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中国雅思预测研究组

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# 雅思阅读预测和机经(第27册)

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#### **SECTION 1**

# world Ecotourism in the developing courtiers

A The Ecotourism Society defines ecotourism as "a responsible travel to natural areas which conserves the environment and improves the welfare of local people". It is recognised as being particularly conducive to enriching and enhancing the standing of tourism, on the basis that this form of tourism respects the natural heritage and local populations and are in keeping with the carrying capacity of the sites.

#### Cuba

**B** Cuba is undoubtedly an obvious site for ecotourism, with its picturesque beaches, underwater beauty, countryside landscapes, and ecological reserves. An educated population and improved infrastructure of roads and communications adds to the mix. In the Caribbean region, Cuba is now the second most popular tourist destination.

Ecotourism is also seen as an environmental education opportunity to heighten both visitors' and residents' awareness of environmental and conservation issues, and even to inspire conservation action.

Ecotourism has also been credited with promoting peace, by providing opportunities for educational and cultural exchange. Tourists' safety and health are guaranteed.

Raul Castro, brother of the Cuban president, started this initiative to rescue the Cuban tradition of herbal medicine and provide natural medicines for its healthcare system. The school at Las Terrazas Eco-Tourism Community teaches herbal healthcare and children learn not only how to use medicinal herbs, but also to grow them in the school garden for teas, tinctures, ointments and creams.

In Cuba, ecotourism has the potential to alleviate poverty by bringing money into the economy and creating jobs. In addition to the environmental impacts of these efforts, the area works on developing community employment opportunities for locals, in conjunction with ecotourism.

#### South America

In terms of South America, it might be the place which shows the shortcoming of ecotourism. Histoplasma capsulatum (see chapter "Histoplasmosis and HIV"), a dimorphic fungus, is the most common endemic mycosis in the United States,(12) and is associated with exposure to bat or bird droppings. Most recently, outbreaks have been reported in healthy travelers who returned from Central and South America after engaging in recreational activities associated with spelunking, adventure tourism, and ecotourism. It is quite often to see tourists neglected sanitation while travelling. After engaging in high-risk activities, boots should be hosed off and clothing placed in airtight plastic bags for laundering. HIV-infected travelers should avoid risky behaviors or environments, such as exploring caves, particularly those that contain bat droppings.

Nowhere is the keen eye and intimate knowledge of ecotourism is more amidst this fantastic biodiversity, as we explore remote realms rich in wildlife rather than a nature adventure. A sustainable tour is significant for ecotourism, one in which we can grow hand in hand with nature and our community, respecting everything that makes us privileged. Travelers get great joy from every step that take forward on this endless but exciting journey towards sustainability. The primary threats to South America's tropical forests are deforestation caused by agricultural expansion, cattle ranching, logging, oil extraction and spills, mining, illegal coca farming, and colonization initiatives. Deforestation has shrunk territories belonging to indigenous peoples and wiped out more than 90% of the population. Many are taking leading roles in sustainable tourism even as they introduce protected regions to more travelers.

#### East Africa

In East Africa, significantly reducing such illegal hunting and allowing wildlife populations to recover would allow the generation of significant economic benefits through trophy hunting and potentially ecotourism. "Illegal hunting is an extremely inefficient use of wildlife resources because it fails to capture the value of wildlife achievable through alternative forms of use such as trophy hunting and ecotourism," said Peter Lindsey, author of the new study. Most residents believed that ecotourism could solve this circumstance. They have passion for local community empowerment, loves photography and writes to laud current local conservation efforts, create environmental awareness and promote ecotourism.

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#### Indonesia

- **F** In Indonesia, ecotourism started to become an important concept from 1995,in order to strengthen the domestic travelling movement, the local government targeting the right markets is a prerequisite for successful ecotourism. The market segment for Indonesian ecotourism consists of: (i) "The silent generation", 55–64 year-old people who are wealthy enough, generally well-educated and have no dependent children, and can travel for four weeks; (ii) "The baby boom generation", junior successful executives aged 35–54 years, who are likely to be travelling with their family and children (spending 2–3 weeks on travel) travelling for them is a stress reliever; and (iii) the "X generation", aged 18–29 years, who love to do ecotours as backpackers they are generally students who can travel for 3–12 months with monthly expenditure of US\$300–500. It is suggested that promotion of Indonesian ecotourism products should aim to reach these various cohorts of tourists. The country welcomes diverse levels of travelers.
- **G** On the other hand, ecotourism provide as many services as traditional tourism. Nestled between Mexico, Guatemala and the Caribbean Sea is the country of Belize. It is the wonderful place for Hamanasi honeymoon, bottle of champagne upon arrival, three meals daily, a private service on one night of your stay and a choice of adventures depending on the length of your stay. It also offers six-night and seven-night honeymoon packages. A variety of specially tailored tours, including the Brimstone Hill Fortress, and a trip to a neighboring island. Guided tours include rainforest, volcano and off-road plantation tours. Gregory Pereira, an extremely knowledgeable and outgoing hiking and tour guide, says the following about his tours: "All of our tours on St.Kitts include transportation by specially modified Land Rovers, a picnic of island pastries and local fruit, fresh tropical juices, CSR, a qualified island guide and a full liability insurance coverage for participants.
- **H** Kodai is an ultimate splendor spot for those who love being close to mother nature. They say every bird must sing it's own throat while we say every traveller should find his own way out of variegated and unblemished paths of deep valleys and steep mountains. The cheese factory here exports great quantity of cheese to various countries across the globe. It is located in the center of forest. Many travelers are attracted by the delicious cheese. The ecotourism is very famous this different eating experience.

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### Questions 1-5

Use the information in the passage to match the place (listed A-D) with opinions or deeds below. Write the appropriate letters A-D in boxes 1-5 on your answer sheet. **NB** You may use any letter more than once.

- A Cuba
- **B** East Africa
- C South America
- D Indonesia
  - 1 a place to improve local education as to help tourists
  - **2** a place suitable for both rich and poor travelers
  - **3** a place where could be easily get fungus
  - **4** a place taking a method to stop unlawful poaching
  - ${\bf 5}$  a place where the healthcare system is developed

### Questions 6-9

Use the information in the passage to match the companies (listed A-D) with opinions or deeds below. Write the appropriate letters A, B, C or D in boxes 6-9 on your answer sheet.

- A eating the local fruits at the same time
- B find job opportunities in community
- C which is situated on the heart of jungle
- D with private and comfortable service
- 6 Visiting the cheese factory
- 7 Enjoying the honeymoon
- 8 Having the picnic while
- 9 The residents in Cuba could



#### Summary

Complete the following summary of the paragraphs of Reading Passage, using **no more than two** words from the Reading Passage for each answer. Write your answers in boxes **10-13** on your answer sheet.

Ecotourism is not a nature 10.....but a 11..... tour. The

reason why South America promotes ecotourism is due to the destruction

of 12..... In addition, East Africa also encourages this kind of

tourism for cutting the 13..... in order to save wild animals.

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#### **SECTION 2**

You should spend about 20 minutes on Questions 14-26, which are based on Reading Passage 2 below.

# **Ancient Storytelling**

It was told, we suppose, to people crouched around a fire: a tale of adventure,

most likely-relating some close encounter with death; a remarkable hunt, an escape from mortal danger; a vision, or something else out of the ordinary. Whatever its thread, the weaving of this story was done with a prime purpose. The listeners must be kept listening. They must not fall asleep. So, as the story went on, its audience should be sustained by one question above all. What happens next?



**R** The first fireside stories in human history can never be known. They were kept



in the heads of those who told them. This method of storage is not necessarily inefficient. From documented oral traditions in Australia, the Balkans and other parts of the world we know that specialised storytellers and poets can recite from

memory literally thousands of lines, in verse or prose, verbatim-word for word. But while memory is rightly considered an art in itself, it is clear that a primary purpose of making symbols is to have a system of reminders or mnemonic cues—signs that assist us to recall certain information in the mind's eye.

In some Polynesian communities a notched memory stick may help to guide a storyteller through successive stages of recitation. But in other parts of the world, the activity of storytelling historically resulted in the development or even the invention of writing systems. One theory about the arrival of literacy in ancient Greece, for example, argues that the epic tales about the Trojan War and the wanderings of Odysseus—traditionally attributed to Homer—were just so enchanting to hear that they had to be preserved. So the Greeks, c. 750-700BC, borrowed an alphabet from their neighbors in the eastern Mediterranean, the Phoenicians.

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The custom of recording stories on parchment and other materials can be traced in many manifestations around the world, from the priestly papyrus archives of ancient Egypt to the birch-bark scrolls on which the North American Ojibway Indians set down their creation- myth. It is a well-tried and universal practice: so much so that to this day storytime is probably most often associated with words on paper. The formal practice of narrating a story aloud would seem-so we assume-to have given way to newspapers, novels and comic strips. This, however, is not the case. Statistically it is doubtful that the majority of humans currently rely upon the written word to get access to stories. So what is the alternative source?

Each year, over 7 billion people will go to watch the latest offering from Hollywood, Bollywood and beyond. The supreme storyteller of today is cinema. The movies, as distinct from still photography, seem to be an essentially modem phenomenon. This is an illusion, for there are, as we shall see, certain ways in which the medium of film is indebted to very old precedents of arranging 'sequences' of images. But any account of visual storytelling must begin with the recognition that all storytelling beats with a deeply atavistic pulse: that is, a 'good story' relies upon formal patterns of plot and characterisation that have been embedded in the practice of storytelling over many generations.

**F** Thousands of scripts arrive every week at the offices of the major film studios. But aspiring screenwriters really need look no further for essential advice than the fourth-century BC Greek Philosopher Aristotle. He left some incomplete

lecture notes on the art of telling stories various in literary and dramatic modes, a slim volume known as The Poetics. Though he can never have envisaged the popcorn-fuelled actuality of а multiplex cinema, Aristotle is almost prescient about the key elements required to get the crowds flocking to such a cultural hub. He analyzed the



process with cool rationalism. When a story enchants us, we lose the sense of where we are; we are drawn into the story so thoroughly that we forget it is a story being told. This is, in Aristotle's phrase, 'the suspension of disbelief.

We know the feeling. If ever we have stayed in our seats, stunned with grief, as the credits roll by, or for days after seeing that vivid evocation of horror

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have been nervous about taking a shower at home, then we have suspended disbelief. We have been caught, or captivated, in the storyteller's web. Did it all really happen? We really thought so-for a while. Aristotle must have witnessed often enough this suspension of disbelief. He taught at Athens, the city where theater developed as a primary form of civic ritual and recreation. Two theatrical types of storytelling, tragedy and comedy, caused Athenian



audiences to lose themselves in sadness and laughter respectively. Tragedy, for Aristotle, was particularly potent in its capacity to enlist and then purge the emotions of those watching the story unfold on the stage, so he tried to identify those factors in the storyteller's art that brought about such engagement. He had, as an obvious sample for analysis, not only the fifth- century BC masterpieces of Classical Greek tragedy

written by Aeschylus, Sophocles and Euripides. Beyond them stood Homer, whose stories even then had canonical status: The Iliad and The Odyssey were already considered literary landmarks-stories by which all other stories should be measured. So what was the secret of Homer's narrative art?

It was not hard to find. Homer created credible heroes. His heroes belonged to

the past, they were mighty and magnificent, yet they were not, in the end, fantasy figures. He made his heroes sulk, bicker, cheat and cry. They were, in short, characters—protagonists of a story that an audience would care about, would want to follow, would want to know what happens next. As Aristotle saw, the hero who



shows a human side-some flaw or weakness to which mortals are prone-is intrinsically dramatic.d by logging.



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Reading Passage 2 has eight paragraphs, A-H.

**Ouestions** 14-18

Which paragraph contains the following information? Write the correct letter, A-H, in boxes 14-18 on your answer sheet.

- 14 A misunderstanding of a modern way for telling stories
- 15 The typical forms mentioned for telling stories
- 16 The fundamental aim of storytelling
- 17 A description of reciting stories without any assistance
- 18 How to make story characters attractive



Classify the following information as referring to

A adopted the writing system from another country

- - - - -

- B used organic materials to record stories
- C used tools to help to tell stories

Write the correct letter, A, B or C in boxes 19-22 on your answer sheet.

**19 Egyptians** 

20 Ojibway

- **21 Polynesians**
- 22 Greek



Complete the sentences below with ONE WORD ONLY from the passage. Write your answers in boxes 23-26 on your answer sheet.

- 23 Aristotle wrote a book on the art of storytelling called
- 24 Aristotle believed the most powerful type of story to move listeners is
- 25 Aristotle viewed Homer's works as
- 26 Aristotle believed attractive heroes should have some

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#### **SECTION 3**

## **Communication in science**

A Science plays an increasingly significant role in people's lives, making the faithful communication of scientific developments more important than ever. Yet such communication is fraught with challenges that can easily distort discussions, leading to unnecessary confusion and misunderstandings.



Some problems stem from the esoteric nature of current research and the associated difficulty of finding sufficiently faithful terminology (术语). Abstraction and complexity are not signs that a given scientific direction is wrong, as some commentators have suggested, but are instead a tribute to the success of human ingenuity in meeting the increasingly complex challenges that nature presents. They can, however, make communication more difficult. But many of the biggest challenges for science reporting arise because in areas of evolving research, scientists themselves often only partly understand the full implications of any particular advance or

development. Since that **dynamic** (动态的) applies to most of the scientific developments that directly affect people's lives global warming, cancer research, diet studies — learning how to overcome it is critical to **spurring** (刺激, 鼓励) a more informed scientific debate among the broader public.

Ambiguous word choices are the source of some misunderstandings. Scientists often employ colloquial terminology, which they then assign a specific meaning that is impossible to **fathom** (彻底理解) without proper training. The term "relativity," for example, is intrinsically misleading. Many interpret the theory to mean that everything is relative and there are no absolutes. Yet although the measurements any observer makes depend on his coordinates and reference frame, the physical phenomena he measures have an invariant description that transcends that observer's particular coordinates. Einstein's theory of relativity is really about finding an invariant description of physical phenomena. True, Einstein agreed with the idea that his theory would have been better named "Invarianten theorie." (【德】,不变理论) But the term "relativity" was already entrenched at the time for him to change.

"The uncertainty principle" is another frequently abused term. It is sometimes

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interpreted as a limitation on observers and their ability to make measurements.

- E But it is not about intrinsic limitations on any one particular measurement; it is about the inability to precisely measure particular pairs of quantities simultaneously? The first interpretation is perhaps more engaging from a philosophical or political perspective. It's just not what the science is about.
- Even the word "theory" can be a problem. Unlike most people, who use the word to describe a passing conjecture that they often regard as suspect, physicists have very specific ideas in mind when they talk about theories. For physicists, theories entail a definite physical framework embodied in a set of fundamental assumptions about the world that lead to a specific set of equations and predictions — ones that are borne out by successful predictions. Theories aren't necessarily shown to be correct or complete immediately. Even Einstein took the better part of a decade to develop the correct version of his theory of general relativity. But eventually both the ideas and the measurements settle down and theories are either proven correct, abandoned or absorbed into other, more encompassing theories.



"Global warming" is another example of problematic terminology. Climatologists predict more drastic (气象学家) fluctuations in temperature and rainfall not necessarily that every place will be warmer. The name sometimes subverts the debate, since it lets people argue that their winter was worse, so how could there be global warming? Clearly "global climate change" would have been a better name. But not all problems stem solely from poor word choices. Some stem from the intrinsically complex nature of much of modern science. Science sometimes transcends this limitation: remarkably, chemists were able to detail the precise chemical processes involved in the destruction of the ozone layer, making the evidence that chlorofluorocarbon gases (Freon, for example) were destroying the ozone laver indisputable.

H A better understanding of the mathematical significance of results and less insistence on a simple story would help to clarify (澄 清) many scientific discussions. For several months, Harvard was tortured months, Harvard was tortured by empty



debates over the relative intrinsic scientific abilities of men and women. One of the more amusing aspects of the discussion was

that those who believed in the differences and those who didn't used the same evidence about gender-specific special ability. How could that be? The answer is that the data shows no substantial effects. Social factors might account for these tiny differences, which in any case have an unclear connection to scientific ability. Not much of a headline when phrased that way, is it? Each type of science has its own source of complexity and potential for miscommunication. Yet there are steps we can take to improve public understanding in all cases. The first would be to inculcate greater understanding and acceptance of indirect scientific evidence. The information from an unmanned space mission is no less legitimate than the information from one in which people are on board.

