

2017年慕学教育公益模考

英语二试卷（一）

考生须知

1. 考生必须严格遵守各项考场规则。
2. 答题前，考生将答题卡上的“姓名”、“考生编号”等信息填写清楚，并与准考证上的一致。
3. 选择题的答案须用2B铅笔填涂在答题卡上，其它笔填涂的或做在试卷或其它类型答题卡上的答案无效。
4. 其他题一律用蓝色或黑色钢笔或圆珠笔在答题纸上按规定要求作答，凡做在试卷上或未做在指定位置的答案无效。
5. 交卷时，请配合监考人员验收，并请监考人员在准考证相应位置签字（作为考生交卷的凭据）。否则，所产生的一切后果由考生自负。

姓名：

听课证号：

慕学教育公益模考

英语二试卷

Section I Use of English

Directions:

Read the following text. Choose the best word(s) for each numbered blank and mark A, B, C or D on the ANSWER SHEET. (10 points)

The mass media is a big part of our culture, yet it can also be a helper, adviser and teacher to our young generation. The mass media affects the lives of our young by acting as a (an) 1 for a number of institutions and social contacts. In this way, it 2 a variety of functions in human life.

The time spent in front of the television screen is usually at the 3 of leisure: there is less time for games, amusement and rest. 4 by what is happening on the screen, children not only imitate what they see but directly 5 themselves with different characters. Americans have been concerned about the 6 of violence in the media and its 7 harm to children and adolescents for at least forty years. During this period, new media 8 , such as video games, cable television, music videos, and the Internet. As they continue to gain popularity, these media, 9 television, 10 public concern and research attention.

Another large societal concern on our young generation 11 by the media, is body image. 12 forces can influence body image positively or negatively. 13 one, societal and cultural norms and mass media marketing 14 our concepts of beauty. In the mass media, the images of 15 beauty fill magazines and newspapers, 16 from our televisions and entertain us 17 the movies. Even in advertising, the mass media 18 on accepted cultural values of thinness and fitness for commercial gain. Young adults are presented with a 19 defined standard of attractiveness, a(n) 20 that carries unrealistic physical expectations.

- | | | | |
|---------------------|----------------|----------------|--------------------|
| 1. [A] alternative | [B] preference | [C] substitute | [D] representative |
| 2. [A] accomplishes | [B] fulfills | [C] provides | [D] suffices |
| 3. [A] risk | [B] mercy | [C] height | [D] expense |
| 4. [A] Absorbed | [B] Attracted | [C] Aroused | [D] Addicted |
| 5. [A] identify | [B] recognize | [C] unify | [D] equate |
| 6. [A] abundance | [B] incidence | [C] prevalence | [D] recurrence |
| 7. [A] disposed | [B] hidden | [C] implicit | [D] potential |
| 8. [A] merged | [B] emerged | [C] immersed | [D] submerged |

- | | | | |
|---------------------|-----------------|------------------|------------------|
| 9. [A] apart from | [B] much as | [C] but for | [D] along with |
| 10. [A] promote | [B] propel | [C] prompt | [D] prosper |
| 11. [A] inspired | [B] imposed | [C] delivered | [D] contributed |
| 12. [A] External | [B] Exterior | [C] Explicit | [D] Exposed |
| 13. [A] As | [B] At | [C] For | [D] In |
| 14. [A] mark | [B] effect | [C] impact | [D] shock |
| 15. [A] generalized | [B] regularized | [C] standardized | [D] categorized |
| 16. [A] boom | [B] bottom | [C] brim | [D] beam |
| 17. [A] over | [B] with | [C] on | [D] at |
| 18. [A] play | [B] take | [C] profit | [D] resort |
| 19. [A] barely | [B] carefully | [C] narrowly | [D] subjectively |
| 20. [A] ideal | [B] image | [C] stereotype | [D] criterion |

Section II Reading Comprehension

Part A

Directions:

Read the following four texts. Answer the questions after each text by choosing A, B, C or D.

Mark your answers on the ANSWER SHEET. (40 points)

第一篇来源：经济学家

So far, however, Twitter is a more important cultural force than a commercial one. It remains unprofitable according to general accounting principles, and this is not expected to change until at least 2017. It could make money this year if it did not pay out around 45% of its revenues in stock-based compensation (compared with less than 15% by Facebook and around 8% by Google). However, it does so to retain employees in a competitive landscape where they could easily hop on the Google bus, or quit for a promising startup.

