	C. avoids a crippled energy crisis
	B. avoids a crippling energy crisis	D. were to avoid a crippled energy crisis
4.	The bowel-shaped form of the kettledrum	half of an enormous ball.
	A. looks rather like	C. that looks like rather
	B. looks like rather	D. that looks rather like
5.	Many flatworms have of eyes.	
	A. more pairs than one	C. one more pair than
	B. more than one pair	D. one pair more than
6.	The flock of geese was flying through the skyleader.	y in perfect formation following
	A. its	C. his
	B. their	D. her
7	The grape is the juicy fruit of a wood	dy vine

	A. smooth-skinned	C. skin, which is smooth
	B. skinned smooth	D. smooth skin
8.	"Are you helping to organize the political conv	vention?"
	"I'm in charge of welcoming the"	
	A. visitors out-of-town	C. out-of-town visitors
	B. visitors from outside of town	D. outside town visitors
9.	"What did you hear?"	
	"I heard thunder."	
	A. one of	C. a bolt of
	B. a flash of	D. a piece of
10.	People believe in the resurrection of	of a soul which will experience good or evil
	according to this life.	
	A. the dead of the possession	C. deaths and possessions
	B. the deaths and possession	D. the dead and the possession
11.	Rattan comes from of different kin	ds of palms.
	A. its reedy stems	C. the stems are reedy
	B. the reedy stems	D. stems that are reedy
12.	The international situation has been growing _	difficult for the past few years.
	A. simply	C. potentially
	B. mainly	D. increasingly
13.	Even though the mayor was not	the argument for the proposal, she decided to
	forgo her vote.	
	A. influenced by	C. indifferent to
	B. in support of	D. opposed to
14.	the First World War, the United S	States became the dominant force in the motion
	picture industry.	
	A. The advent of	C. While the advent of
	B. With the advent of	D. It was during the advent of
15.	To survive, a non-human species must be too _	to be thoroughly captured.
	A. concentrated	C. resilient
	B. diffuse	D. intractable
16.	to steel, chromium increases the m	etal's hardness.
	A. Added	C. Adding
	B. In addition	D. Adds
17	He honors the old the infirm raise	es the downtrodden, and destroys fanaticism

	A.	salutes	C. succors	
	B.	excuses	D. equates	
18.	Geo	orge would certainly have attended the proceed	lings	
	A.	if he didn't get a flat tire	C. had he not had a flat tire	
	B.	if the flat tire hadn't happened	D. had the tire not flattened itself	
19.	The	e language of Darwin was to exper	ts and non-experts alike.	
	A.	intelligible	C. intelligent	
	B.	intangible	D. intellectual	
20.	Kit	Kitzi was an getting people to talk confidentially to him.		
	A.	adapt on	C. adept at	
	B.	adept on	D. adapt at	
21.	Mr.	Leach is on holiday and was notf	For comment.	
	A.	persistent	C. able	
	B.	valuable	D. available	
22.	The	e bonding power of any adhesive depends	on the cohesion of the adhesive itself and	
		to the surface to which it is applied.		
	A.	how well does the adhesive adheres	C. does the adhesive adhere	
	B.	how well the adhesive adheres	D. the adhesive adheres	
23.	On	On the other are people who believe that Americans are getting fatter because of powerful		
	env	rironmental factors like cheap corn, fast food, a	and advertising.	
	A.	scrupulous	C. moral	
	B.	unscrupulous	D. surplus	
24.		cept in times of, we would scarce		
		ergency that replace some normal rules wi	th those more to extraordinary	
		cumstances.		
		serenity indifferent	C. obedienceill-suited	
	B.	catastrophe germane	D. disaster hostile	
25.		ring the period of inflation, the value of money	-	
		prices rise	C. the price is rising	
	В.	prices arise	D. prices are raised	
26	TI			
26.		e translator who tries to represent every word l	•	
		will have a great deal of difficulties	C. will have a good many of difficulty	
	В.	will have a great deal of difficulty	D. will have great many difficulties	
27	"	a view libra the aga lain da a facilita y y on		
21.	"Do	o you like those kinds of cigarette?"		
		cigarette agrees with me."		