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This doesn't mean never questioning an interpretation, but it also doesn't mean equating indirect evidence with blind belief, as people sometimes suggest. Second, we might need different standards for evaluating science with urgent policy implications than research with purely theoretical value. When scientists say they are not certain about their predictions, it doesn't necessarily mean they've found nothing substantial. It would be better if scientists were more open about the mathematical significance of their results and if the public didn't treat math as quite so scary; statistics and errors, which tell us the uncertainty in a measurement, give us the tools to evaluate new developments fairly.

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But most important, people have to recognize that science can be complex. If we accept only simple stories, the description will necessarily be distorted. When advances are subtle or complicated, scientists should be willing to go the extra distance to give proper explanations and

the public should be more patient about the truth. Even so, some difficulties



some difficulties are unavoidable. Most developments reflect work in progress, so the story is complex because no one yet knows the big picture.



### Questions 27-31

Choose the correct letter, **A**, **B**, **C** or **D**. Write your answers in boxes 27-31 on your answer sheet.

#### 27 Why the faithful science communication important?

- A Science plays an increasingly significant role in people's lives.
- B Science is fraught with challenges public are interested in.
- C The nature of complexity in science communication leads to confusion.
- D Scientific inventions are more important than ever before.
- 28 What is the reason that the author believe for the biggest challenges for science reporting
- A phenomenon such as global warming, cancer research, diet studies are too complex (*IELTS test papers offered by ipredicting.com, copyright*)
- B Scientists themselves often only partly understand the *Theory of Evolution*
- C Scientists do not totally comprehend the meaning of certain scientific evolution
- D Scientists themselves often partly understand the esoteric communication nature
- 29 According to the 3<sup>rd</sup> paragraph, the reference to the term and example of "theory of relativity" is to demonstrate
- A theory of relativity is about an invariant physical phenomenon
- **B** common people may be misled by the inaccurate choice of scientific phrase
- C the term "relativity," is designed to be misleading public
- **D** everything is relative and there is no absolutes existence

#### 30 Which one is a good example of appropriate word choice:

- A Scientific theory for *uncertainty principle*
- **B** phenomenon of *Global warming*
- **C** the importance of *ozone layer*
- **D** *Freon*'s destructive process on environmental

#### 31 What is surprising finding of the Harvard debates in the passage?

- A There are equal intrinsic scientific abilities of men and women.
- **B** The proof applied by both sides seemed to be of no big difference.
- C The scientific data usually shows no substantial figures to support a debated idea.
- **D** Social factors might have a clear connection to scientific ability.



Do the following statements agree with the information given in Reading Passage 1? *In boxes* **32-35** *on your answer sheet, write* 

TRI	JE	if the statement is true
FAL	SE	if the statement is false
NOT	<b>GIVEN</b>	if the information is not given in the passage

- 32 "Global warming" scientifically refers to greater fluctuations in temperature and rainfall rather than a universal temperature rise.
- 33 More media coverage of "global warming" would help public to recognize the phenomenon.
- 34 Harvard debates should focus more on female scientist and male scientists
- 35 Public understanding and acceptance of indirect scientific evidence in all cases would lead to confusion



Complete the following summary of the paragraphs of Reading Passage, using *no more than two* words from the Reading Passage for each answer. Write your answers in boxes **36-40** on your answer sheet.

Science Communication is fraught with challenges that can easily distort discussions, leading to unnecessary confusion and misunderstandings. Firstly, Ambiguous 36 .....are the source of some misunderstandings.



Common people without proper training do not understand clearly or deeply a specific scientific meaning via the 37 ..... scientists often employed. Besides, the measurements any 38 ..... makes can not be confined to describe in a(n) constant 39 ..... yet the phenomenon can

#### 雅思阅读真题 Version 27108

#### **SECTION 3**

# Mystery in Easter Island!

One of the world's most famous yet least visited archaeological sites, Easter Island is a small, hilly, now treeless island of volcanic origin. Located in the Pacific Ocean at 27 degrees south of the equator and some 2200 miles (3600 kilometers) off the coast of Chile, it is considered to be the world's most remote inhabited island. The island is, technically



speaking, a single massive volcano rising over ten thousand feet from the Pacific Ocean floor. The island received its most well-known current name, Easter Island, from the Dutch sea captain Jacob Roggeveen who became the first European to visit Easter Sunday, April 5, 1722.

In the early 1950s, the Norwegian explorer Thor Heyerdahl popularized the idea that the island had been originally settled by advanced societies of Indians from the coast of South America. Extensive archaeological, ethnographic and linguistic research has conclusively shown this hypothesis to be inaccurate. It is now recognized that the original inhabitants of Easter Island are of **Polynesian** (波利尼西亚) stock (DNA extracts from skeletons have confirmed this, *(IELTS test papers offered by ipredicting.com, copyright)*), that they most probably came from the Marquesas or Society islands, and that they arrived as early as 318 AD (carbon dating

of reeds from a grave confirms this). At the time of their arrival, much of the island was forested, was teeming with land birds, and was perhaps the most productive breeding site for seabirds in the Polynesia region. Because of the plentiful bird, fish and plant food sources, the human population grew and gave rise to a rich religious and artistic culture.

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That culture's most famous features are its enormous stone statues called moai, at least 288 of which once stood upon massive stone platforms called *ahu*. There are some 250 of these *ahu* platforms spaced approximately one half mile apart and creating an almost unbroken line

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around the perimeter of the island. Another 600 moai statues, in various stages of completion, are scattered around the island, either in **quarries** (采石场) or along ancient roads between the quarries and the coastal areas where the statues were most

often erected. Nearly all the moai are carved from the tough stone of the *Rano Raraku* volcano. The average statue is 14 feet and 6 inches tall and weighs 14 tons. Some moai were as large as 33 feet and weighed more than 80 tons. Depending upon the size of the statues, it has been estimated that between 50 and 150 people were needed to drag them across the countryside on sleds and rollers made from the island's trees.

Scholars are unable to definitively explain the function and use of the moai statues. It is assumed



that their carving and erection derived from an idea rooted in similar practices found elsewhere in Polynesia but which evolved in a unique way on Easter Island. Archaeological and iconographic analysis indicates that the statue cult was based on an ideology of male, lineage-based authority incorporating anthropomorphic symbolism. The statues were thus symbols of authority and power, both religious and political. But they were not only symbols. To the people who erected and used them, they were actual repositories of sacred spirit. Carved stone and wooden objects in ancient Polynesian religions, when properly fashioned and ritually prepared, were believed to be charged by a magical spiritual essence called *mana*. The ahu platforms of Easter Island were the sanctuaries of the people, and the moai statues were the ritually charged sacred objects of those sanctuaries.

Besides its more well-known name, Easter Island is also known as *Te-Pito-O-Te-Henua*, meaning 'The Navel of the World', and as *Mata-Ki-Te-Rani*, meaning 'Eyes Looking at Heaven '. These ancient name and a host of mythological details ignored by mainstream archaeologists, point to the possibility that the remote island may once have been a **geodetic** (地理测量的) marker and the site of an astronomical observatory of a long forgotten civilization. In his book, Heaven's Mirror, Graham Hancock suggests that Easter Island may once have been a significant scientific outpost of this **antediluvian** (太古时代的) civilization and that its location had extreme importance in a planet-spanning, mathematically precise grid of sacred sites. Two other alternative scholars, Christopher Knight and Robert Lomas, have extensively studied the location and possible function of these geodetic markers. In their

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fascinating book, Uriel's Machine, they suggest that one purpose of the geodetic markers was as part of global network of sophisticated astronomical observatories dedicated to predicting and preparing for future commentary impacts and crystal displacement cataclysms. (IELTS test papers offered by ipredicting.com, copyright)

In the latter years of the 20th century and the first years of the 21st century various writers and scientists have advanced theories regarding the rapid decline of Easter Island's magnificent civilization around the time of the first European contact. Principal among these theories, and now shown to be inaccurate, is that postulated by Jared Diamond in his book Collapse : How Societies Choose to Fail or Survive. (IELTS test papers offered by ipredicting.com, copyright) Basically these theories state that a few centuries after Easter Island's initial colonization the resource needs of the growing population had begun to outpace the island's capacity to renew itself ecologically. By the 1400s the forests had been entirely cut, the rich ground cover had eroded away, the springs had dried up, and the



vast flocks of birds coming to roost on the island had disappeared. With no logs to build canoes for offshore fishing, with depleted bird and wildlife food sources, and with declining crop yields because of the erosion of good soil, the nutritional intake of the

people plummeted. First famine, then cannibalism (食人行为), set in.

Because the island could no longer feed the chiefs, bureaucrats and priests who kept the complex society running, the resulting chaos triggered a social and cultural collapse. By 1700 the population dropped to between one-quarter and one-tenth of its former number, and many of the statues were toppled during supposed "clan wars" of the 1600 and 1700s.



The faulty notions presented in these theories began with the racist assumptions of Thor Heyerdahl and have been perpetuated by writers, such as Jared Diamond, who do not have sufficient archaeological and historical understanding of the actual events which occurred on Easter Island. The real truth regarding the tremendous social devastation which occurred on Easter Island is that it was a direct consequence of the inhumane behavior of many of the first European visitors, particularly the slavers who raped and murdered the islanders, introduced small pox and other diseases, and brutally removed the natives to mainland South America.

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#### **READING PASSAGE 3**

You should spend about 20 minutes on Questions 27 - 40 which are based on Reading Passage 3 below. (IELTS test papers offered by ipredicting.com, copyright)

#### The reading passage has seven paragraphs, A-G

Choose the correct heading for paragraphs A-G from the list below.Write the correct number, i-xi, in boxes 27-31 on your answer sheet.NBThere are more headings than paragraphs, so you will not use them

### **List of Headings**

- *i* The famous moai
- *ii* The status represented symbols of combined purposes
- *iii* The ancient spots which indicates scientific application
- *iv* The story of the name
- *v* Early immigrants, rise and prosperity
- *vi* The geology of Easter Island
- *vii* The begin of Thor Heyerdahl's discovery
- *viii* The countering explaination to the misconceptions politaically manipulated
- *ix* Symbols of authority and power
- *x* The Navel of the World
- xi The norweigian Invaders'legacy



Example <i>Paragraph A</i>	Answer <i>iv</i>
27 Paragraph B Paragraph C	i
28 Paragraph D	
29 Paragraph E	
30 Paragraph G	



*Do the following statements agree with the information given in Reading Passage 3? In boxes 31 - 36on 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

- 31 The first inhabitants of Easter Island are Polynesian, from the Marquesas or Society islands.
- 32 Construction of some moai statues on the island was not finished.
- 33 The Moai can be found not only on Easter Island but also elsewhere in Polynesia. (*IELTS test papers offered by ipredicting.com, copyright*)
- 34 Most archeologists recognised the religious and astronomical functions for an ancient society
- 35 The structures on Easter Island work as an astronomical outpost for extraterrestrial visitors.
- 36 the theory that depleted natural resources leading to the fail of Easter Island actual has a distorted perspective



Complete the following summary of the paragraphs of Reading Passage, using **NO MORE THAN THREE WORDS** from the Reading Passage for each answer. Write your answers in boxes **37-40** on your answer sheet.

Many theories speculated that Easter Island's fall around the era of the initial European contact. Some say the resources are depleted by a 37.....; (weibo.com/ielts9) The erroneous theories began with a root of the 38..... advanced by some scholars. Early writers did not have adequate 39..... understandings to comprehend the true nature of events on the island. The social devastation was in fact a direct result of 40...... of the first European settlers.

#### **SECTION 1**

# Museum Blockbuster

Since the 1980s, the term "blockbuster" has become the fashionable word for special spectacular museum, art gallery or science centre exhibitions. These exhibitions have the ability to attract large crowds and often large corporate sponsors. Here is one of some existing definitions of blockbuster: Put by Elsen (1984), a blockbuster is a "... large scale loan exhibition that people who normally don't go to museums will stand in line for hours to see ..."James Rosenfield, writing in Direct Marketing in 1993, has described a successful blockbuster exhibition as a "... triumph of

both curatorial and marketing skills ..." My own definition for blockbuster is "a popular, high profile exhibition on display for a limited period, that attracts the general public, who are prepared to both stand in line and pay a fee in order to partake in the exhibition." What both Elsen and Rosenfield omit in their descriptions of blockbusters, is that people are prepared to pay a fee to see a blockbuster, and that the term blockbuster can just as easily apply to a movie or a museum exhibition.

**B** Merely naming an exhibition or movie a blockbuster however, does not make it a blockbuster. The term can only apply when the item in question has had an overwhelmingly successful response from the public. However, in literature from both the UK and USA the



other words that also start to appear in descriptions of blockbusters are "less scholarly", "non-elitist" and "popularist". Detractors argue that blockbusters are designed to appeal to the lowest common denominator, while others extol the virtues of encouraging scholars to cooperate on projects, and to provide exhibitions that cater for a broad selection of the community rather than an elite sector.

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Maintaining and increasing visitor levels is paramount in the new museology. This requires continued product development. Not only the creation or hiring of blockbuster exhibitions, but regular exhibition changes and innovations. In addition, the visiting publics have become customers rather than visitors, and the skills that are valued in museums, science centres and galleries to keep the new customers coming through the door have changed. High on the list of requirements are commercial, business, marketing and entrepreneurial skills. Curators are now administrators. Being a director of an art gallery no longer requires an Art Degree. As succinctly summarised in the Economist in 1994 "business nous and public relation skills" were essential requirements for a director, and the ability to compete with other museums to stage travelling exhibitions which draw huge crowds.

The new museology has resulted in the convergence of museums, the heritage industry, and tourism, profit-making and pleasure-giving. This has given rise to much debate about the appropriateness of adapting the activities of institutions so that they more closely reflect the priorities of the market place and whether it is appropriate to see museums primarily as tourist attractions. At many institutions you can now hold office functions in the display areas, or have dinner with the dinosaurs. Whatever commentators may think, managers of museums, art galleries and science centres worldwide are looking for artful ways to blend culture and commerce, and blockbuster exhibitions are at the top of the list. But while blockbusters are all part of the new museology, there is proof that you don't need a museum, science centre or art gallery to benefit from the drawing power of a blockbuster or to stage a blockbuster. *(IELTS test papers offered by ipredicting.com, copyright)* 

But do blockbusters held in public institutions really create a surplus to fund other activities? If the bottom line is profit, then according to the accounting records of many major museums and galleries, blockbusters do make money. For some museums overseas, it may be the money that they need to update parts of their collections or to repair buildings that are in need of attention. For others in Australia, it may be the opportunity to illustrate that they are attempting to pay their way, by recovering part of their operating costs, or funding other operating activities with off-budget revenue. This makes the economic rationalists cheerful. However, not all exhibitions that are hailed to be blockbusters will be blockbusters, and some will not make money. It is also unlikely that the accounting systems of most institutions will recognise the real cost of either creating or hiring a blockbuster.