When Twitter went public a year ago, it looked set to compete head-on with Facebook, and eventually Google, the goliaths of digital advertising. It now appears less likely that Twitter will hatch into such a giant. Recently its user-growth has slowed, much earlier than Facebook's did. Today Facebook has 1.4 billion monthly active users, over four times as many as Twitter, and controls around 10% of all digital advertising spend in America, according to eMarketer, a research firm. Advertisers look for a combination of scale and precision in online advertising, and Twitter has neither the largest number of users nor the most precise targeting capabilities.

A promise of digital advertising is more precise targeting and data collection. Twitter lags behind Facebook in both. Twitter lets advertisers reach users based on their inferred interests, including which firms' and individuals' accounts they follow and what they tweet about. However, it does not have the detailed demographic data that Facebook collects, including university affiliation, birth year, and the like.

From its inception Twitter's culture has been hampered by infighting. Mr Costolo became Twitter's third chief executive when the firm was only four years old. Over the last six months the saga of executive churn has continued, with the chief operating officer, Ali Rowghani, departing amid reports of clashes with Mr Costolo; and the chief financial officer being replaced. In recent days a new product chief, Kevin Weil, has been promoted and his predecessor demoted. There have been competing visions for the future of the firm among executives. This is bound to have been a distraction. "All opportunity, little execution" is a criticism that an executive close to Twitter has hurled at the firm. Adam Bain, the firm's chief revenue officer, argues that "We've been focused on getting it right rather than doing it right away."

Twitter plans to continue expanding, both by increasing its own user base and by delivering advertisements to users on other mobile applications. Before it went public last year it acquired Mopub, a mobile-advertising exchange, which allows it to place ads in real-time in other firms' apps. Recently it introduced a suite of products called "Fabric" that will make it easier for developers of other apps to integrate Twitter content (and give Twitter a cut of their ad revenues).

21. All of the descriptions about Twitter in the first paragraph are true Except _____

- A. Twitter is now still losing money
- B. Twitter has more to do with culture
- C. Twitter offers higher compensation
- D. Twitter wants to keep its hirelings

22. The case is used in the second paragraph to illustrate _____

- A. Twitter's ability to focus on potential market is weak
- B. Twitter shows smaller sign of becoming a tech titan
- C. Twitter has better innovative spirit than other firms
- D. Twitter will eventually beat big companies like Google

23. Promising digital advertisements are based on _____

- A. fixed aim and figure classification

- B. exact definition and figure analysis
- C. accurate orientation and figure acquisition
- D. precise direction and figure calculation

24. Twitter has been from the outset impaired by _____

- A. imbalanced power
- B. terrible unfairness
- C. extreme inequality
- D. internal conflict

25. The phrase give Twitter a cut of in the last paragraph may mean _____

- A. keep Twitter away
- B. share with Twitter
- C. give Twitter a blow
- D. free Twitter from

第二篇来源：赫芬顿邮报

Over the years has become somewhat of a cliché itself, an ironical twist for an over-used phrase originally designed to encourage creative thinking among problem solvers in all fields. And yet the need for creative thinking is extremely relevant today as we find ourselves stymied by ideological-driven responses to new and ever-changing problems in our world.

"Thinking outside the box" is far easier said than done. Why is it so difficult to achieve innovative breakthroughs in thinking? I'm not a neuroscientist, but I'll hazard a guess based on my intensive research over the past three years. From what I've learned, the answer lies in the way the brain processes, sorts and ultimately responds to questions. Neuroscientists tell us that as we age our thoughts and patterns become more ingrained. It's as if we are taking the same path through the garden over and over. We get to know the path very well, and it becomes familiar to us. As long as the problems we face are familiar, so are our approaches to solving these problems. We are in our intellectual "comfort zones."

When we are asked to deviate from the paths ingrained in our minds, it may seem like an interesting notion, albeit a bit daunting. The next thought that might occur is, "OK -- how do I go about thinking differently?" Here's where the going gets tough. We try to think differently, but typically end up with little to show for our efforts. How come?

Back to my scientific research. Since our thought processes are holistic and ingrained, we tend to

arrive at familiar responses to most problem-solving questions. Our brains act like survival mechanisms; consequently, we learn what we need to do to keep us alive and evolving as a species. If we heard a loud noise in the past associated with a near-death experience, we tend to adjust our response the next time we hear a similar noise.