A. Hardly no C. Rarely no		
B. Nearly no D. Almost none		
28. Outside the bright primary rainbow, much fainter secondary in	ainbow may be	
visible.		
A. so C. since		
B. a D. still		
29. The knee is most other joints in the body because it cannot twist w	ithout injury.	
A. more likely to be damaged than C. more than likely to be da	maged	
B. likely to be more than damaged D. to be damaged more than	ı likely	
30. Penicillin acts both		
A. killing bacteria and their growth being inhibited		
B. to kill bacteria and to inhibit their growth		
C. by killing bacteria and by inhibiting their growth		
D. kills bacteria and inhibits their growth		
Part II. Proof-reading and Error Correction (10 points)		
Directions:	TEN	
Proofread the given passage as instructed. The passage contain		
Each indicated line contains a maximum ONE error. In each case, only		
involved. You should proofread the passage and correct it in the following	•	
For a <u>wrong</u> word Underline the wrong word and write the co	rrect one in the	
	blank provided on the ANSWER SHEET.	
	Mark the position of the missing word with a "\" sign	
and write the word you believe to be missi	ng in the blank	
•	provided on the ANSWER SHEET.	
	Cross the unnecessary word with a slash "/" and put the	
word in the blank provided on the ANSWER	SHEE1.	
Children seem to lose hair as a response to feeling abandoned.		
The young man whose squeaky voice was a standing joke to his 31		
friends unconsciously clung with a cold for weeks at a time because 32.		
it made him sound huskily. These are examples of a field of 33		
investigation called psychosomatics, which the mind and body are 34		
considered integrating parts of the whole being, and both aspects 35.		
are examined together.		
Studies have shown that a continuing condition of emotional 36		
stress can cause physical changes that lead to disease. The most		
provocative conclusion that had so far been productive, however, is 37		
that different character types tend to get different diseases. Some		

investigators are piling up impressive evidence to show that there is a significant link between the kind of person you are and the kind of body disease you are prone to. The method of this study by the psychiatrist Dr. Floyd Ring would appear to support the conclusion 'People with some illnesses can be picked out with a good percent of accuracy by personality alone.'	38 39 40
Part III. Cloze (20 points) Directions: There are 20 blanks in the following passage. You passage and fill in each blank with a word from the word ba where necessary. Do not use any of the words in the bank more	nk, and change the form
spans promotion fit passing trip vision destructivement aisles loitering pouring sunsets page station rolling burdens rejoice	tination outdistances ce grazing put
Tucked away in our subconscious is an idyllic41 We that42 the continent. We are traveling by train. Out of the43 scene of cars on nearby highways, of children waving44 on a distant hillside, of smoke45 from a power corn and wheat, of flatlands and valleys, of mountains and46 and village halls. But uppermost in our minds is the final47 On a certain will pull in the station. Bands will be playing and flags waving. On wonderful dreams will come true and the pieces of our lives will completed jigsaw puzzle. How restlessly we49 the aisless50 waiting, waiting, waiting for the station. "When we reach the station, that will be it!" We cry. "When I'destolated the word off the mortgage!" "When I51 the last kid through confident for the mortgage!" "When I get a52" "When I reach the again happily ever after!" Sooner or later, we must realize there is no54, no one platl. The true joy of life is the55 The station is only a drear us. "Relish the moment" is a good motto, especially when coupled with day which the Lord hath made; we will57 and be glad in it. today that drive men mad. It is the regrets over yesterday and the fear of are twin thieves who rob us of today. So stop pacing the59 and counting the miles. Instead, more ice cream, go barefoot more often, swim more rivers, watch more cry less. Life must be lived as we go along. The station will come soon cry less. Life must be lived as we go along. The station will come soon cry less. Life must be lived as we go along. The station will come soon cry less. Life must be lived as we go along. The station will come soon cry less. Life must be lived as we go along.	e windows, we drink in the ng at a crossing, of cattle or plant, of row upon row of hillsides, of city skylines in day at a certain hour, we once we get there, so many48 together like a s, damning the minutes for m 18." "When I buy a new college." "When I have paid to of53, I shall live lace to arrive at once and for m. It constantly56 the Psalm 118:24: "This is the ." It isn't the58 of of tomorrow. Regret and fear the60, laugh more,

Part IV. Reading Comprehension (30 points)

Directions: In this section, there are three passages followed by questions or unfinished statements, each with four suggested answers marked A, B, C, and D. Choose the BEST answer and write the letter of your choice on the ANSWER SHEET.