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- Blockbusters require large capital expenditure, and draw on resources across all branches of an organisation; (IELTS test papers offered by ipredicting.com, copyright) however, the costs don't end there. There is a Human Resource Management cost in addition to a measurable 'real' dollar cost. Receiving a touring exhibition involves large expenditure as well, and draws resources from across functional management structures in project management style. Everyone from a general labourer to a building servicing unit, the front of house, technical, promotion, education and administration staff, are required to perform additional tasks. Furthermore, as an increasing number of institutions in Australia try their hand at increasing visitor numbers, memberships (and therefore revenue), by staging blockbuster exhibitions, it may be less likely that blockbusters will continue to provide a surplus to subsidise other activities due to the competitive nature of the market. There are only so many consumer dollars to go around, and visitors will need to choose between blockbuster products.
- Unfortunately, when the bottom-line is the most important objective to the mounting of blockbuster exhibitions, this same objective can be hard to maintain. Creating, mounting or hiring blockbusters is exhausting for staff, with the real costs throughout an institution difficult to calculate. Although the direct aims may be financial, creating or hiring a blockbuster has many positive spin-offs; by raising their profile through a popular blockbuster exhibition, a museum will be seen in a more favorable light at budget time. Blockbusters mean crowds, and crowds are good for the local economy, providing increased employment for shops, hotels, restaurants, the transport industry and retailers. Blockbusters expose staff to the vagaries and pressures of the market place, and may lead to creative excellence. Either the success or failure of a blockbuster may highlight the need for managers and policy makers to rethink their strategies. However, the new museology and the apparent trend towards blockbusters make it likely that museums, art galleries and particularly science centres will be seen as part of the entertainment and tourism industry, rather than as cultural icons deserving of government and philanthropic support.
- H Perhaps the best pathway to take is one that balances both blockbusters and regular exhibitions. However, this easy middle ground may only work if you have enough space, and have alternate sources of funding to continue to support the regular less exciting fare. Perhaps the advice should be to make sure that your regular activities and exhibitions are more enticing, and find out what your local community wants from you. The question (trend) now at most museums and science centres, is "What blockbusters can we tour to overseas venues and will it be cost effective?"

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The reading Passage has seven paragraphs *A*-*H*. Which paragraphs contains the following information?

Write the correct letter *A*–*H*, in boxes 1-4 on your answer sheet.

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

- 1 A reason for changing the exhibition programs.
- 2 The time people have to wait in a queue in order to enjoy exhibitions.
- 3 Terms people used when referring to blockbuster
- 4 There was some controversy over confining target groups of blockbuster.



#### Summary

Complete the following summary of the paragraphs of Reading Passage, using *no more than three words* from the Reading Passage for each answer. Write your answers in boxes **5-8** on your answer sheet.

Instead of being visitors, people turned out to be\_\_\_5\_\_\_, who require the creation or hiring of blockbuster exhibitions as well as regular exhibition changes and innovations. Business nous and \_\_\_6\_\_\_ simply summarized in a magazine are not only important factors for directors, but also an ability to attract a crowd of audiences. *(offered by ipredicting.com, copyright)*\_\_\_7\_\_\_ has contributed to the linking of museums, the heritage industry, tourism, profit-making and pleasure-giving. There occurs some controversy over whether it is proper to consider museums mainly as \_\_\_8\_\_\_.



Choose *TWO* letters *A-E*. (*IELTS test papers offered by ipredicting.com, copyright*) *Write your answer in boxes 9-10 on your answer sheet.* 

**The list below gives some advantages of blockbuster.** Which TWO advantages are mentioned by the writer of the text?

A To offer sufficient money to repair architectures.

B To maintain and increase visitor levels.

C Presenting the mixture in the culture and commerce of art galleries and science centres worldwide.

D Being beneficial for the development of local business.

E Being beneficial for the directors.

(IELTS test papers offered by ipredicting.com, copyright)



Choose THREE letters A-F.

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

The list below gives some disadvantages of blockbuster. (*IELTS test papers offered by ipredicting.com, copyright*) Which THREE disadvantages are mentioned by the writer of the text?

A People felt hesitated to choose exhibitions.

B Workers has become tired of workloads.

C The content has become more entertaining rather than cultural.

D General labourers are required to perform additional tasks

E Huge amounts of capital invested in specialists.

F Exposing staff to the fantasies and pressures of the market place.

#### $\mathbf{2}$ 3 4 5 6 7 8 9 10 11 1213 14 151617 18 19 20212223 24252627282930 31 32 33 34 3536 37 38 39 40 41 42 43 44 45 46 47 48 4950

#### 雅思阅读真题 Version 27112

#### **SECTION 3**

You should spend about 20 minutes on Questions 28-40, which are based on Reading Passage 3on the following pages.

# **Facial expression 1** 面部表情1

A facial expression is one or more motions or positions of the muscles in the skin. These movements convey the emotional state of the individual to observers. Facial expressions are



a form of nonverbal communication. They are a primary means of conveying social information among aliens, but also occur in most other mammals and some other animal species. Facial expressions and their significance in the perceiver can, to some extent,

vary between cultures with evidence from descriptions in the works of Charles Darwin.

Humans can adopt a facial expression to read as a voluntary action. However, because expressions are closely tied to emotion, they are more often involuntary. It can be nearly avoid expressions impossible to for certain emotions, even when it would be strongly desirable to do so; a person who



is trying to avoid insulting an individual he or she finds highly unattractive might , nevertheless, show a brief expression of disgust before being able to reassume a neutral expression. Microexpressions are one example of this phenomenon. The close link between emotion and expression can also work in the other direction; it has been observed that voluntarily assuming an expression can actually cause the

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associated emotion.

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Some expressions can be accurately interpreted even between members of different species- anger and extreme contentment being the primary examples. Others, however, are difficult to interpret even in familiar individuals. For instance, disgust and fear can be tough to tell apart. Because faces have only a limited range of movement, expressions rely upon fairly minuscule differences in the proportion and relative position of facial features, and reading them requires considerable sensitivity to same. Some faces are often falsely read as expressing some emotion, even when they

are neutral, because their proportions naturally resemble those another face would temporarily assume when emoting.



Also, a person's eyes reveal much about how they are feeling, or what they are thinking. Blink rate can reveal how nervous or at ease a person may be. Research by Boston College professor Joe Tecce suggests that stress levels are revealed by blink rates. He supports his data with statistics on the relation between the blink rates of presidential candidates and their success in their races. Tecce claims that the faster blinker in the presidential debates has lost every election since 1980. Though Tecce's data is interesting, it is important to recognize that non-verbal communication is multi-channeled, and focusing on only one aspect is reckless. Nervousness can also be measured by examining each candidates' perspiration, eye contact and stiffness.

As Charles Darwin noted in his book The Expression of the Emotions in Man and Animals: the young and the old of widely different races, both with man and animals, express the same state of mind by the same movements. Still, up to the mid-20th century most anthropologists believed that facial expressions were entirely learned and could therefore differ among cultures. Studies conducted in the 1960s by Paul Ekman eventually supported Darwin's belief to a large degree.

Ekman's work on facial expressions had its starting point in

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the work of psychologist Silvan Tomkins. Ekman showed that contrary to the belief of some anthropologists including Margaret Mead, facial expressions of emotion are not culturally determined, but universal across human cultures. The South Fore people of New Guinea were chosen as subjects for one such survey. The study consisted of 189 adults and 130 children from among a very isolated population, as well as twenty three members of the culture who lived a less isolated lifestyle as a control group. Participants were told a story that described one particular emotion; they were then shown three pictures (two for children) of facial expressions and asked to match the picture which expressed the story's emotion.

While the isolated South Fore people could identify emotions

with the same accuracy as the non-isolated control group, problems associated with the study include the fact that both fear and surprise were constantly



misidentified. The study concluded that certain facial expressions correspond to particular emotions and can not be covered, regardless of cultural background, and regardless of whether or not the culture has been isolated or exposed to the mainstream.

Expressions Ekman found to be universal included those indicating anger, disgust, fear, joy, sadness, and surprise (note that none of these emotions has a definitive social component, such as shame, pride, or schadenfreude). Findings on contempt (which is social) are less clear, though there is at least some preliminary evidence that this emotion and its expression are universally recognized. This may suggest that the facial expressions are largely related to the mind and each parts on the face can express specific emotion.

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### **Summary**

Complete the Summary paragraph described below. In boxes *28-32* on your answer sheet, write the correct answer with *NO MORE THAN TWO WORDS* 

The result of Ekman's study demonstrates that fear and surprise are persistently .....28..... and made a conclusion that some facial expressions have something to do with certain .....29..... which is impossible covered, despite of ......30...... and whether the culture has been.....31..... or .....32....to the mainstream.

Questions 33-38

*The reading Passage has seven paragraphs A-H.* **Which paragraph contains the following information?** Write the correct letter *A-H*, in boxes *33-38* on your answer sheet.

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

33 the difficulty identifying the actual meaning of facial expressions

34 the importance of culture on facial expressions is initially described

35 collected data for the research on the relation between blink and the success in elections

36 the features on sociality of several facial expressions

37 an indicator to reflect one's extent of nervousness

38 the relation between emotion and facial expressions



Choose two letters from the **A-E** Write your answers in boxes 39-40 on your answer sheet.

Which *Two* of the following statements are true according to Ekman's theory?

- **A** No evidence shows animals have their own facial expressions.
- **B** The potential relationship between facial expressions and state of mind exists
- **C** Facial expressions are concerning different cultures.
- **D** Different areas on face convey certain state of mind.
- E Mind controls men's facial expressions more obvious than women's

### 雅思阅读真题 Version 27114

### **SECTION 2**

## Ancient **SOCIEFIES** Classification

Although humans have established many types of societies throughout history sociologists and anthropologists tend to

classify different societies according to the degree to which different groups within a society have unequal access to advantages such as resources, prestige or power, and usually



refer to four basic types of societies. From least to most socially complex they are clans, tribes, chiefdoms and states.

### Clan

These are small-scale societies of hunters and gatherers, generally of fewer than 100 people, who move seasonally to exploit wild (undomesticated) food resources. Most surviving hunter- gatherer groups are of this kind, such as the Hadza of Tanzania or the San of southern Africa. Clan members are generally kinsfolk, related by descent



or marriage. Clans lack formal leaders, so there are no marked economic differences or disparities in status among their members.

Because clans are composed of mobile groups of hunter-gatherers, their sites consist mainly of seasonally occupied camps, and other smaller and more specialised sites. Among the latter are kill or butchery sites—locations where large mammals are killed and sometimes butchered-and work sites, where tools are made or other specific activities carried out. The base camp of such a group may give evidence of rather insubstantial dwellings or temporary shelters, along with the debris of residential occupation.

### Tribe

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These are generally larger than mobile hunter-gatherer groups, but rarely number more than a few thousand, and their diet or subsistence is based largely on cultivated plants and domesticated animals.

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Typically, they are settled farmers, but they may be nomadic with a very different, mobile economy based on the intensive exploitation of livestock. These are generally multi-community societies, with the individual communities integrated into the large society through kinship ties. Although some tribes have officials and even a "capital" or seat of government, such officials lack the economic base necessary for effective use of power.

(IELTS test papers offered by ks.ipredicting.com, copyright) The typical settlement pattern for tribes is one of settled agricultural homesteads or villages. Characteristically, no one settlement dominates any of the others in the region. Instead, the archaeologist finds evidence for isolated, permanently occupied houses or for permanent villages. Such villages may be made up of a collection of free-standing houses, like those of the first farms of the Danube valley in Europe. Or they may be clusters of buildings grouped together, for example, the pueblos of the American Southwest, and the early farming village or small town of Catalhoyuk in modern Turkey.

### Chiefdom

These operate on the principle of ranking-differences in social status between people. Different lineages (a lineage is a group claiming descent from a common ancestor) are graded on a scale of prestige, and the senior lineage, and hence the society as a whole, is governed by a chief. Prestige and rank are determined by how closely related one is to the chief, and there is no true stratification into classes. The role of the chief is crucial.

Often, there is local specialisation in craft products, and surpluses of these and of foodstuffs are periodically paid as obligation to the chief. He uses these to maintain his retainers, and may use them for redistribution to his subjects. The chiefdom generally has a center of power, often with temples, residences of the chief and his retainers, and craft specialists. Chiefdoms vary greatly in size, but the range is generally between about 5000 and 20,000 persons.



### **Early State**

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These preserve many of the features of chiefdoms, but the ruler (perhaps a king or sometimes a queen) has explicit authority to establish laws and also to

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enforce them by the use of a standing army. Society no longer depends totally upon kin relationships: it is now stratified into different classes. Agricultural workers and the poorer urban dwellers form the lowest classes, with the craft specialists above, and the priests and kinsfolk of the



ruler higher still. The functions of the ruler are often separated from those of the priest: palace is distinguished from temple. The society is viewed as a territory owned by the ruling lineage and populated by tenants who have an obligation to pay taxes. The central capital houses a bureaucratic administration of officials; one of their principal purposes is to collect revenue (often in the form of taxes and tolls) and distribute it to government, army and craft specialists. Many early states developed complex redistribution systems to support these essential services.

This rather simple social typology, set out by Elman Service and elaborated by William Sanders and Joseph Marino, can be criticised, and it should not be used unthinkingly. Nevertheless, if we are seeking to talk about early societies, we must use words and hence concepts to do so. Service's categories provide a good framework to help organise our thoughts. 

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Questions 1-7

. . . . . . .

Do the following statements agree with the information given in Reading Passage 1? In boxes 1-7 on your answer sheet, write

TRUEif the statement agrees with the informationFALSEif the statement contradicts the informationNOT GIVENif there is no information on this

- 1 There's little economic difference between members of a clan.
- 2 The farmers of a tribe grow a wide range of plants.
- 3 One settlement is more important than any other settlements in a tribe.
- 4 A member's status in a chiefdom is determined by how much land he owns.

5 There are people who craft goods in chiefdoms. *(IELTS test papers offered by ks.ipredicting.com, copyright)* 

- 6 The king keeps the order of a state by keeping a millitray
- 7 Bureaucratic officers receive higher salaries than other members.



Answer the questions below. **Choose NO MORE THAN TWO WORDS from the passage for each answer.** Write your answers in boxes 8-13 on your answer sheet.

8 What are made at the clan work sites?
9 What is the other way of life for tribes besides settled farming? *(IELTS test papers offered by ks.ipredicting.com, copyright)*10 How are Catalhoyuk's housing units arranged?
11 What does a chief give to his subjects as rewards besides crafted goods?
12 What is the largest possible population of a chiefdom?
13 Which group of people is at the bottom of an early state but higher than the farmers?

### 雅思阅读真题 Version 27115

### **SECTION 2**

## Aqua product:

### New Zealand's Algae Biodiesel

The world's first wild algae biodiesel (生物柴油), produced in New Zealand by Aquaflow Bionomic Corporation, was successfully test driven in Wellington by the Minister for Energy and Climate Change Issues, David Parker. In front of a crowd of invited guests, media and members of the public, the Minister filled up a diesel-powered Land Rover with



Aquaflow B5 blend bio-diesel and then drove the car around the forecourt of Parliament Buildings in Central Wellington. Green Party co-leader, Jeanette Fitzsimons was also on board. Marlborough-based Aquaflow announced in May 2006 that it had produced the world's first bio-diesel derived from wild microalgae sourced from local sewage ponds.

B "We believe we are the first company in the world to test drive a car powered by wild algae-based biodiesel. This will come as a surprise to some international bio-diesel industry people who believe that this break-through is still years away, " explains Aquaflow spokesperson Barrie Leay. "A bunch of inventive

Kiwis, and an Aussie, have developed this fuel in just over a year", he comments. "This is a huge opportunity for New Zealand and a great credit to the team of people who saw the potential in this technology from day one." *(IELTS test papers offered by ipredicting.com, copyright)* 

Bio-diesel based on algae could eventually become a sustainable, low co



eventually become a sustainable, low cost, cleaner burning fuel alternative for New Zealand, powering family cars, trucks, buses and boats. It can also be used

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for other purposes such as heating or distributed electricity generation. There is now a global demand for billions of litres of biodiesel per year. Algae are also readily available and produced in huge volumes in nutrient rich waste streams such as at the settling ponds of Effluent Management Systems (EMS). It is a renewable indigenous resource ideally suited to the production of fuel and other useful by-products. The breakthrough comes after technology start-up, Aquaflow, agreed to undertake a pilot with Marlborough District Council late last year to extract algae from the settling ponds of its EMS based in Blenheim. By removing the main contaminant to use as a fuel feedstock, Aquaflow is also helping clean up the council's water discharge - a process known as bio-remediation. Dairy farmers, and many food processors too, can benefit in similar ways by applying the harvesting technology to their nutrient- rich waste streams.