Absent that experience, we are more likely to respond to a loud noise by staring, covering our ears, or looking around to see where the noise came from. Ever notice how difficult it is to break out of our patterns and behaviors? Popcorn at the movies? Driving to work a specific way? Sitting in the same pews in church or the same chairs in a conference room?

When we're asked to think differently, we're being asked to take a path through the proverbial garden we've never taken before. It's a bit uncomfortable, for we're no longer in familiar territory. If asked to deviate too far from our comfort zone, we may even experience a mild panic.

26. The word stymied in the first paragraph may mean _____

- A. stimulated
- B. encouraged
- C. hampered
- D. updated

27. "Thinking outside the box" is hard to be attained due to all of the following reasons Except _____

- A. the way brains deal with problems
- B. the way brains categorize problems
- C. the way brains echo with problems
- D. the way brains discover problems

28. Familiar responses have more to do with _____

- A. overall and confirmed thinking
- B. superficial and ridiculous thinking
- C. integral and inborn thinking
- D. partial and unbiased thinking

29. The analogy in the last paragraph is used to illustrate _____

- A. fearing changing is natural response of brains

- B. facing strangeness may lead to restlessness
- C. uneasiness may come out of unfamiliarity
- D. something can hardly be done by people

30. The best title of the passage may be _____

- A. Think like a philosopher
- B. Think in an innovative way
- C. Think as if we know everything
- D. Think like an artist

第三篇来源：沃顿学报

Facebook can be its own worst enemy. The social network's latest controversy over a requirement that account holders use their real names has angered transgendered individuals, artists and others who want to be known by aliases. The furor comes on the heels of a recent disclosure that Facebook secretly manipulated the emotions of nearly 700,000 users in a study. Now, the company has unveiled a new ad platform that more deeply tracks its members across the web, even if they use different devices.

In the midst of this privacy maelstrom, a new social network called Ello has thrived. The site bans all advertising and pledges never to sell user data to third parties. Ello is so rabidly fervent in its desire for privacy that it outlines its core beliefs in a manifesto. "Your social network is owned by advertisers. Every post you share, every friend you make and every link you follow is tracked, recorded and converted into data. Advertisers buy your data so they can show you more ads. You are the product that's bought and sold," it says. "We believe there is a better way."

The press dubbed Ello the "anti-Facebook," and its no-ads stance has resonated with many. Since launching in beta on August 7 with 90 members, the invitation-only social network has been getting nearly one million requests to join a day, according to a company spokesperson. The site is starkly simple, and users can choose to have their faces obscured by an eyeless smiley face in black. Founded by seven artists and programmers as a private social network, Ello said it received so many requests to join it decided to open to the public. "Ello is an interesting case, another indicator that everyone is uncomfortable with Facebook," Twitter says Ethan Mollick, Wharton management professor.

Ello CEO Paul Budnitz, a Vermont businessman who sells high-end titanium bicycles, is a far cry from the stereotypical Silicon Valley whiz kid creating billion-dollar startups these days. Budnitz, who declined to be interviewed for this article, is proud of Ello's domicile. "This company is Vermont-based. It's the only state of the union that doesn't allow billboards," he said in an October 3 interview with The

Atlantic CityLab. “We’re going to prove that the Internet doesn’t have to be one giant billboard.”

But Ello is finding out it is not so easy to stay untainted on the web. When one of its users discovered that the company took \$435,000 from venture capital firm FreshTracks Capital, the social network was criticized for it after word got out. Entrepreneur Aral Balkan, who had dealings with Ello, said on his blog that “when you take venture capital, it’s not a matter of if you’re going to sell your users, you already have. It’s called an exit plan.” VCs want a return on their investment and could push Ello to take ads or sell user data to make money.

31. Which of the following statements about Facebook is False according to the first paragraph?

- A. some groups prefer to surf the net anonymously
- B. Facebook is second to none in the Internet world
- C. The Internet users’ whereabouts may be divulged
- D. Users’ anger results from emotions’ being controlled

32. We can learn from the second paragraph that _____

- A. the present situation is far from being satisfactory
- B. any form of advertisement is strictly forbidden in Ello
- C. users’ information is bought and sold like a product
- D. Ello spares no effort in preventing privacy leakage

33. The word resonated in the third paragraph may mean _____

- A. echoed
- B. reflected
- C. retreated
- D. supplied

34. We can conclude from the last paragraph that _____

- A. companies taking venture capital cannot keep unsullied on the web
- B. shrewd and cunning capital investors will never do something for nothing
- C. many companies may abandon original intention and give in to pressure
- D. publishing advertisements and selling data are not out of will