Passage 1

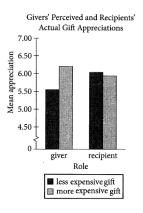
Every day, millions of shoppers hit the stores in full force – both online and on foot – searching frantically for the perfect gift. Last year, Americans spent over \$30 billion at retail stores in the month of December alone. Aside from purchasing holiday gifts, most people regularly buy presents for other occasions throughout the year, including weddings, birthdays, anniversaries, graduations, and baby showers. This frequent experience of gift-giving can engender ambivalent feelings in gift-givers. Many relish the opportunity to buy presents because gift-giving offers a powerful means to build stronger bonds with one's closest peers. At the same time, many dread the thought of buying gifts; they worry that their purchases will disappoint rather than delight the intended recipients.

Anthropologists describe gift-giving as a positive social process, serving various political, religious, and psychological functions. Economists, however, offer a less favorable view. According to Waldfogel (1993), gift-giving represents an objective waste of resources. People buy gifts that recipients would not choose to buy on their own, or at least not spend as much money to purchase (a phenomenon referred to as "the deadweight loss of Christmas"). To wit, givers are likely to spend \$100 to purchase a gift that receivers would spend only \$80 to buy themselves. This "deadweight loss" suggests that gift-givers are not very good at predicting what gifts others will appreciate. That in itself is not surprising to social psychologists. Research has found that people often struggle to take account of others' perspectives their insights are subject to egocentrism, social projection, and multiple attribution errors.

What is surprising is that gift-givers have considerable experience acting as both gift -givers and gift-recipients, but nevertheless tend to overspend each time they set out to purchase a meaningful gift. In the present research, we propose a unique psychological explanation for this overspending problem – i.e., that gift-givers equate how much they spend with how much recipients will appreciate the gift (the more expensive the gift, the stronger a gift-recipient's feelings of appreciation). Although a link between gift price and feelings of appreciation might seem intuitive to gift-givers, such an assumption may be unfounded. Indeed, we propose that gift-recipients will be less inclined to base their feelings of appreciation on the magnitude of a gift than givers assume.

Why do gift-givers assume that gift price is closely linked to gift-recipients' feelings of appreciation? Perhaps givers believe that bigger (i.e., more expensive) gifts convey stronger signals of thoughtfulness and consideration. According to Camerer (1988) and others, gift-giving represents a symbolic ritual, whereby gift-givers attempt to signal their positive attitudes toward the intended recipient and their willingness to invest resources in a future relationship. In this sense, gift-givers may be motivated to spend more money on a gift in order to send a "stronger signal" to their intended recipient. As for gift-recipients, they may not construe smaller and larger gifts as representing smaller and larger signals of thoughtfulness and consideration.

The notion of gift-givers and gift-recipients being unable to account for the other party's perspective seems puzzling because people slip in and out of these roles every day, and, in some cases, multiple 10 times in the course of the same day. Yet, despite the extensive experience that people have as both givers and receivers, they often struggle to transfer information gained from one role (e.g., as a giver) and apply it in another, complementary role (e.g., as a receiver). In theoretical terms, people fail to utilize information about their own preferences and experiences in order to produce more efficient outcomes in their exchange relations. In practical terms, people spend hundreds of dollars each year on gifts, but somehow never learn to calibrate their gift expenditures according to personal insight.



- 61. The authors most likely use the examples in lines 1-5 of the passage ("Every ... showers") to highlight the _____.
 - A. regularity with which people shop for gifts
 - B. recent increase in the amount of money spent on gifts
 - C. anxiety gift shopping causes for consumers
 - D. number of special occasions involving gift-giving
- 62. The authors indicate that people value gift-giving because they feel it _____.
 - A. functions as a form of self-expression

В. is an inexpensive way to show appreciation C. requires the gift-recipient to reciprocate D. can serve to strengthen a relationship 63. The "social psychologists", mentioned in paragraph 2 would likely describe the "deadweight loss" phenomenon as A. predictable В. questionable C. disturbing D. unprecedented 64. The authors refer to work by Camerer and others (line 3 of Para. 4) in order to _ offer an explanation A. B. introduce an argument C. question a motive support a conclusion 65. The authors would likely attribute the differences in gift-giver and recipient mean appreciation as represented in the graph to ___ an inability to shift perspective an increasingly materialistic culture В. C. a growing opposition to gift-giving D. a misunderstanding of intentions

Passage 2

[Scientists have long debated how the ancestors of birds evolved the ability to fly. The ground-up theory assumes they were fleet-footed ground dwellers that captured prey by leaping and flapping their upper limbs. The tree-down theory assumes they were tree climbers that leapt and glided among branches.]