Blended with conventional mineral diesel, bio-diesel can run vehicles without the

need for vehicle modifications. Fuel derived from algae can also help meet the Government B5 (5% blended) target, with the prospect of this increasing over time as bio-fuel production increases. "Our next step is to increase capacity to produce one million litres of bio-diesel from the Marlborough sewerage ponds over the next year, " says Leay. Aquaflow will launch a prospectus pre-Christmas as the company has already attracted considerable interest from potential investors. The test drive bio-diesel was used successfully in a static



engine test at Massey University's Wellington campus on Monday, December 11. *(IELTS test papers offered by ipredicting.com, copyright)* 

Today Algae are used by humans in many ways; for example, as fertilizers, soil conditioners and livestock feed. Aquatic and microscopic species are cultured in



clear tanks or ponds and are either harvested or used to treat effluents pumped through the ponds. Algaculture on a large scale is an important type of aquaculture in some places. Naturally growing seaweeds are an important source of food, especially in Asia. (IELTS test papers offered by *ipredicting.com*, *copyright*) Thev provide many vitamins including: A, B,

B2, B6, **niacin** (烟酸) and C, and are rich in iodine, potassium, iron, magnesium and **calcium**(钙). In addition commercially cultivated microalgae, including both Algae and Cyan-bacteria, are marketed as nutritional supplements, such as **Spirulina** (螺旋藻), **Chlorella** (绿藻) and the Vitamin-C supplement,

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Dunaliella, high in beta-carotene. Algae are national foods of many nations: China consumes more than 70 species, including *fat choy*, a cyano-bacterium ( $\ddagger$ ) considered a vegetable; Japan, over 20 species. The natural pigments produced by algae can be used as an alternative to chemical dyes and coloring agents.

Algae are the simplest plant organisms that convert sunlight and carbon dioxide in the air around us into stored energy through the well understood process of photosynthesis. Algae are rich in lipids and other combustible elements and Aquaflow is developing technology that will allow these elements to be extracted



in a cost effective way. The proposed process is the subject of a provisional patent. Although algae are good at taking most of the nutrients out of sewage, too much algae can taint the water and make it smell. So, councils have to find a way of cleaning up the excess algae in

their sewerage outflows and then either dispose of it or find alternative uses for it. And that's where Aquaflow comes in.

G Unlike some bio-fuels which require crops to be specially grown and thereby compete for land use with food production, and use other scarce resources of fuel, chemicals and fertiliser, the source for algae-based biodiesel already exists extensively and the process produces a sustainable net energy gain by capturing free solar energy from the sun.

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You should spend about 20 minutes on Questions 15- 27 which are based on Reading Passage 2 below.



Reading Passage 2 contains 7 paragraphs A -G. Which paragraphs stale the following information? Write the appropriate letters A - G in boxes 15-19 on your answer sheet.

#### You may use any letter more than once

- 15 It is unnecessary to modify vehicles driven by bio-diesel.
- 16 Some algae are considered edible plants.
- 17 Algae could be part of a sustainable and recycled source.
- 18 Algae bio-diesel is superior to other bio-fuels in lot a ways.
- 19 overgrown algea also can be a potential threat to environment



Complete the following summary of the paragraphs of Reading Passage, using *no more than two* words from the Reading Passage for each answer. Write your answers in boxes **20-24** on your answer sheet.

Bio-diesel based on algae could become a substitute for 20.....in New Zealand. It could be used to 21..... vehicles such as cars and boats. As a result, billions of litres of bio-diesel are required world wide each year. Algae can be obtained from 22..... with nutrient materials. With the technology breakthrough, algae are extracted and the 23..... is

removed from the settling ponds. Dairy farmers, and many food processors

can adopt such 24..... technology.



Choose words from the passage to answer the questions **25 - 27**. Write **NO MORE THAN THREE WORDS** for each answer.

25 What environmental standard would bio-diesel vehicles are to meet?

26 What is to do as the immediate plan for coming years for Aquaflow?

27 Through what kind of process do algae obtain and store energy?

### 雅思阅读真题 Version 27125

**SECTION 3** 

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# Book review on Musicophilia



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Norman M. Weinberger reviews the latest work of Oliver Sacks on music.

Music and the brain are both endlessly fascinating subjects, and as a neuroscientist specialising in auditory learning and memory, I find them especially intriguing. So I had high expectations of Musicophilia, the latest offering from neurologist and prolific author Oliver Sacks.And I confess to feeling a little guilty reporting that my reactions to the book are mixed.

**B** Sacks himself is the best part of Musicophilia. He richly documents his own life in the book and reveals highly personal experiences. The photograph of him on the cover of the book-which shows him wearing headphones, eyes closed, clearly enchanted as he listens to Alfred Brendel perform Beethoven's Pathetique Sonata-makes a positive impression that is borne out by the contents of the book. Sacks's voice throughout is steady and erudite but never pontifical. He is neither self-conscious nor self-promoting.



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C The preface gives a good idea of what the book will deliver. In it Sacks explains that he wants to convey the insights gleaned from the "enormous and rapidly growing body of work on the neural underpinnings of musical perception and imagery, and the complex and often bizarre disorders to which these are prone." He also stresses the importance of "the simple art of observation" and "the richness of the human context." He wants to combine "observation and description with the latest in technology," he says, and to imaginatively enter into the experience of his patients and subjects. The reader can see that Sacks, who has been practicing neurology for 40 years, is torn between the "old-fashioned" path o observation and the new fangled, high-tech approach: He knows that he needs to take heed of the latter, but his heart lies with the former.

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The book consists mainly of detailed descriptions of cases, most of them involving patients whom Sacks has seen in his practice. Brief discussions of contemporary neuroscientific reports are sprinkled liberally throughout the text. Part, "Haunted by Music," begins with the strange case of Tony Cicoria, a nonmusical, middle-aged surgeon who was consumed by a love of music after being hit by lightning. He suddenly began to crave listening to piano music, which he had never cared for in the past. He started to play the piano and then to compose music, which arose spontaneously in his mind in a "torrent" of notes. How could



this happen? Was the cause psychological? (He had had a near-death experience when the lightning struck him.) Or was it the direct result of a change in the auditory regions of his cerebral cortex? Electroencephalography (EEG) showed his brain waves to be normal in the mid-1990s, just after his ,trauma and subsequent "conversion" to music. There are now more sensitive tests, but Cicoria, has

declined to undergo them; he does not want to delve into the causes of his musicality. What a shame!

Part II, "A Range of Musicality," covers a wider variety of topics, but unfortunately, some of the chapters offer little or nothing that is new. For example, chapter 13, which is five pages long, merely notes that the blind often have better

hearing than the sighted. The most interesting chapters are those that present the strangest cases. Chapter 8 is about "amusia," an inability to hear sounds as music, and "dysharmonia," a highly specific impairment of the



ability to hear harmony, with the ability to understand melody left intact. Such specific "dissociations" are found throughout the cases Sacks recounts.

### (IELTS test papers offered by ks.ipredicting.com, copyright)

To Sacks's credit, part III, "Memory, Movement and Music," brings us into the underappreciated realm of music therapy. Chapter 16 explains how "melodic intonation therapy" is being used to help expressive aphasic patients (those unable to express their thoughts verbally following a stroke or other cerebral incident) once again become capable of fluent speech. In chapter 20, Sacks demonstrates the near-miraculous power of music to animate Parkinson's patients and other people with severe movement disorders, even those who are frozen into odd postures. Scientists cannot yet explain how music achieves this effect

To readers who are unfamiliar with neuroscience and music behavior, Musicophilia may be something of a revelation. But the book will not satisfy those seeking the causes and implications of the phenomena Sacks describes. For one thing, Sacks appears to be more at ease discussing patients than discussing experiments. And he tends to be rather uncritical in accepting scientific findings

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and theories.

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- **H** It's true that the causes of music-brain oddities remain poorly understood. However, Sacks could have done more to draw out some of the implications of the careful observations that he and other neurologists have made and of the treatments that have been successful. For example, he might have noted that the many specific dissociations among components of music comprehension, such as loss of the ability to perceive harmony but not melody, indicate that there is no music center in the brain. Because many people who read the book are likely to believe in the brain localisation of all mental functions, this was a missed educational opportunity.
  - Another conclusion one could draw is that there seem to be no "cures" for neurological problems involving music. A drug can alleviate a symptom in one patient and aggravate it in another, or can have both positive and negative effects in the same patient. Treatments mentioned seem to be almost exclusively antiepileptic medications, which "damp down" the excitability of the brain in general; their effectiveness varies widely.



J Finally, in many of the cases described here the patient with music-brain symptoms is reported to have "normal" EEG results. Although Sacks recognises the existence of new technologies, among them far more sensitive ways to analyze brain waves than the standard neurological EEG test, he does not call for their use. In fact, although he exhibits the greatest compassion for patients, he conveys no sense of urgency about the pursuit of new avenues in the diagnosis and treatment of music-brain disorders. This absence echoes the book's preface, in which Sacks expresses fear that "the simple art of observation may be lost" if we rely too much on new technologies. He does call for both approaches, though, and we can only hope that the neurological community will respond.





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

Write the correct letter in boxes 27-30 on your answer sheet

- 27 Why does the writer have a mixed feeling about the book?
- A The guilty feeling made him so.
- B The writer expected it to be better than it was.
- C Sacks failed to include his personal stories in the book.
- D This is the only book written by Sacks.
- 28 What is the best part of the book?
- A the photo of Sacks listening to music
- B the tone of voice of the book
- C the autobiographical description in the book
- D the description of Sacks's wealth
- 29 In the preface, what did Sacks try to achieve?
- A make a herald introduction of the research work and technique applied
- B give detailed description of various musical disorders
- C explain how people understand music
- D explain why he needs to do away with simple observation
- 30 What is disappointing about Tony Cicoria's case?
- A He refuses to have further tests.
- B He can't determine the cause of his sudden musicality.
- C He nearly died because of the lightening.
- D His brain waves were too normal to show anything.



Do the following statements agree with the views of the writer in Reading Passage 3? In boxes 31-36 on your answer sheet, write

YES	if the statement agrees with the views of the writer
NO	if the statement contradicts with the views of the writer
NOT GIVEN	if it is impossible to say what the writer thinks about this
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- 31 It is difficult to give a well-reputable writer a less than totally favorable review.
- 32 Beethoven's Pathetique Sonata is a good treatment for musical disorders.
- 33 Sacks believes technological methods is of little importance compared with traditional observation when studying his patients.
- 34 It is difficult to understand why music therapy is undervalued
- 35 Sacks held little skepticism when borrowing other theories and findings in describing reasons and notion for phenomena he depicts in the book.
- 36 Sacks is in a rush to use new testing methods to do treatment for patients.



(IELTS test papers offered by ks.ipredicting.com, copyright) Complete each sentence with the correct ending, A-F, below. Write correct letter, A-F, in boxes 37-40 on your answer sheet.

- 37 The content covered dissociations in understanding between harmony and melody
- 38 The study of treating musical disorders
- 39 The EEG scans of Sacks 's patients
- 40 Sacks believes testing based on new technologies
  - A show no music-brain disorders.
  - **B** indicates that medication can have varied results.
  - C is key for the neurological community to unravel the mysteries.
  - **D** should not be used in isolation.
  - **E** indicate that not everyone can receive good education.
  - **F** show a misconception that there is function centre localized in the brain

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SECTION 3 (考卷 原文有删减)

### **Beyond the Blue Line**

A Much of the thrill of venturing to the far side of the world rests on the romance of difference. So one feels certain sympathy for Captain James Cook on the day in 1778 that he "discovered" Hawaii. Then on his third expedition to the Pacific, the British navigator had explored scores of islands across the breadth of the sea, from lush (adj. 丰富的) New Zealand to the lonely wastes of Easter Island. This latest voyage had taken him thousands of miles north from the Society Islands to an archipelago (n. 群岛) so remote that even the old Polynesians back on Tahiti knew nothing about it. Imagine Cook's surprise, then, when the natives of Hawaii came paddling out in their cances and greeted him in a familiar tongue, one he had heard on virtually every mote of inhabited land he had visited. Marveling at the ubiquity(n. 普遍存在) of this Pacific language and culture, he later wondered in his journal: "How shall we account for this Nation spreading itself so far over this vast ocean?"

**B** That question, and others that flow from it, has tantalized inquiring minds for centuries: Who were these amazing seafarers? Where did they come from, starting more than 3,000 years ago? And how could a Neolithic people with simple canoes and no navigation gear manage to find, let alone colonize, hundreds of far-flung island specks scattered across an ocean that spans nearly a third of the globe? Answers have been slow in coming. But now a startling archaeological find on the island of Éfaté, in the Pacific nation of Vanuatu, has revealed an ancient seafaring people, the distant ancestors of today's Polynesians, taking their first steps into the unknown. The discoveries there have also opened a window into the shadowy world of those early voyagers.

C "What we have is a first- or second-generation site containing the graves of some of the Pacific's first explorers," says Spriggs, professor of archaeology at the Australian National University and co-leader of an international team excavating the site. It came to light only by luck. A backhoe operator, digging up topsoil on the grounds of a derelict coconut plantation, scraped open a grave—the first of dozens in a burial ground some 3,000 years old. It is the oldest cemetery ever found in the Pacific islands, and it harbors the bones of an ancient people archaeologists call the Lapita, a label that derives from a beach in New Caledonia where a landmark cache of their pottery was found in the 1950s.

D They were daring blue-water adventurers who roved (v. 漫游于) the sea not just as explorers but also as pioneers, bringing along everything they would need to build new lives—their families and livestock (n. 牲畜), taro seedlings and stone tools. Within the span of a few centuries the Lapita stretched the boundaries of their world from the

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jungle-clad volcanoes of Papua New Guinea to the loneliest coral outliers of Tonga, at least 2,000 miles eastward in the Pacific. Along the way they explored millions of square miles of unknown sea, discovering and colonizing scores of tropical islands never before seen by human eyes: Vanuatu, New Caledonia, Fiji, Samoa.

It was their descendants, centuries later, who became the great Polynesian navigators we all tend to think of: the Tahitians and Hawaiians, the New Zealand Maori, and the curious people who erected those statues on Easter Island. But it was the Lapita who laid the foundation—who bequeathed (v.把...传下去) to the islands the language, customs, and cultures that their more famous descendants carried around the Pacific.

E While the Lapita left a glorious legacy, they also left precious few clues about themselves. A particularly intriguing clue comes from chemical tests on the teeth of several skeletons. Then as now, the food and water you consume as a child deposits oxygen, carbon, strontium, and other elements in your still-forming adult teeth. The isotope signatures of these elements vary subtly from place to place, so that if you grow up in, say, Buffalo, New York, then spend your adult life in California, tests on the isotopes in your teeth will always reveal your eastern roots.

Isotope analysis indicates that several of the Lapita buried on Éfaté didn't spend their childhoods here but came from somewhere else. And while isotopes can't pinpoint their precise island of origin, this much is clear: At some point in their lives, these people left the villages of their birth and made a voyage by seagoing canoe, never to return. DNA teased from these ancient bones may also help answer one of the most puzzling questions in Pacific anthropology: Did all Pacific islanders spring from one source or many? Was there only one outward migration from a single point in Asia, or several from different points? "This represents the best opportunity we've had yet," says Spriggs, "to find out who the Lapita actually were, where they came from, and who their closest descendants are today."

**F** There is one stubborn question for which archaeology has yet to provide any answers: How did the Lapita accomplish the ancient equivalent of a moon landing, many times over? No one has found one of their canoes or any rigging, which could reveal how the canoes were sailed. Nor do the oral histories and traditions of later Polynesians offer any insights.

"All we can say for certain is that the Lapita had canoes that were capable of ocean voyages, and they had the ability to sail them," says Geoff Irwin, a professor of archaeology at the University of Auckland and an avid yachtsman. Those sailing skills, he says, were developed and passed down over thousands of years by earlier mariners who worked their way through the archipelagoes of the western Pacific making short crossings to islands within sight of each other. The real adventure didn't begin, however, until their Lapita descendants neared the end of the Solomons chain, for this was the edge of the world. The nearest landfall, the Santa Cruz Islands, is almost 230 miles away, and

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for at least 150 of those miles the Lapita sailors would have been out of sight of land, with empty horizons on every side.

**G** The Lapita's thrust into the Pacific was eastward, against the prevailing trade winds, Irwin notes. Those nagging headwinds, he argues, may have been the key to their success. "They could sail out for days into the unknown and reconnoiter, secure in the knowledge that if they didn't find anything, they could turn about and catch a swift ride home on the trade winds. It's what made the whole thing work." Once out there, skilled seafarers would detect abundant leads to follow to land: seabirds and turtles, coconuts and twigs carried out to sea by the tides, and the afternoon pileup of clouds on the horizon that often betokens an island in the distance.