35. The best title of the passage may be _____

- A. give me liberty or give me death
- B. hope for the best; prepare for the worst
- C. my enemies are many, my rivals none
- D. a good beginning makes a bad ending

第四篇来源：哈佛商业评论

Industrial robots used to be big, unwieldy, and dangerous, but new “human-safe” robots are now commonplace on automotive lines, working right next to people. Yet these robots are awkward coworkers; they coexist with us but do not meaningfully collaborate. Robots often need to be explicitly told how to be helpful or when to stay out of the way — things human teammates seem to learn intuitively. A good human apprentice is a keen observer, inferring unspoken rules and customs, watching how others work, and then generalizing this knowledge for new situations. We are able to accomplish this partly because the human mind is able to process very complex information very efficiently. This type of inference has traditionally been hard for machines to perform.

Recent research indicates that we are at an inflection point in how robots observe and process data, and therefore how they work with people.

Roboticians are starting to reverse-engineer the human mind by translating the cognitive models that humans use intuitively into computational models that machines can use. With this approach, robots and humans working in pairs have been able to accomplish complex tasks as well or better than human teams.

The implications are vast. Imagine a robot that participates as a team member in planning an emergency response deployment. The robot listens to the human team’s conversation to automatically learn the game plan. Such a robot would not have to wait until after the meeting to be told what to do — it could immediately take initiative to accomplish tasks that help the team achieve its goals. This basic ability is expected from humans working in emergency response and other time-critical situations, but it is transformative for robots.

The challenge is that collaborative dialog is complex: It unfolds in cycles, agreements are fluid, and proposals are often implicitly or passively communicated and accepted. The team may consider and reject many options and revise the plan many times. It is hard for a machine to infer our plans efficiently; the robot may have to consider and explore trillions of possible plans for even a simple scenario with just a few team members and a few goals.

In contrast, human team members do not need hours after a meeting to figure out what was agreed

on. We are generally able to leave meetings with a clear picture of the plan. We do this by employing a mental scaffolding to piece together the conversation. Every member of the team is motivated by the same goals and has the same basic knowledge of the team's capabilities, and every suggestion a team member makes is considered in context.

36. Which of the following statements is False according to the first paragraph?

- A. Robots can work with people but cannot cooperate with people
- B. People can conclude inexplicit regulations and conventions
- C. Compared with human beings, robots are nothing but machines
- D. The human race can deal with very complicated data effectively

37. Experts now begin to reverse-engineer the human mind so that _____

- A. human beings and robots can work together to finish assignments better
- B. human beings and robots can cooperate well and improve the efficiency
- C. human beings and robots can work together to achieve greater attainments
- D. human beings and robots can cooperate well and provide better services

38. It can be inferred from paragraph 4 that _____

- A. robots could not respond in urgency and time-pressed circumstances
- B. without various inventions, we could not lead such a wonderful life
- C. humans can respond in emergency and other time-critical situations
- D. robots can now understand instructions and help human beings better

39. We can learn from paragraph 5 that _____

- A. robots can hardly consider so many possibilities
- B. plans are too ambitious to be carried out and conducted
- C. new technology will be readily available to people
- D. unfixed schemes amplifies the difficulty of prediction

40. Regarding robots, the author seems to feel _____ .

- A. pessimistic
- B. objective
- C. conceited
- D. hopeful

Part B

Directions:

Read the following text and answer the questions by choosing the most suitable subheading from the list A–G for each numbered paragraph (41–45). There are two extra subheadings which you do not need to use. Mark your answers on the ANSWER SHEET. (10 points)

- A. They pose significant questions.
- B. They're present.
- C. They're empathetic.
- D. They realize their shortcomings.
- E. They're good leaders.
- F. They have an open mind.
- G. They're emotionally intelligent.

第五篇来源：赫芬顿邮报

Below are five habits that good listeners practice in their everyday lives and conversations that you can adopt for yourself.

41-----

Being mindful in conversations is a hallmark characteristic of a good listener, Sacco notes. When you're fully aware in the moment, you're more likely to retain what you're hearing and respond with more authenticity. That means stashing those phones and ridding yourself of all distractions. "Good listeners really put everything down and focus on [the person in front of them]," he says. "And as a result, the other person becomes instantly aware that they have an interest in what they have to say."