At field sites around the world, Ken Dial saw a pattern in how young pheasants, quail, tinamous, and other ground birds ran along behind their parents. "They jumped up like popcorn," he said, describing how they would flap their half-formed wings and take short hops into the air. So when a group of graduate students challenged him to come up with new data on the age-old ground-up-tree-down debate, he designed a project to see what clues might lie in how baby game birds learned to fly.

Ken settled on the Chukar Partridge as a model species, but he might not have made his discovery without a key piece of advice from the local rancher in Montana who was supplying him with birds. When the cowboy stopped by to see how things were going, Ken showed him his nice, tidy laboratory setup and explained how the birds' first hops and flights would be measured. The rancher was incredulous. "He took one look and said, in pretty colorful language, 'What are those birds doing on the ground? They hate to be on the ground! Give them something to climb on!" At first it seemed unnatural – ground birds don't like the ground? But as he thought about it Ken realized that all the species he'd watched in the wild preferred to rest on ledges, low branches, or other elevated perches where they were safe from predators. They really only used the ground for feeding and traveling. So he brought 30 in some hay bales for the Chukars to perch on and then left his son in charge of feeding and data collection while he went away on a short work trip.

Barely a teenager at the time, young Terry Dial was visibly upset when his father got back. "I asked him how it went," Ken recalled, "and he said, 'Terrible! The birds are cheating!" Instead of flying up to their perches, the baby Chukars were using their legs. Time and again Terry had watched them run right up the side of a hay bale, flapping all the while. Ken dashed out to see for himself, and that was the "aha" moment. "The birds were using their wings and legs cooperatively," he told me, and that single observation opened up a world of possibilities.

Working together with Terry (who has since gone on to study animal locomotion), Ken came up with a series of ingenious experiments, filming the birds as they raced up textured ramps tilted at increasing angles. As the incline increased, the partridges began to flap, but they angled their wings differently from birds in flight. They aimed their flapping down and backward, using the force not for lift but to keep their feet firmly pressed against the ramp. "It's like the spoiler on the back of a race car," he explained, which is a very apt analogy. In Formula One racing, spoilers are the big aerodynamic fins that push the cars downward as they speed along, increasing traction and handling. The birds were doing the very same thing with their wings to help them scramble up otherwise impossible slopes.

Ken called the technique WAIR, for wing-assisted incline running, and went on to document it in a wide range of species. It not only allowed young birds to climb vertical surfaces within the first few weeks of life but also gave adults an energy-efficient alternative to flying. In the Chukar experiments, adults regularly used WAIR to ascend ramps steeper than 90 degrees, essentially running up the wall and onto the ceiling.

In an evolutionary context, WAIR takes on surprising explanatory powers. With one fell swoop, the Dials came up with a viable origin for the flapping flight stroke of birds (something

gliding animals don't do and thus a shortcoming of the tree-down theory) and an aerodynamic function for half-formed wings (one of the main drawbacks to the ground-up hypothesis).

- 66. Which choice best reflects the overall sequence of events in the passage?
 - A. An experiment is proposed but proves unworkable; a less ambitious experiment is attempted, and it yields data that give rise to a new set of questions.
 - B. A new discovery leads to reconsideration of a theory; a classic study is adapted, and the results are summarized.
 - C. An anomaly is observed and simulated experimentally; the results are compared with previous findings, and a novel hypothesis is proposed.
 - D. An unexpected finding arises during the early phase of a study; the study is modified in response to this finding, and the results are interpreted and evaluated.
- 67. Which statement best captures Ken Dial's central assumption in setting up his research?
 - A. The acquisition of flight in young birds sheds light on the acquisition of flight in their evolutionary ancestors.
 - B. The tendency of certain young birds to jump erratically is a somewhat recent evolved behavior.
 - C. Young birds in a controlled research setting are less likely than birds in the wild to require perches when at rest.
 - D. Ground-dwelling and tree-climbing predecessors to birds evolved in parallel.
- 68. In the second paragraph, the incident involving the local rancher mainly serves to ______.
 - A. reveal Ken Dial's motivation for undertaking his project
 - B. underscore certain differences between laboratory and field research
 - C. show how an unanticipated piece of information influenced Ken Dial's research
 - D. introduce a key contributor to the tree-down theory
- 69. The passage identifies which of the following as a factor that facilitated the baby Chukars' traction on steep ramps?
 - The speed with which they climbed.
 - B. The position of their flapping wings.
 - C. The alternation of wing and foot movement.
 - D. Their continual hopping motions.
- 70. What can reasonably be inferred about gliding animals from the passage?