All this presupposes one essential detail, says Atholl Anderson, professor of prehistory at the Australian National University and, like Irwin, a keen yachtsman: that the Lapita had mastered the advanced art of tacking into the wind. "And there's no proof that they could do any such thing," Anderson says. "There has been this assumption that they must have done so, and people have built canoes to re-create those early voyages based on that assumption. But nobody has any idea what their canoes looked like or how they were rigged."

H However they did it, the Lapita spread themselves a third of the way across the Pacific, then called it quits for reasons known only to them. Ahead lay the vast emptiness of the central Pacific, and perhaps they were too thinly stretched to venture farther. They probably never numbered more than a few thousand in total, and in their rapid migration eastward they encountered hundreds of islands—more than 300 in Fiji alone. Supplied with such an embarrassment of riches, they could settle down and enjoy what for a time were Earth's last Edens.

I Rather than give all the credit to human skill and daring, Anderson invokes the winds of chance. El Niño, the same climate disruption that affects the Pacific today, may have helped scatter the first settlers to the ends of the ocean, Anderson suggests. Climate data obtained from slow-growing corals around the Pacific and from lake-bed sediments in the Andes of South America point to a series of unusually frequent El Niños around the time of the Lapita expansion, and again between 1,600 and 1,200 years ago, when the second wave of pioneer navigators made their voyages farther east, to the remotest corners of the Pacific. By reversing the regular east-to-west flow of the trade winds for weeks at a time, these "super El Niños" might have sped the Pacific's ancient mariners on long, unplanned voyages far over the horizon. The volley of El Niños that coincided with the second wave of voyages could have been key to launching Polynesians across the wide expanse of open water between Tonga, where the Lapita stopped, and the distant archipelagoes of eastern Polynesia. "Once they crossed that gap, they could island hop throughout the region, and from the Marquesas it's mostly downwind to Hawaii," Anderson says. It took another 400 years for mariners to reach Easter Island, which lies in the opposite direction-normally upwind. "Once again this was during a period of frequent El Niño activity."

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*Complete the summary with the list of words A-L below.* (IELTS test papers offered by ipredicting.com, copyright)

Write the correct letter A-L in boxes 27-31 on your answer sheet.

The question, arisen from Captain Cook's expedition to Hawaii, and others

derived from it, has fascinated researchers for a long time. However, a surprising archaeological find on Éfaté began to provide valuable information about the 27..... On the excavating site, a 28.....containing 29.....of Lapita was uncovered. Later on, various researches and



tests have been done to study the ancient people – Lapita and their 30...... How could they manage to spread themselves so far over the vast ocean? All that is certain is that they were good at canoeing. And perhaps they could take well advantage of the trade wind. But there is no 31...... of it.

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Choose the correct letter, **A**, **B**, **C** or **D**. Write your answers in boxes 32-35 on your answer sheet. (IELTS test papers offered by ipredicting.com, copyright)

- 32 The chemical tests indicate that
  - A the elements in one's teeth varied from childhood to adulthood.
  - B the isotope signatures of the elements remain the same in different places.
  - C the result of the study is not fascinating.
  - D these chemicals can't conceal one's origin.

#### 33 The isotope analysis from the Lapita

- A exactly locates their birth island.
- B reveals that the Lapita found the new place via straits.
- C helps researchers to find out answers about the islanders.
- D leaves more new questions for anthropologists to answer.
- 34 According paragraph F, the offspring of Lapita
  - A were capable of voyages to land that is not accessible to view.
  - B were able to have the farthest voyage of 230 miles.
  - C worked their way through the archipelagoes of the western Pacific.
  - D fully explored the horizons.

35 Once out exploring the sea, the sailors (IELTS test papers offered by ipredicting.com, copyright)

- A always found the trade winds unsuitable for sailing.
- B could return home with various clues.
- C sometimes would overshoot their home port and sail off into eternity.
- D would sail in one direction.

## Questions 36-40

Do the following statements agree with the information given in Reading Passage 3? *In boxes 36-40 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

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- 36 The Lapita could canoe in the prevailing wind.
- 37 It was difficult for the sailors to find ways back, once they were out.
- 38 The reason why the Lapita stopped canoeing farther is still unknown.
- 39 The majority of the Lapita dwelled on Fiji.
- 40 The navigators could take advantage of El Nino during their forth voyages.

### 雅思阅读真题 Version 27304

### **SECTION 3**

# Psychology

### **Of New Product Adoption**

In today's hypercompetitive marketplace, companies that successfully introduce new

products are more likely to flourish than those that don't. Businesses spend billions of dollars making better "mousetraps" only to find consumers roundly rejecting them. Studies show that new products fail at the stunning rate of between 40% and 90%, depending on the category, and the odds haven't changed much in the past 25 years.



In the U.S. packaged goods industry, for instance, companies introduce 30,000 products every year, but 70% to 90% of them don't stay on store shelves for more than 12 months. Most innovative products—those that create new product categories or revolutionize old ones—are also unsuccessful. According to one study, 47% of first movers have foiled, meaning that approximately half the companies that pioneered new product categories later pulled out of those businesses.

- B After the fact, experts and novices alike tend to dismiss unsuccessful innovations as bad ideas that were destined to fail. Why do consumers fail to buy innovative products even when they offer distinct improvements over existing ones? Why do companies invariably have more faith in new products than is warranted? Few would question the objective advantages of many innovations over existing alternatives, but that's often not enough for them to succeed. To understand why new products fail to live up to companies' expectations, we must delve into the psychology of behavior change.
- New products often require consumers to change their behavior. As companies know, those behavior changes entail costs. Consumers costs, such as the activation fees they have to pay when they switch from one cellular service provider to another. They also bear learning costs, such as when they shift from manual to automatic automobile transmissions. People sustain obsolescence costs, too. For example, when they switch from VCRs to DVD players, their videotape collections become useless. All of these are economic switching costs that most companies routinely anticipate.

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What businesses don't take into account, however, are the psychological costs associated with behavior change. Many products fail because of an universal, but largely ignored, psychological bias: People irrationally overvalue benefits they currently possess relative to those they don't. The bias leads consumers to value the advantages of products they own more than the benefits of new ones. It also leads executives to value the benefits of innovations they've developed over the advantages of incumbent products.

Companies have long assumed that people will adopt new products that deliver more value or utility than existing ones. Thus, businesses need only to develop innovations that are objectively superior to incumbent products, and consumers will have sufficient incentive to purchase them. In the 1960s, communications scholar Everett Rogers called the concept "relative advantage" and identified it as the most critical driver of new-product adoption. This argument assumes that companies make unbiased assessments of innovations and of consumers, likelihood of adopting them. Although compelling, the theory has one major flaw: It fails to capture the psychological biases that affect decision making.

In 2002,psychologist Daniel Kahneman won the Nobel Prize in economics for a body of work that explores why and when individuals deviate from rational economic behavior. One of the cornerstones of that research, developed with psychologist Amos Tversky, is how individuals value prospects, or choices, in the



marketplace. Kahneman and Tversky showed, and others have confirmed, that human beings' responses to the alternatives before them have four distinct characteristics.

First, people evaluate the attractiveness of an alternative based not on its objective, or actual, value but on its subjective, or perceived, value. Second, consumers evaluate new products or investments relative to a reference point, usually the products they already own or consume. Third, people view any improvements relative to this reference point as gains and treat all shortcomings as losses. Fourth, and most important, losses have a far greater impact on people than similarly sized gains, a phenomenon that Kahneman and Tversky called "loss aversion." For instance, studies show that most people will not accept a bet in which there is a 50% chance of winning \$100 and a 50% chance of losing \$100. The gains from the wager must outweigh the losses by a factor of between two and three before most people find such a bet attractive. Similarly, a survey of 1,500 customers of Pacific Gas and Electric revealed that consumers demand three to four times more compensation to endure a power outage~and suffer a loss—than they are willing to pay to avoid the problem, a potential gain. As Kahneman and Tversky wrote, "losses loom larger than gains."

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H Loss aversion leads people to value products that they already possess—those that are part of their endowment—more than those they don't have. According to behavioral economist Richard Thaler, consumers value what they own, but may have to give up, much more than they value what they don't own but could obtain. Thaler called that bias the "endowment effect."

In a 1990 paper, Thaler and his colleagues describe a series of experiments they conducted to measure the magnitude of the endowment effect. In one such experiment, they gave coffee mugs to a group of people, the Sellers, and asked at

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what price point—from 25 cents to \$9.25—the Sellers would be willing to part with those mugs. They asked another group~the Choosers—to whom they didn't give coffee mugs, to indicate whether they would choose the

mug or the money at each price point. In objective terms, all the Sellers and Choosers were in the same situation: They were choosing between a mug and a sum of money. In one trial of this experiment, the Sellers priced the mug at \$7.12, on average, but the Choosers were willing to pay only \$3.12. In another trial, the Sellers and the Choosers valued the mug at \$7.00 and \$3.50, respectively. Overall, the Sellers always demanded at least twice as much to give up the mugs as the Choosers would pay to obtain them.

- Kahneman and Tversky's research also explains why people tend to stick with what they have even if a better alternative exists. In a 1989 paper, economist Jack Knetsch provided a compelling demonstration of what economists William Samuelson and Richard Zeckhauser called the "status quo bias." Knetsch asked one group of students to choose between an attractive coffee mug and a large bar of Swiss chocolate. He gave a second group of students the coffee mugs but a short time later allowed each student to exchange his or her mug for a chocolate bar. Finally, Knetsch gave chocolate bars to a third group of students but much later allowed each student to exchange his or her bar for a mug. Of the students given a choice at the outset, 56% chose the mug, and 44% chose the chocolate bar, indicating a near even split in preferences between the two products. Logically, therefore, about half of the students to whom Knetsch gave the coffee mug should have traded for the chocolate bar and vice versa. That didn't happen. Only 11% of the students who had been given the mugs and 10% of those who had been given the chocolate bars wanted to exchange their products. To approximately 90% of the students, giving up what they already had seemed like a painful loss and shrank their desire to trade.
- K Interestingly, most people seem oblivious to the existence of the behaviors implicit in the endowment effect and the status quo bias. In study after study, when researchers presented people with evidence that they had irrationally overvalued the status quo, they were shocked, skeptical, and more than a bit defensive. These behavioral tendencies are universal, but awareness of them is not.

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**Questions** 28-31

本篇原文和考卷原文一致,考题部分可能与原始试卷存在一些差异; Use the information in the passage to match the people (listed A-C) with opinions or deeds below. Write the appropriate letters A-C in boxes 28-31 on your answer sheet.

\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_

- A Richard Thaler
- **B** Everett Rogers
- C Kahneman and Tversky
- 28 stated a theory which bears potential fault in application
- 29 decided the consumers' several behavior features when they face other options
- 30 generalised that customers value more of their possession they are going to abandon for a purpose than alternative they are going to swap in
- 31 answered the reason why people don't replace existing products

# Questions 32-36

### 以下部分判断题教师自编(和原始试卷有差异 仅供练习用)

Do the following statements agree with the information given in Reading Passage 3 *In boxes 32-36 on your answer sheet, write* 

	TRUE	if the statement is true
5.1	FALSE	if the statement is false
i.	NOT GIVEN	if the information is not given in the passage

- 32 The products of innovations which beat existing alternatives can guarantee a successful market share.
- 33 The fact that most companies recogniised the benefits of switching to new products guarantees a successful innovation

- 34 Gender affects the loss and gain outcome in the real market place.
- 35 Endowment-effect experiment showed there was a huge gap between seller's anticipation and the chooser's offer.

36 Customers accept the fact peacefully when they are revealed the status quo bias.



Choose the correct letter, **A**, **B**, **C** or **D**. Write your answers in boxes 37-40 on your answer sheet.

#### 37 What does *paragraph A* illustrated in business creative venture?

- A above 70% products stored in warehouse
- **B** only US packaged good s industry affected
- **C** roughly half of new product business failed
- **D** new products have long life span.
- 38 What do specialists and freshers tend to think how a product sold well:
- A as more products stored on shelf
- **B** being creative and innovative enough
- **C** having more chain stores
- **D** learning from famous company like Webvan

### **39** According to this passage, a number of products fail because of following reason:

- A they ignore the fact that people tend to overvalue the product they own.
- **B** they are not confident with their products
- **C** they are familiar with people's psychology state
- **D** they forget to mention the advantages of products

40 what does the experiment of *"status quo bias"* suggest which conducted by Nobel prize winner Kahneman and Tversky:

- A about half of them are willing to change
- **B** student are always to welcome new items
- **C** 90% of both owners in neutral position
- **D** only 10% of chocolate bar owner are willing to swap

### 雅思阅读真题 Version 27314

### **SECTION 2**

# Mammoth Kill 2

Mammoth is any species of the extinct genus Mammuthus, proboscideans commonly equipped with long, curved tusks and, in northern species, a covering of long hair. They lived from the Pliocene epoch from around 5 million years ago, into the Holocene at about 4,500 years ago. and were members of the family Elephantidae, which contains, along with mammoths, the two genera of modern elephants and their ancestors.

Like their modern relatives, mammoths were quite large. The largest known species reached heights in the region of 4 m at the shoulder and weights up to 8 tonnes , while



exceptionally large males may have exceeded 12 tonnes. However, most species of mammoth were only about as large as a modern Asian elephant. Both sexes bore tusks. A first, small set appeared at about the age of six months and these were replaced at about 18 months by the permanent set. Growth of the permanent set was at a rate of about 1 to 6 inches per year. Based on studies of their close relatives, the modern elephants, mammoths probably had a gestation period of 22 months, resulting in a single calf being born. Their social structure was probably the same as that of African and Asian elephants, with females living in herds headed by a matriarch, whilst bulls lived solitary lives or formed loose groups after sexual maturity.

B MEXICO CITY—Although it's hard to imagine in this age of urban sprawl and automobiles, North America once belonged to mammoths, camels, ground sloths as large as cows, bear-size beavers and other formidable

beasts. Some 11,000 years

ago, however, these

largebodied mammals and others—about 70



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species in all—disappeared. Their demise coincided roughly with the arrival of humans in the New World and dramatic climatic change factors that have inspired several theories about the die-off. Yet despite decades of scientific



investigation, the exact cause remains a mystery. Now new findings offer support to one of these controversial hypotheses: that human hunting drove this megafaunal menagerie to extinction. The overkill model emerged in the 1960s, when it was put forth by Paul S. Martin of the University of Arizona. Since then, critics have charged that no evidence exists to support the idea that the first Americans hunted to the extent necessary to cause these extinctions. But at the annual meeting of the Society of Vertebrate Paleontology in Mexico City last October, paleoecologist John Alroy of the University of California at Santa Barbara argued that, in fact, hunting- driven extinction is not only plausible, it was unavoidable. He has determined, using a computer simulation, that even a very modest amount of hunting would have wiped these animals out.

Assuming an initial human population of 100 people that grew no more than 2 percent annually, Alroy determined that if each band of, say, 50 people killed 15 to 20 large mammals a year, humans could have eliminated the animal populations within 1,000 years. Large mammals in particular would have been vulnerable to the pressure because they have longer gestation periods than smaller mammals and their young require extended care.

Not everyone agrees with Alroy's assessment. For one, the results depend in part on population-size estimates for the extinct animals—figures that are not necessarily reliable. But a more specific criticism comes from mammalogist Ross D. E. MacPhee of the American Museum of Natural History in New York City, who points out that the relevant archaeological record contains barely a dozen examples of stone points embedded in mammoth bones (and none, it should be noted, are known from other

megafaunal remains)—hardly what one might expect if hunting drove these animals to extinction. Furthermore, some of these species had huge ranges— the giant Jefferson's ground sloth, for example, lived as far north as the Yukon and as far south as Mexico—which would have made slaughtering them in numbers sufficient to cause their extinction rather implausible, he says.