42-----

Part of effective listening is the effort to empathize with the person you're speaking with. Whether or not you're able to fully relate, your compassion won't go unnoticed. "Spend a moment putting yourself in their position, what's going through their head and what it must be like for them," Sacco says. "Understanding what their experience is even before you talk to them [can help you connect with them]. And it sounds bad, but even if you blow it, you're still better off because the other person will see the attempt."

43-----

It may be a strange way of thinking about it, but accepting yourself is key to being a good listener overall, Sacco says. In other words, we can't pick up on everything everyone is saying all the time -- and that's OK. "I've definitely had my share of reflective listening failures," Sacco admits. "Sometimes..."

having that intentionality to listen and allowing yourself to miss the boat sometimes [is good enough]."

44-----

Great listeners know that every conversation they have isn't going to resolve a larger issue -- but it puts them one step closer to understanding the people they communicate with on a daily basis. "Listening isn't magic," Sacco explains. "If I have a conflict with my daughter, I still have a conflict -- but it puts you in a position where you can start to problem-solve. ... It allows each person to understand the other's thoughts."

45-----

Emotional intelligence, or the awareness of our emotions and the emotions of those around us, can help enhance any interaction -- especially when it comes to listening.

According to Travis Bradberry, author of Emotional Intelligence 2.0, cultivating a high "EQ" is paramount when sharpening your listening skills. And all it takes is practice and focus. "When you're caught up with thinking about what you're going to say next, you aren't listening," he told the Chicago Tribune in 2011. "But if you stop what you're doing, and really focus on the person talking, you activate neurons in your brain and your body starts to hone in on the other person. This helps you retain more information."

Section III Translation

46. Directions:

Translate the following text into Chinese. Write your translation on the ANSWER SHEET. (15 points)

翻译来源：纽约客

The Internet, after all, is a medium, not an activity in and of itself. If you spend your time gambling online, maybe you have a gambling addiction, not an Internet addiction. If you spend your time shopping online, maybe it's a shopping addiction. "Some people have posited that the Internet is a vehicle and not a target of disorder," Potenza said. Can you be addicted to a longing for virtual connectivity in the same way that you can be addicted to a longing for a drink?

Certain people were exhibiting the same kinds of symptoms that appeared with other addictions: trouble at work, social isolation, and the inability to cut back. And, to the extent that there was something that people referred to as an addiction, it appeared to be to the medium itself—the feeling of connectedness to something—rather than to an activity that could be accomplished via that medium.

Section IV Writing

Part A

47. Directions:

You are the manager of a restaurant. Mr. Hunter, one of the old customers, wrote a complaint email to express his dissatisfaction with endless lines for dining. Write an email to him to

- 1) express your apology
- 2) offer some feasible solutions

You should write about 100 words on the ANSWER SHEET.

Do not sign your own name at the end of the email. Use "Li Ming" instead.

Do not write the address. (10 points)

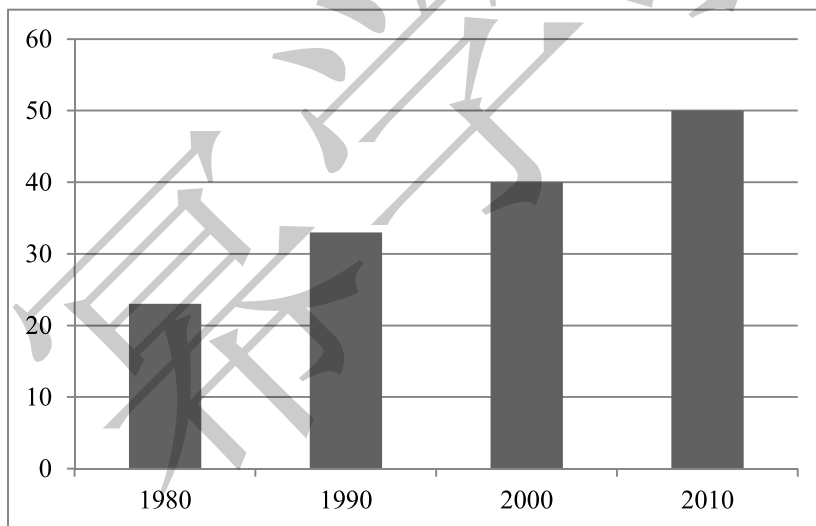
Part B

48. Directions:

Write an essay based on the following chart. In your writing, you should

1. interpret the chart
2. give your comments

You should write about 150 words on the ANSWER SHEET (15 points)



(三十年期间接受研究生教育的人数百分比%)