- A. Their young tend to hop along beside their parents instead of flying beside them.
- B. Their method of locomotion is similar to that of ground birds.
- C. They use the ground for feeding more often than for perching.
- D. They do not use a flapping stroke to aid in climbing slopes.

Passage 3

Recent debates about the economy have rediscovered the question, "is that right?", where "right" means more than just profits or efficiency.

Some argue that because the free markets allow for personal choice, they are already ethical. Others have accepted the ethical critique and embraced corporate social responsibility. But before we can label any market outcome as "immoral," or sneer at economists who try to put a price on being ethical, we need to be dear on what we are talking about.

There are different views on where ethics should apply when someone makes an economic decision. Consider Adam Smith, widely regarded as the founder of modern economics. He was a moral philosopher who believed sympathy for others was the basis for ethics (we would call it empathy nowadays). But one of his key insights in *The Wealth of Nations* was that acting on this empathy could be counter-productive – he observed people becoming better off when they put their own empathy aside, and interacted in a self-interested way. Smith justifies selfish behavior by the outcome. Whenever planners use cost-benefit analysis to justify a new railway line, or someone retrains to boost his or her earning power, or a shopper buys one to get one free, they are using the same approach: empathizing with someone, and seeking an outcome that makes that person as well off as possible – although the person they are empathizing with may be themselves in the future.

Instead of judging consequences, Aristotle said ethics was about having the right character – displaying virtues like courage and honesty. It is a view put into practice whenever business leaders are chosen for their good character. But it is a hard philosophy to teach – just how much loyalty should you show to a manufacturer that keeps losing money? Show too little and you're a "greed is good" corporate raider; too much and you're wasting money on unproductive capital. Aristotle thought there was a golden mean between the two extremes, and finding it was a matter of fine judgment. But if ethics is about character, it's not dear what those characteristics should be.

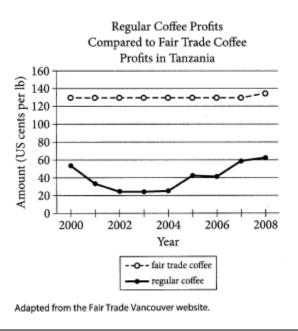
There is yet another approach: instead of rooting ethics in character or the consequences of actions, we can focus on our actions themselves. From this perspective some things are right, some wrong – we should buy fair trade goods, we shouldn't tell lies in 50 advertisements. Ethics becomes a list of commandments, a catalog of "dos" and "don'ts." When a finance official refuses to devalue a currency because they have promised not to, they are defining ethics this way.

According to this approach devaluation can still be bad, even if it would make everybody better off.

Many moral dilemmas arise when these three versions pull in different directions but dashes are not inevitable. Take fair trade coffee (coffee that is sold with a certification that indicates the farmers and workers who produced it were paid a fair wage), for example: buying it might have good consequences, be virtuous, and also be the right way to act in a flawed market. Common ground like this suggests that, even without agreement on where ethics applies, ethical economics is still possible.

Whenever we feel queasy about "perfect" competitive markets, the problem is often rooted in a phony conception of people. The model of man on which classical economics is based – an entirely rational and selfish being – is a parody, as John Stuart Mill, the philosopher who pioneered the model, accepted. Most people – even economists – now accept that this "economic man" is a fiction. We behave like a herd; we fear losses more than we hope for gains; rarely can our brains process all the relevant facts.

These human quirks mean we can never make purely "rational" decisions. A new wave of behavioral economists, aided by neuroscientists, is trying to understand our psychology, both alone and in groups, so they can anticipate our decisions in the marketplace more accurately. But psychology can also help us understand why we react in disgust at economic injustice, or accept a moral law as universal, which means that the relatively new science of human behavior might also define ethics for us. Ethical economics would then emerge from one of the least likely places: economists themselves.