**E** MacPhee agrees that humans most likely brought about these extinctions (as well as others around the world that coincided with human arrival), but not directly. Rather he suggests that people may have introduced hyperlethal disease, perhaps through their dogs or hitchhiking vermin, which then spread wildly among the immunologically naive species of the New World. As in the overkill model, populations of large mammals would have a harder time recovering. Repeated outbreaks of a hyperdisease could thus quickly drive them to the point of no return. So far MacPhee does not have empirical evidence for the hyperdisease hypothesis, and it won't be easy to come by: hyperlethal disease would kill far too quickly to leave its signature on the bones themselves. But he hopes that analyses of tissue and DNA from the last mammoths to perish will eventually reveal murderous microbes.

The third explanation for what brought on this North American extinction does not involve human beings. Instead its proponents blame the loss on the weather. The



Pleistocene epoch witnessed considerable climatic instability, explains paleontologist Russell W. Graham of the Denver Museum of Nature and Science. As a result, certain habitats disappeared, and species that had once formed communities split apart. For some animals, this change brought opportunity. For much of the megafauna, however, the increasingly homogeneous environment left them with shrinking geographical ranges— a death sentence for large animals, which need large ranges.

Although these creatures managed to maintain viable populations through most of the Pleistocene, the final major fluctuation—the socalled Younger Dryas event— pushed them over the edge, Graham says. For his part, Alroy is convinced that human hunters demolished the titans of the Ice Age. The overkill model explains everything the disease and climate scenarios explain, he asserts, and makes accurate



predictions about which species would eventually go extinct. "Personally, I'm a vegetarian," he remarks, "and I find all of this kind of gross—but believable."

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#### **Summary**

Duestions 14-20

Complete the following summary of the paragraphs of Reading Passage, using *no more than three* words from the Reading Passage for each answer. Write your answers in boxes **14-20** on your answer sheet.

The reason why had big size mammals become extinct 11,000 years ago is under hot debate. First explanation is that \_\_\_\_\_14\_\_\_\_of human made it happen. This so called \_\_\_\_\_15\_\_\_\_ began from 1960s suggested by an expert, who however received criticism of lack of further information. Another assumption promoted by MacPhee is that deadly \_\_\_\_\_16\_\_\_ from human causes their demises. *(IELTS test papers offered by ks.ipredicting.com, copyright)*. However his hypothesis required more \_\_\_\_\_17\_\_\_\_ to testify its validity. Graham proposed a third hypothesis that \_\_\_\_\_18\_\_\_\_ in Pleistocene epoch drove some species disappear, reduced \_\_\_\_\_19\_\_\_\_ posed a dangerous signal to these giants, and \_\_\_\_\_20\_\_\_\_ finally wiped them out.



Use the information in the passage to match the people (listed A-C) with opinions or deeds below. Write the appropriate letters A-C in boxes 21-26 on your answer sheet.

. . . . . . . . . . . . . . . . . . .

NB you may use any letter more than once

A John Alroy

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- **B** Ross D. E. MacPhee
- C Russell W. Graham

21 Human hunting well explained which species would finally disappear.

22 Further grounded proof needed to explain human's indirect impact on mammals.

- 23 Over hunting situation has caused die-out of large mammals.
- 24 Illness rather than hunting caused extensive extinction .
- 25 Doubt raised through the study of several fossil records.
- 26 Climate shift is the main reason of extinction.

### 雅思阅读真题 Version 27324

### **SECTION 2**

# **Stress of Workplace**

(IELTS test papers offered by ipredicting.com, copyright)

How busy is too busy? For some it means having to miss the occasional long lunch; for others it means missing lunch altogether. For a few, it is not being able to take a "sickie" (病假) once a month. Then there is a group of





people for whom working every evening and weekend is normal, and frantic is the tempo of their lives. For most senior executives, workloads swing between extremely busy and frenzied. The vice-president of the management consultancy AT Kearney and its head of telecommunications for the Asia-Pacific region, Neil Plumridge, says his work weeks vary from a

"manageable" 45 hours to 80 hours, but average 60 hours. *(IELTS test papers offered by ks.ipredicting.com, copyright)* 

B Three warning signs alert Plumridge about his workload: sleep, scheduling and family. He knows he has too much on when he gets less than six hours of sleep for three consecutive nights; when he is constantly having to



reschedule appointments; "and the third one is on the family side", says Plumridge, the father of a three-year-old daughter, and expecting a second child in October. "If I happen to miss a birthday or anniversary, I know things are out of control." Being "too busy" is highly subjective. But for any individual, the perception of being too busy over a prolonged period can start showing up as stress: disturbed sleep, and declining mental and physical health. National workers' compensation figures show stress causes the most lost time of any workplace injury. Employees suffering stress are off work an average of 16.6 weeks. The effects of stress are also expensive. Comcare, the Federal Government insurer, reports that in 2003-04, claims for psychological injury accounted for 7% of claims but almost 27% of claim costs. Experts say the key to dealing with stress is not to focus on relief - a game of golf or a massage - but to reassess workloads. Neil Plumridge says he makes it a priority to work out what has to change; that might mean allocating extra resources to a job, allowing more time or changing expectations. The decision may take several days. He also relies on the advice of

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colleagues, saying his peers coach each other with business problems. "Just a fresh pair of eyes over an issue can help," he says.

 Executive stress is not confined to big organisations. Vanessa Stoykov has been running her own advertising and public relations business for seven years, specialising in work for financial and professional services firms. Evolution Media has grown so fast that it debuted on the BRW Fast

100 list of fastest-growing small enterprises last year just after Stoykov had her first child. Stoykov thrives on the mental stimulation of running her own business. "Like everyone, I have the occasional day when I think my head's going to blow off," she says. Because of the growth phase the business is in, Stoykov has to concentrate on short-term stress relief - weekends in the



mountains, the occasional "mental health" day - rather than delegating more work. She says: "We're hiring more people, but you need to train them, teach them about the culture and the clients, so it's actually more work rather than less."

**Identify the causes:** *(IELTS test papers offered by ipredicting.com, copyright)* Jan Elsnera, Melbourne psychologist who specialises in executive coaching, says thriving on a demanding workload is typical of senior executives and other high-potential business people. She says there is no one-size-fits-all approach to stress: some people work best with high-adrenalin periods followed by quieter patches, while others thrive under sustained pressure. "We could take urine and blood hormonal measures and pass a judgement of whether someone's physiologically stressed or not," she says. "But that's not going to give us an indicator of what their experience of stress is, and what the emotional and cognitive impacts of stress are going to be."

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Elsner's practice is informed by a movement known as positive psychology, a

school of thought that argues "positive" experiences - feeling engaged, challenged, and that one is making a contribution to something meaningful - do not balance out negative ones such as stress; instead, they help people increase their resilience over time. Good stress, or positive experiences of being challenged and



rewarded, is thus cumulative in the same way as bad stress. Elsner says many of the senior business people she coaches are relying more on regulating bad stress through methods such as meditation and yoga. She points to research showing that meditation can alter the biochemistry of the brain and actually help people "retrain" the way their brains and bodies react to stress. "Meditation and yoga enable you to shift the way that your brain reacts, so if you get proficient at it

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you're in control."

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- F The Australian vice-president of AT Kearney, Neil Plumridge, says: "Often stress is caused by our setting unrealistic expectations of ourselves. I'll promise a client I'll do something tomorrow, and then [promise] another client the same thing, when I really know it's not going to happen. I've put stress on myself when I could have said to the clients: 'Why don't I give that to you in 48 hours?' The client doesn't care." Overcommitting is something people experience as an individual problem. We explain it as the result of procrastination or Parkinson's law: that work expands to fill the time available. New research indicates that people may be hard-wired to do it. *(IELTS test papers offered by ipredicting.com, copyright)*
- G A study in the February issue of the Journal of Experimental Psychology shows that people always believe they will be less busy in the future than now. This is a misapprehension, according to the authors of the report, Professor Gal Zauberman, of the University of North Carolina, and Professor John Lynch, of Duke University. "On average, an individual will be just as busy two weeks or a month from now as he or she is today. But that is not how it appears to be in everyday life," they wrote. "People often make commitments long in advance that they would never make if the same commitments required immediate action. That is, they discount future time investments relatively steeply." Why do we perceive a greater "surplus" of time in the future than in the present? The researchers suggest that people underestimate completion times for tasks stretching into the future, and that they are bad at imagining future competition for their time.



Questions 14-18

Use the information in the passage to match the people (listed A-D) with opinions or deeds below. Write the appropriate letters A-D in boxes 14-18 on your answer sheet. **NB you may use any letter more than once** 

- A Jan Elsnera
- **B** Vanessa Stoykov
- C Gal Zauberman
- **D** Neil Plumridge
- 14 Work stress usually happens in the high level of a business.
- 15 More people's ideas involved would be beneficial for stress relief
- 16 Temporary holiday sometimes doesn't mean less work.
- 17 Stress leads to a wrong direction when trying to satisfy customers.
- **18** It is not correct that stress in the future will be eased more than now *(IELTS test papers offered by ipredicting.com, copyright)*



Choose the correct letter, **A**, **B**, **C** or **D**. Write your answers in boxes 19-21 on your answer sheet.

- **19** Which of the following workplace stress is **NOT** mentioned according to *Plumridge* in the following options?
  - A Not enough time spend on family
  - **B** Unable to concentrate on work
  - C Inadequate time of sleep
  - **D** Alteration of appointment
- **20** Which of the following solution is **NOT** mentioned in helping reduce the work pressure according to *Plumridge*?
  - A Allocate more personnel
  - **B** Increase more time
  - **C** Lower expectation
  - **D** Do sports and massage
#### 21 What is point of view of *Jan Elsnera* towards work stress?

- A Medical test can only reveal part of the data needed to cope with stress
- **B** Index some body samples will be abnormal in a stressful experience
- C Emotional and cognitive affection is superior to physical one
- **D** One well designed solution can release all stress



#### Summary

Complete the following summary of the paragraphs of Reading Passage, using *no more than two* words from the Reading Passage for each answer. Write your answers in boxes **22-27** on your answer sheet.

Statistics from National worker's compensation indicate stress						
plays the most important role in22 which cause the						
time losses. Staffs take about23 for absence from						
work caused by stress. Not just time is our main concern but great						
expenses generated consequently. An official insurer wrote						
sometime that about24 of all claims were mental						
issues whereas nearly 27% costs in all claims. (IELTS test papers offered						
<i>by ipredicting.com, copyright)</i> Sports such as25, as well as						
26 could be a treatment to release stress; However,						
specialists recommended another practical way out,						
analyse27once again.						
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#### **SECTION 1**

# food advertising on children

This review was commissioned by the Food Standards Agency to examine the current research evidence on:

- the extent and nature of food promotion to children
- the effect, if any, that this promotion has on their food knowledge, preferences and behaviour.
- Children's food promotion is dominated by television advertising, and the great majority of this promotes the so-called 'Big Four' of pre-sugared breakfast cereals, soft-drinks, confectionary and savoury snacks. In the last ten years advertising for fast food outlets has rapidly increased. There is some evidence that the dominance of television has recently begun to wane. The importance of strong, global branding



reinforces a need for multi-faceted communications combining television with merchandising, 'tie-ins' and point of sale activity. The advertised diet contrasts sharply with that recommended by public health advisors, and themes of fun and fantasy or taste, rather than health and nutrition, are used to promote it to children. Meanwhile, the recommended diet gets little promotional support.

B There is plenty of evidence that children notice and enjoy food promotion. However, establishing whether this actually influences them is a complex problem. The review tackled it by looking at studies that had



examined possible effects on what children know about food, their food preferences, their actual food behaviour (both buying and eating), and their health outcomes (eg. obesity or cholesterol levels). The majority of studies examined food advertising, but a few examined other forms of food promotion. In terms of nutritional knowledge, food advertising seems to have little influence on children's general perceptions of what constitutes a healthy diet, but, in certain contexts, it does have an effect on more specific types of nutritional knowledge. For example, seeing soft drink and cereal adverts reduced primary aged children's ability to determine correctly whether or not certain products contained real fruit.

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The review also found evidence that food promotion influences children's food preferences and their purchase behaviour. A study of primary school children, for instance, found that exposure to advertising influenced which foods they claimed to like; and another showed that labelling and signage on a vending machine had an effect on what was bought by secondary school pupils. A number of studies have also shown that food advertising can influence what



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children eat. One, for example, showed that advertising influenced a primary class's choice of daily snack at playtime.

D The next step, of trying to establish whether or not a link exists between food promotion and diet or obesity, is extremely difficult as it requires research to be done in real world settings. A number of studies have attempted this by using amount of television viewing as a proxy for exposure



to television advertising. They have established a clear link between television viewing and diet, obesity, and cholesterol levels. It is impossible to say, however, whether this effect is caused by the advertising, the sedentary nature of television viewing or snacking that might take place whilst viewing. One study resolved this problem by taking a detailed diary of children's viewing habits. This showed that the more food adverts they saw, the more snacks and calories they consumed.

**F** Thus the literature does suggest food promotion is influencing children's diet in a number of ways. This does not amount to proof; as noted above with this kind of research, incontrovertible proof simply isn't attainable. Nor do all studies point to this conclusion; several have not found an effect. In addition, very few studies have attempted to measure how strong these effects are relative to other factors influencing children's food choices. Nonetheless, many studies have found clear effects and they have used sophisticated methodologies that make it possible to determine that i) these effects are not just due to chance; ii) they are independent of other factors that may influence diet, such as parents' eating habits or attitudes; and iii) they occur at a brand and category level.

Furthermore, two factors suggest that these findings actually downplay the effect that food promotion has on children. First, the literature focuses principally on television advertising; the cumulative effect of this combined with other forms of promotion and marketing is likely to be significantly greater. Second, the studies have looked at direct effects on individual children, and understate indirect influences. For example, promotion for fast food outlets may not only influence

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the child, but also encourage parents to take them for meals and reinforce the idea that this is a normal and desirable behaviour.

G This does not amount to proof of an effect, but in our view does provide sufficient evidence to conclude that an effect exists. The debate should now shift to what action is needed, and specifically to how the power of commercial marketing can be used to bring about improvements in young people's eating.



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Reading Passage 1 has seven paragraphs, A-G.

**Ouestions 1-7** 

**Choose the most suitable heading for paragraphs A-G from the list of headings • elow.** Write the appropriate number, i-x, in boxes 1-7 on your answer sheet.

## **List of Headings**

- i General points of agreements and disagreements of researchers
- ii How much children really know about food
- iii Need to take action

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- iv Advertising effects of the "Big Four"
- v Connection of advertising and children's weight problems
- vi Evidence that advertising affects what children buy to eat
- vii How parents influence children's eating habits
- viii Advertising's focus on unhealthy options
- ix Children often buy what they want
- x Underestimating the effects advertising has on children

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#### 1 Paragraph A

2 paragraph B

- 3 Paragraph C
- 4 Paragraph D
- 5 Paragraph E
- 6 Paragraph F
- 7 Paragraph G



Do the following statements agree with the views of the writer in Reading Passage 1? In boxes 8-13 on your answer sheet, write

YES	if the statement agrees with the views of the writer
NO	<i>if the statement contradicts with the views of the writer</i>
NOT GIVEN	if it is impossible to say what the writer thinks about this

**8** There is little difference between healthy diet recommended by advisors and diet prompted in food advertisements.

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**9** TV advertising has successfully taught children nutritional knowledge about vitamins and others.

**10** It is hard to decide which aspect accompanied with TV viewing has caused weight problems or other detrimental effects on children. *(IELTS test papers offered by ks.ipredicting.com, copyright)* 

**11** The preference of food for children is affected by their age and gender.

**12** The investigation primarily for food promotion on TV advertising tend to be partial and incomplete

13 Wealthy parents tend to buy more "sensible food" for their children.

**SECTION 1** 

## Saving a Forgoten forests

# The longleaf pine

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Found only in the Deep South of America, longleaf pine woodlands have dwindled to about 3 percent of their former range, but new efforts are under way to restore them.

A THE BEAUTY AND THE BIODIVERSITY of the longleaf pine forest are well-kept secrets, even in its native South. Yet it is among the richest ecosystems in North America, rivaling tallgrass prairies and the ancient

forests of the Pacific Northwest in the number of species it shelters. And like those two other disappearing wildlife habitats, longleaf is also critically endangered.