 A. consider an ethical dilemma posed by cost-benefit analysis B. describe a psychological study of ethical economic behavior C. argue that the free market prohibits ethical economics D. examine ways of evaluating the ethics of economics 72. In the passage, the author anticipates which of the following objections to criticizing the ethics of free markets? A. Smith's association of free markets with ethical behavior still applies today. B. Free markets are the best way to generate high profits, so ethics are a secondary consideration. C. Free markets are ethical because they are made possible by devalued currency. D. Free markets are ethical because they enable individuals to make choices. 73. The main purpose of the fifth paragraph is to A. develop a counterargument to the claim that greed is good B. provide support for the idea that ethics is about character C. describe a third approach to defining ethical economics D. illustrate that one's actions are a result of one's character 	71.	71. The main purpose of the passage is to		
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 A. develop a counterargument to the claim that greed is good B. provide support for the idea that ethics is about character C. describe a third approach to defining ethical economics 		D.	Free markets are ethical because they enable individuals to make choices.	
 A. develop a counterargument to the claim that greed is good B. provide support for the idea that ethics is about character C. describe a third approach to defining ethical economics 	=-			
B. provide support for the idea that ethics is about characterC. describe a third approach to defining ethical economics	73.			
C. describe a third approach to defining ethical economics				
D. illustrate that one's actions are a result of one's character				
		D.	illustrate that one's actions are a result of one's character	
74. The main idea of the final paragraph is that	74.	The 1	main idea of the final paragraph is that	
A. human quirks make it difficult to predict people's ethical decisions accurately		A.	human quirks make it difficult to predict people's ethical decisions accurately	
B. people universally react with disgust when faced with economic injustice		B.	people universally react with disgust when faced with economic injustice	
C. understanding human psychology may help to define ethics in economics		C.	understanding human psychology may help to define ethics in economics	
D. economists themselves will be responsible for reforming the free market		D.	economists themselves will be responsible for reforming the free market	
75. Data in the graph provide most direct support for which idea in the passage?	75	Data	in the graph provide most direct support for which idea in the passage?	
A. Acting on empathy can be counterproductive.	13.			
B. Ethical economics is defined by character.				
C. Ethical economics is still possible.			•	
			•	
D. People fear losses more than they hope for gains.		<i>υ</i> .	reopie teat losses more than they nope for gains.	

Part V. Translation (30 points)

Section A. Chinese to English (15 points): *Translate the following into English.* Write your translation on the ANSWER SHEET.

建筑是一种利用空间、质量、纹理、线条、光线和颜色的三维立体形式。一幢建筑物必须实现各种要素的和谐搭配。人类本能地希望可以提供居住并且改善他们生活质量的建筑。建筑师们创造出来的建筑物不单纯的是建筑物,还为人们带来了灵感和喜悦。建筑物为人类的生活提供了遮蔽处和丰富的空间、增加人们的活动场所、完善人们的居所、帮助人们适应气候的变化,同时在经济上也可承受。

Section B. English to Chinese (15 points): *Translate the following into Chinese.* Write your translation on the ANSWER SHEET.

Regarding the appearance of celebrities in advertisements that do not involve host selling, the evidence is mixed. Researcher Charles Atkin found that children believe that the characters used to advertise breakfast cereals are knowledgeable about cereals, and children accept such characters as credible sources of nutritional information. This finding was even more marked for heavy viewers of television. In addition, children feel validated in their choice of a product when a celebrity endorses that product. A study of children in Hong Kong, however, found that the presence of celebrities in advertisements could negatively affect the children's perceptions of a product if the children did not like the celebrity in question.

Part VI. Writing (30 points)

Directions: Write a composition on the ANSWER SHEET according to the given situation.

In 2013, Wang Jianlin, chairman of Wanda Group, challenged Jack Ma, founder and chairman of Alibaba Group, to a ¥100 million bet on whether e-commerce would surpass bricks-and mortar retail in China in 10 years. As predicted by retail market analysts, this year's Singles Day would see a year-on-year sales increase of 40 percent.

Please discuss the impact of online shopping on the traditional Chinese culture and on our daily lives, and develop your opinion into a short essay of about 400-500 words with a proper title.