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**B** In longleaf pine forests, trees grow widely scattered, creating an open, park like environment, more like a savanna than a forest. The trees are not so dense as to block the sun. This openness creates a forest floor that is among

the most diverse in the world, where plants such as manyflowered grass pinks, trumpet pitcher plants, Venus flytraps, lavender ladies and pineland bogbuttons grow. As many as 50 different species of wildflowers, shrubs, grasses and ferns have



been cataloged in just a single square meter.

C Once, nearly 92 million acres of longleaf forest flourished from Virginia to Texas, the only place in the world where it is found. By the turn of the 21st century, however, virtually all of it had been logged,



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paved or farmed into oblivion. Only about 3 percent of the original range still supports longleaf forest, and only about 10,000 acres of that is uncut old-growth—the rest is forest that has regrown after cutting.

- Figuring out how to bring back the piney woods also will allow biologists to help the plants and animals that depend on this habitat. Nearly two-thirds of the declining, threatened or endangered species in the southeastern United States are associated with longleaf. The outright destruction of longleaf is only part of their story, says Mark Danaher, the biologist for South Carolina's Francis Marion National Forest. He says the demise of these animals and plants also is tied to a lack of fire, which once swept through the southern forests on a regular basis. "Fire is absolutely critical for this ecosystem and for the species that depend on it," says Danaher.
- **E** Name just about any species that occurs in longleaf and you can find a connection to fire. Bachman's sparrow is a secretive bird with a beautiful song that echoes across the longleaf flatwoods. It tucks its nest on the ground

beneath dumps of wiregrass and little bluestem in the open under- story. But once fire has been absent for several years, and a tangle of shrubs starts to grow, the sparrows disappear. Gopher tortoises, the only native land tortoises east of the Mississippi, are also abundant in longleaf. A keystone species for these forests, its burrows provide homes and safety to more



than 300 species of vertebrates and invertebrates ranging from eastern diamond- back rattlesnakes to gopher frogs. If fire is suppressed, however, the tortoises are choked out. "If we lose fire," says Bob Mitchell, an ecologist at the Jones Center, "we lose wildlife.'

- Without fire, we also lose longleaf. Fire knocks back the oaks and other hardwoods that can grow up to overwhelm longleaf forests. "They are fire forests," Mitchell says. "They evolved in the lightning capital of the eastern United States." And it wasn't only lightning strikes that set the forest aflame. "Native Americans also lit fires to keep the forest open," Mitchell says. *"* So did the early pioneers. They helped create the longleaf pine forests that we know today."
- **G** Fire also changes how nutrients flow throughout longleaf ecosystems, in ways we are just beginning to understand. For example, researchers have discovered that frequent fires provide extra calcium, which is critical for egg production, to endangered red-cockaded woodpeckers. Frances James, a retired avian ecologist from Florida State University, has studied these small black- and-white birds for more than two decades in Florida's sprawling

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Apalachicola National Forest. When she realised female woodpeckers laid

larger clutches in the first breeding season after their territories were burned, she and her colleagues went searching for answers. "We learned calcium is stashed away in woody shrubs when the forest is not burned," James says. "But when there is a fire, a pulse of calcium moves down into the soil and up into the longleaf." Eventually, this calcium makes its way up the food chain to a tree-dwelling species of ant, which is the red- cockaded's favorite food. The result: more calcium for the birds, which leads to more eggs, more young and more woodpeckers.



H Today, fire is used as a vital management tool for preserving both longleaf and its wildlife. Most of these fires are prescribed burns, deliberately set with

a drip torch. Although the public often opposes any type of fire—and the smoke that goes with it—these frequent, low-intensity burns reduce the risk of catastrophic conflagrations. "Forests are



going to burn," says Amadou Diop, NWF's southern forests restoration manager. "It's just a question of when. With prescribed burns, we can pick the time and the place."

- Restoring longleaf is not an easy task. The herbaceous layer—the understory of wiregrasses and other plants, also needs to be re-created. In areas where the land has not been chewed up by farming, but converted to loblolly or slash pine plantations, the seed bank of the longleaf forest usually remains viable beneath the soil. In time, this original vegetation can be coaxed back. Where agriculture has destroyed the seeds, however, wiregrass must be replanted. Right now, the expense is prohibitive, but researchers are searching for low-cost solutions.
- Bringing back longleaf is not for the short-sighted, however. Few of us will be alive when the pines being planted today become mature forests in 70 to 80 years. But that is not stopping longleaf enthusiasts. "Today, it's getting hard to find longleaf seedlings to buy," one of the private landowners says. "Everyone wants them. Longleaf is in a resurgence."

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**Questions 1-6** 

Choose NO MORE THAN TWO WORDS from the passage for each answer. Write your answers in boxes 1-6 on your answer sheet.

#### Forest fire ensures that:

- it help the Birds locate their 1\_\_\_\_\_in the ground.
- The burrows of a species of 2\_\_\_\_\_ provide homes to many

other animals. • Hardwoods such as 3\_\_\_\_\_don't take over.

#### Apart from fires lit by 4\_\_\_\_\_.

- Fires are created by 5\_\_\_\_\_ and European settlers.
- Fires deliberately lit are called 6\_\_\_\_

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Complete the flow-chart below. Choose ONE WORD ONLY from the passage for each answer. Write your answers in boxes 7-9 on your answer sheet.

,
How to increase the number of cockaded woodpeckers
Calcium stored in shrubs
$\downarrow$
Shrubs are burned
Calcium released into 7
And travel up to the leaves
$\downarrow$
8are eaten
$\downarrow$
Number of 9increases
$\downarrow$
More cockaded woodpeckers
\



Do the following statements agree with the information given in Reading Passage 1? In boxes 10-13 on your answer sheet, write

1		
۰.	TRUE	if the statement agrees with the information
1	FALSE	if the statement contradicts the information
i.,	NOT GIVEN	if there is no information on this

10 The sparse distribution of longleaf pine trees leads to the most diversity of species.

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11 It is easier to restore forests converted to farms than forests converted to plantations.

12 The technology in recreating the herbaceous layer will phase out in near future due to the high cost

13 Few people in this restoration program will see the replanted forest reach its maturity.



#### 第1步骤:

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第2步骤:

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请咨询淘宝店客服,向其购买(或者索取)系统的升级激活码:

输入在线系统右下角的【权限升级】栏目,即可使用;

#### 第3步骤:

进入系统后选择【笔试预测】,再选择【正版书籍用户】,然 后找到【查看范围】对应阅读栏目下面的《雅思阅读预测27》 目录,点击,即可在屏幕下方看到不同颜色数字的页码框(对 应本书的"第\*篇/见目录,共15篇"内容) 第4步骤:

<u>红色/橙色</u>就是考题范围中的重点页面页码,<u>黑色/灰色</u>就是删除不看的页面页码。

# English to Chinese 预测真题原文 参考中文翻译

MARTIN

全部的原文中文翻译获取渠道: (1)预测书籍后面附录部分(成稿时完成的翻译会收录书籍印刷...) (2)后续陆续翻译的,请登录在线考试系统 http://ks.ipredicting.com 注册一个电子账户,并升级为正式会员

越努力 越幸运

#### **SECTION 1**

# 发展中国家的生态旅游

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A 生态旅游协会将生态旅游定义为:具有保护自然环境和维护当地人民生活双 重责任的旅游活动。这种旅游方式看重自然遗产与当地人口的和谐发展,关 注环境的承载能力,对于丰富和提升旅游业的地位极其有利。

#### 古巴

B 古巴无疑是生态旅游的最受瞩目的城市。那里有风景如画的海滩,美丽的水下景观,乡村美景和生态保护区。高素质的国民、完善的道路和通讯基础设施也是一道亮丽的风景。在加勒比地区,古巴是第二个最受欢迎的旅游胜地。生态旅游被认为是一种环境教育,能够提高游客和居民的环保意识,激发人们人们参与环保行动。

生态旅游还能促进和平,提供教育和文化交流的机会。从而保证游客的安全 和健康。

古巴总统的弟弟 Raul Castro, 倡导生态旅游,以保护古巴传统的草药,为 医疗保健系统提供天然药物。在 Las Terrazas 一所生态旅游社区学校里, 有教授中草药保健知识,儿童不仅能学到如何使用的药材,还学会在校园园 圃里种植草药,这些草药可用于制作茶、酊剂,药膏和面霜。 在古巴,生态旅游有带动经济发展和增加就业机会的潜能,从而减轻贫困人 民的负担。除了这些环境影响方面的努力,为结合生态旅游,区域工作致力 于为居民创造社区就业机会。

#### 南美洲

- C 南美洲,是生态旅游最缺失的地方。荚膜组织胞浆菌(见"组织胞浆菌病和 艾滋病病毒"章节),双向型真菌,是美国最常见的地方性真菌病,(12), 病源在于接触蝙蝠或鸟类排泄物。最近,有报道称,一些健康的旅行者从事 洞穴探险,探险旅游,生态旅游等休闲活动之后回到中美洲和南美洲,出现 了疫情暴发。旅行者在旅途中忽视环境卫生已司空见惯。在从事高风险的活动后,应清洗靴子并将衣服放在密封的塑料袋以便洗涤。艾滋病病毒感染者 应避免危险的行为或环境,如探索洞穴,尤其应避免接触哪些沾有蝙蝠排泄 物的东西。
- D 当我们是去探索一个遥远领域各种各样的野生生物而非是一次自然的冒险时,无处不值得欣赏,紧密相联的生态旅游知识更多蕴含在这神奇的生物多样性之中。可持续旅游对于生态旅游极为重要,这是一种人与自然和社会和谐发展的方式,这种方式尊重一切使我们享有权利的事物。在这这漫长而令人兴奋的可持续发展的旅途上,每前行一步,旅者都能获得莫大的欢喜。对于南美洲而言,滥砍滥伐是热带森林的主要威胁,这种现象主要源于农业扩

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张、放养牛群、伐木、原油开采和泄漏,采矿,非法的古柯种植以及殖民活动。由于森林砍伐,土著人民的领土已经缩小,人口也下量降了 90%以上。 许多人在可持续旅游中起主导作用,他们还把保护区介绍给更多的游客。

#### 非洲东部

E 非洲东部,非法狩猎大规模减少,野生动物种群得以恢复。如此一来,非洲东部便能够利用狩猎活动和潜在的生态旅游价值,产生巨大的经济效益。一份新研究的作者 Peter Lindsey 说,"非法狩猎是极其低效利用野生动物资源,因为它不能通过诸如狩猎活动和生态旅游的多层面去捕捉野生生物物的价值"。大多数居民认为生态旅游可以解决这种状况。他们热衷于当地社区赋权活动,喜欢摄影和赞美地方保护工作,建立环境意识和促进生态旅游。

#### 印度尼西亚

- ▲ 在印度尼西亚,生态旅游的观念自 1995 年起便备受重视,为了巩固国内旅游,当地政府正确的市场定位是生态旅游成功的先决条件。印度尼亚生态旅游市场细分包括:(i)"沉默的一代",55-64 岁富有的老年人,一般受过良好教育且没有子女,可以旅行四个星期;(ii)"婴儿潮一代",35-54 岁的青年成功人士,他们可能与家人和孩子一同旅行(花费 2-3 周的旅行), ——因为旅行对他们来说是一个缓解压力的过程;(iii)"X 一代",18 - 29 岁喜欢背包旅行的人──他们通常是学生,能持续为期 3-12 个月的旅程,月消费额为 300-500 美元。这表明印度尼西亚生态旅游产品的推广应该争取触及各类旅客群体。这个国家欢迎各种不同层面的旅客群体。
- G 另一方面,同传统旅游一样,生态旅游提供尽可能多的服务。邻近墨西哥, Belize 坐落在 Guatemala 和 the Caribbean Sea 之间。这是 Hamanasi 度蜜 月的好地方:入住时香槟欢庆,日食三餐美食,留宿一宿的私人服务,并根 据停留的时间长短而定的选择性冒险。这里同时还提供六夜或七夜的蜜月套 餐及各种专门定制的旅游,包括硫黄山要塞和邻近的岛屿观光之旅。有向导 的旅游包括:参观热带雨林、火山和越野游园。Gregory Pereira,一位知 识渊博、乐于助人的徒步旅行导游,谈到他的旅行时,说道:"在 St. Kitts 的旅行中,有特殊改装的路虎车,水果和糕点的野餐盛宴,新鲜的热带果汁, CSR,合格的导游和参与者的全责任保险。
- H 对于那些喜欢亲近大自然的人来说,Kodai 堪称绝佳胜地。他们认为正如每只鸟都有属于自己的歌曲,每位旅行者也都应该在幽深山谷和险峻山脉的纷繁交错的道路中,找出一条属于自己的道路。这里的奶酪厂向世界各地出售大量的乳酪,它坐落在森林的中心。许多旅行者都垂涎于奶酪的美味。这儿的生态旅游由于这种饮食体验风格迥异而闻名于世。

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#### **SECTION 2**

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# 讲故事的演进

- A. 我们推测,人们曹围蹲在火堆旁听着这样的故事:一个关于冒险的,最有可能是和 死亡密切相关的传说;一场不同寻常的捕猎,从致命危险中逃出生天;一个幻象或 者其他不同寻常的场景。无论情节如何发展,所有故事在编造时都有一个基本目的,即必须让听众保持倾听下去的欲望 2 他们一定不能睡着。就这样,随着故事的发展,听众们都尤其应当被这样一个问题 驻使着听下去:接下来会发生什么呢?
- B. 人类历史上最早的火边故事,我们己经无从得知了。它们存在于那些说书人的餘海中。这种靠记忆记录的方式并不一定就低效。据澳大利亚、巴尔干半岛以及世界上其他地区的口述传统记栽,我们知道专职说书人或诗人能够逐字地背诵出上千行的诗篇或散文字不差。不过,尽管记忆本身被当作一门技艺,但我们明确地知道,创建符号的主要目的就是为了建立一个提示符或记忆线索系统,即能帮助我们唤醒脑海中特定信息的符号。
- C. 在一些波利尼亚群体中,刻有凹槽的记忆棒能引导说书人逐层背诵。但在世界其他地方,说书这一法动在历史上导致了书写体系的发展甚至是书写体系的发明与创造,例如,有一种现点认为,古希腊文学的产生是由于描述特洛伊战争和奥德修斯漂洗 记的史诗传说(一般认为是由荷马所作)太过动听,以至于人们不得不将故事记录下来。于是,希腊人在公元前 700-750年间向他们的邻居,地中海东部的腓尼基人,借来了字母表。
- D. 从古埃及祭司的纸莎革纸档案到北美奥吉布韦印第安人记录他们创世神话的桦树皮卷,在世界各地的许多文化形式中,都能找到在羊皮纸或其他材料上记录故事的习情。;这是一种行之有效并且普遍适用的操作方法:甚至直到今天,大部分的故事或许都是以文字的形式呈现在纸上的。所以我们以为,叙述故事的正规方式似乎已经让位 給报纸、小说和连环凾了。然而,事情并非如此。据统计,通过书面文字获得故事 的人在当代是否占大多數,仍然存疑3 那么,另一个来振又是什么呢?
- E. 每年,超过 70 亿人口会去现看好莱坞、宜莱坞以及其他地方出品的最新电影。在当代,最大的说书人就是影院了。和静态照片明显不同,电影本质上看上去是一种现代技术现象。但这种现念是播误的,正如我们将看到的,电影媒介这一方式其实自于场景图片顺序展示的古老方式。任何一种视觉的故事叙述方式都必须从一开始就会认识到,所有的故事叙述都遵循着一个古老的原则:那就是,一个"好的故事" 依袖于情节和角色剷画的形式模式,这已经深深地植入數代人的叙事实践中了。

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每周都有数千份剧本出现在那些大型电影公司的办公桌上。那些希望有所作为的编剧并不需要另寻良方,他们只需将公元前4世纪希肼哲学家亚里士多德的思想视为最重要的信条即可。在用不同文学和戏剧模式来叙事的艺术上,亚里士多德留下了一些并不完整的讲义,这就是那本薄薄的《诗学》。尽管他从未设想过现在那充斥着爆米花的多厅影院,但亚里士多德却差不多预见性地指出了将人群吸引到这个文化中心所需的那些核心要素。他以冷静的理论主义分析了这一过程。当一个故事使我们入迷时,我们会忘记身处何地;我们会深深地陷入情节之中以至于忘记这只是一个虚构的故事。这就是亚里士多德的名言,"搁置康疑"。

- G. 我们熟悉这种感觉。如果当片尾闪过时,我们坐在自己的座位上,满怀悲痛;或者 在看完遥真的惊恐场面后的好几天里,不敢在自己家里洗澡,那这时我们就已经"搁 置质疑"了。我们已经被困在或者说沦陷在说书人的陷阱里了。那些故事真的发生 过么?有那么一会儿,我们还真的认为确实发生过。亚里士多德一定见证了大量的 这些"搁里盾疑"。他曾在雅典讲学。在这座城市中,剧院发展成了市民举行曰常仪 式和进行嵌乐的场所。故事叙述的两种戏剧类型,即悲刷和喜剧,使雅典观众分别 陷入了悲痛和欢笑之中。对亚里士多德来说,悲剧能够尤为有效地唤起,然后净化 那些观看故事在舞台上展开的观众的情感,于是他尝试找出那些说书人用以打动听 众的要素。他不仅仅将公元前5世纪埃斯库罗斯、索福克勒斯和欧里庇得斯的希肢 悲剧经典作为分析对象。在他们之上,荷马的作品尤其受到重视。荷马的故事作品 甚至在当时就被视为经典:《伊利亚特》和《奥德赛》早已被认为是文学上的典范,所有的其他故事作品都应借此来衡量。那么荷马叙事艺术的秘诀是什么呢?
- H. 这并不难发现。荷马塑造了可信的英雄。他的英雄人物属于过去,他们择大、 高尚,但是他们最终并非是虚无缥缈的幻想。在他的笔下,他的英雄们会 发怒,会争吵,会欺福,甚至会痛哭。简言之,他们是故事的主角,是观 众们会关心,会追随,会期望得知剧情发展的故事的主人公。正如亚里士 多德所看到的,一个具有人性化的一面,即拥有凡人缺陷或弱点的英雄本 身就非常具有戏剧性。



#### **SECTION 3**

# 科学方面的交流和用语

- A 科学在人们的生活中扮演越来越重要的角色,这使得科学发展方面信实的交流 空前重要(第27题)。然而这样的交流常常面临着科学事实在交流过程中失真 之类的挑战,这样的结果往往会导致不必要的疑惑和误解。
- B 一些问题是来自现有研究的特征和确定足够准确的术语的难度。抽象和复杂并 不意味着如一些评论家所说的"某个给定的学科方向是错的",但它们确实成 为人们在面对自然赋予的愈加复杂的挑战时想要成功展现人

类天分时的阻碍,由此使得科学方面的交流很困难。但是很 多科学方面的巨大挑战出现是由于随着研究的进步变化,科 学家本身对于自己研究科学取得的进展都只是略知一二(第 28题)。由于这些动态的研究结果和直接影响人们生活的问题 息息相关,如全球变暖,癌症以及饮食的研究,使得如何解 决科学方面的交流问题从而激发更广泛的受众之间关于科学 交流信实问题的讨论显得特别重要。



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- C 对科学信息的误解的来源之一是表述用词的(第36题)模棱两可。科学家总是应用口语化的术语,赋予他们不经过培训很难彻底理解的含义。就拿"相对性"来说,这个术语本身就有误导性(第29题)。很多人认为这个理论指的是一切事物都是相对的,没有绝对的事物。然而任何科学家观察到的测量结果都是取决于他的参数坐标和引用(文献)体系,但他所观察测算的物理现象本身是具有超越观察者(第38题)的参数的固定的描述的。爱因斯坦的相对论确实是(试图找到)这种关于物理现象的一个固定描述(29A,意思不一样),事实上,爱因斯坦更愿意他的理论被称为"不变理论"。但是"相对论"这个术语已经在他想改之前深入人心了。
- D"测不准原理"是另一个经常被误用的术语(30A),它常常被理解成观察者和 他准确观测的能力限制。
- E 但是这个术语(本质上)不是关于对特定科学观察的内在限制;而是关于无法 <u>同时准确测量</u>一对变量的表述。这个术语前一版本的解释是出自哲学和政治上 角度的(测不准),和本身科学本身含义(相去甚远)。
- F 甚至"理论"这个单词本身都可能是一个问题,不像大多数人一样,使用这个 单词仅仅作为描述令人怀疑的事实的过渡,物理学家在谈论"理论"的时候脑 子里是有非常具体概念的。对物理学家来说,理论是基于一系列基本假设的确 定的物理框架,从而得出一系列具体的方程式和预测,而这些都是基于成功的

А	В	С	D	E	F	G	Η	Ι	J

预想。理论不一定意味着正确和一开始就完整,甚至爱因斯坦也花了近十年 的时间来完善他的广义相对论的版本(第40题)。但是当最终想法理论和实际 观察得到(结果)确定后:原先的理论不是被证明是正确的,要不就是被废弃, 或是被吸收为别的更广泛的理论的一部分。

"全球变暖"是另一个有问题的术语,气象学家预言地球温度和降雨量将会有更加剧烈的波动,但并不意味着世界的每个地方都会变得更加温暖(第 32 题)。这个术语有时会引起争议,因为会让人认为实际上冬天是更加冷的,怎么还说全球有变暖呢?显然,"全球气候变化"会是个更加准确的叫法,但是并不是所有的问题都仅仅是来自单词的不当选择,有的是因为大多数现代科学本身内在的复杂的性质。科学有时也超越了这种限制:值得一提的是,化学家是可以将臭氧层的破坏的化学过程准确(precise)详细地描述出来,发现氟氯烃气体(比如说氟利昂 Freon)无可争议地会破坏臭氧层(第 30 题)。

H 通过公布科学发现的数学方面的证明而不是仅仅通过一个简单的故事会澄清很多科学方面的事实。连续几个月,哈佛大学都充斥着有关男性和女性内在的相对的科研能力差异的空洞的讨论,他们争论关于性别的能力差异,其中最有趣的一点就是支持和反对者之

С

В

Α



间所持的是竟然是相同的证据(第31题)。怎么会这样呢?能解释的答案就是 相关数据没有显著差别。社会因素可能是造成男女之间微小差异的原因,但是 这种差异和男女能力的差异之间并没有明显的联系。如果这样解释的话,这样 的争论就没有什么意义了吧?(第34题)科学的每一个分支都有自己的复杂 性和被误解的可能性。然而,还是可以采取一些措施使得公众对科学的理解能 够深入一些。首先就是要更多地理解和接受间接的证据,比方说,有关非载人 人造飞船反馈的信息和载人飞船反馈的信息应该是一样合法有效的。

这并不意味着我们不需要质疑任何科学解释,也不意味着像有的人一样盲目地
 接受间接的一些证据。其次就是我们评价科学的现实政策含义和它的纯理论价值时可能要持不同的标准。当科学家称他们不能百分百确认他们的预测,并不意味着他们没有发现太有价值的结果。如果科学家能够更多地公布他们研究结果数学方面的证据(不是 media coverage 媒体的报道啊),并且公众不要对数学总是持恐惧的态度,科学方面的交流就会顺畅很多(第35题)。数理统计和试错都会导致测量方面的不确定性,从而作为工具让我们能够更好地评价新的科学发展。(IELTS test papers offered by ipredicting.com, copyright)

J 但是最重要的就是人们必须认识到科学的复杂性。如果我们只接受简单的故事,那么有关科学的描述就必然会失真。如果某项科学方面的进展比较复杂, 科学家就需要多花一些时间和精力来给出合适的解释,这样就能需要公众在等 待的过程中有耐心。即使这样,一些困难也是不可避免的。许多科学方面的进 展是在工作中逐渐进行,所以相关的情况就比较复杂,还没有人能知道最终的 愿景。

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#### **SECTION 3**

### 复活节岛 之 谜

▲ 作为一个人迹罕至且世界上最著名的考古遗址,复活节岛是一 个面积小,丘陵起伏,树木稀少的火山岛。位于太平洋的赤道的 南面27纬度和距离智利沿海大约2200英里(3600公里),它被认 为是世界上最偏远的有曾有人居住的岛屿。从技术上讲,这个 岛是靠一个大规模的(从太平洋海底一万英尺的)火山喷发形 成的。1722年4月5日复活节星期天,荷兰船长雅・罗洛文成 为第一个访问该岛的欧洲人,这个岛有了当前这最著名的名 字----复活节岛。(ipredicting.com copyright)





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印第安人。但大量的考古学、民族志和语言的研究已 经结论地显示这个假说是不准确的。现在认识到,最 早定居复活节岛的居民有波利尼西亚的血统(从骨 架DNA提取证实这一点,他们最有可能来自马克萨斯 或社会群岛),他们早在公元318年到达(墓穴中芦苇 标本的碳测定年代的墓中证实了这一点)。他们的到 来的时候,岛屿的大部分覆盖的是森林,到处有鸟类 走动,这里也许是尼西亚地区中最适合海鸟繁殖的地

点。由于丰富的鸟类,鱼类和植物食物来源,人类人口增长了,并诞生了丰富的宗教和艺术文化。(第31题)

岛上一个最著名的文化特征是它称为 moai的巨大的石头人 288尊雕像,都站在巨大的 (ahu)石头平台上。差不多有 250个这样的平台,间隔大约半英里远,连绵着形成了一个 几乎不间断环岛四周的线条。此外,还有另外600人面像, 它们建造完成的阶段的各不相同,也都散布在岛上;要么在 采石场或沿着古代采石场间的互通道路沿线和还有最常的 雕像竖立海岸地区。几乎所有的人面像都是田来白Rano



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Raraku火山的坚硬的火山岩石雕刻的。一般的雕像是14英尺6英寸高,重达14吨。 一些 moai雕像是甚至大到33英尺,重量超过80吨。根据雕像的大小判断,据估计 需要50到150人一起使用乡村雪橇和岛上的树木制造的辊才能把它们拖动。(第 32题)

▶ 学者们无法明确解释这些人面像的期初的功能和使用目的? 人们认为他们的雕

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刻和建造均来自一个想法:尽管类似的实践在玻里尼西亚其他地方也有发现, 但雕刻手法在复活节岛以独特的方式演进。考古和肖像的分析表明,这座雕像是 基于一种男性崇拜意识形态--具有基于血统权威结合拟人化象征意义。因此, 雕像象征权柄和能力,既是宗教也是政治意义上的。但他们不仅仅是符号。对 于建立和使用他们的人们而言,他们实际存储着一种神圣的精神。石刻和木制器具在古老的 波利尼西亚的宗教中,一旦经过适当地成形和虔诚的宗教准备,被认为是可以像充电一样注 入神奇的(称为mana的法力)精神实质的。那么,复活节岛平台上的人面像是恰好就是神 庙所在地通过仪式注入法力的神物。

- E 此外其为人熟知的名字,复活节岛(土著语中)也称 Te-Pito-O-Te-Henua,意思是 "世界的肚脐" Mata-Ki-Te-Rani,意思是"眼睛看着天堂"。 尽管也许被大部 分主流的考古学家忽略了, (第33题)这些古老的名字和一大堆神话的细节指 出了另外的可能性:他们是长期遗忘的古文明用于天文观测天文台或(地理测量的)标记物 的遗址。格雷厄姆・汉考克在他的书中,《天堂的镜子》表明,复活节岛可能曾经是(太古时 代)文明一个重要的科学前哨点圣地,其位置显示着重要的行星运行且有数学意义的精确网 格。另外有两个学者-克里斯托弗・奈特和罗伯特・洛玛斯,已经对这些大地标记的位置和 可能的功能进行了广泛的研究。在他们的奇书-《乌列的机器》中,他们认为这些雕塑的一 个目的可能是作为全球网格定位地址标记的一部分,对未来(水晶位移的)灾难的预测和 准备所留给人类的启示。
- ▶ 复活节岛的宏伟文明在和第一批欧洲人的接触后迅速衰落,20世纪后叶和21世纪最初几年,各种作家和科学家们都提出了自己的理论。这些理论中最主要的就是由杰拉德•戴蒙德在他的书《崩溃:社会如何选择灭亡或生存》提出的假定,当然现在证明这些假定是不准确的。这些理论基本上都提出:(古人)殖民复活节岛之后几个世纪,随着岛上不断增长的人口(第36题)带来的资源需求已经开始超越岛上生态的自我更新能力生态。到了1400年代,岛上森林已被完全砍伐,丰富的绿地地面覆盖已经被侵蚀,泉水干涸,和巨大的成群来到岛上栖息的鸟也已经消失了。没有木材来建造独木舟出近海捕鱼;因为肥沃的土壤遭到侵蚀,鸟类和野生动物的食物来源也枯竭,作物产量下降,因此,岛上居民的营养摄入量直线下降。开始爆发了饥荒,然后同类相食的食人行为也开始出现。岛上的资源也不能养活众首领、官僚和祭司一正是这些人曾保持这复杂社会的运行,进而导致的混乱,最终引发了社会和文化的崩溃。到1700年,岛上人口下降到原来的1/10<sup>-1</sup>/4 间。许多雕像也在1600-1700年代的所谓"氏族战争"中被推翻损毁。

上述理论中提出的错误的概念起源于Thor Heyerdah1的种族主义的假设,由一些作家如Jared Diamond推波助澜而经久不息。但他们没有足够了解实际的发生 在复活节岛上事件的<mark>考古和历史事实</mark>。真正的发生在复活节岛上巨大的社会灾 难的真相就是:(ipredicting.com copyright)那是第一批欧洲到访者不人道的 行为的接的后果。尤其是奴隶贩子们强奸并杀害了岛民。他们还引入了天花和 其他疾病,残忍地移除当地人去南美大陆。(第36题,38-40题)

A B C D E F G H I J

**SECTION 1** 

# Museum Blockbuster 博物馆大片

A 二十世纪八十年代以来,"大片"这个术语已然成为了一个描述引人入胜的博物 馆、画廊或者科技中心展览的流行词。这些展览有能力吸引大批观众,且常常能吸 引大型的赞助商。"大片"的现有解释之一是来自于 1984 年 Elsen 的定义,意为"平 时不去博物馆的人也会排队等好几个小时去观看的大型展览"。(2 题)James Rosenfield, 1993 年在《直销》上把一个成功的大片式展览描述为"管理和营销技巧 的双成功"。我自己对"大片"的定义是"一个流行的,有高关注度的,有限期的展览, 它能吸引大批公众去排队、付钱,只为了能参加这个展览"。Elsen 和 Rosenfield 对 大片的解释都忽略了一点,那就是人们会付费观看,并且这个词可以很容易地应用 在形容电影或者博物馆展览上。

B 然而,仅仅称一个展览或电影是一部"大片"并不会让它成为一个大片。只有在公 众压倒性的认为这个展览很成功时,我们才能用这个词。不过,英国和美国的文学 作品里都开始出现其他描述大片式展览的词,比如"缺乏学术气的","非精英式的" 和"群众性的"。(3题)批评者贬低大片式展览是专门为吸引底层大众而设计的。支 持者则赞美说它们鼓励学者协助项目进行,迎合了广泛的社会群体而非精英阶层。 (4题)

C 在新博物馆学中,维持并增加观众是最重要的。这要求持续的开发产品,不仅要 创造和引进大片式展览,还要经常的进行改进与创新。(1题)此外,目前观展的群 众更像是顾客,而非参观者。(5题)那套曾经被博物馆、科技馆和画廊珍视的用来 吸引新顾客进门的技巧已经改变了。现在高挂在需求表上的是商业性,经营性,市 场性和创造性,并通过行政人员来执行。艺术馆策展人已经不再需要艺术学位了。 正像《经济学人》杂志在 1994 年精炼总结的那样,商业理性和公关技巧是策展人 的必要条件,以此把能招徕大批观众的展出搬入展馆,与其他的博物馆竞争。(6题)

D新博物馆学导致了博物馆、遗产业、旅游业、盈利性和娱乐性的汇合。(7题)这 引起了各方广泛的讨论,包括是否应该调整这些活动,使其更能反应市场的首要需求,以及博物馆是否应该首先被当做旅游景点。(8题)在许多展馆里,你可以在展 区承担公共职能,与恐龙共同进餐。无论批评家怎么说,全世界的博物馆、画廊和 科技馆的经理们都在寻找融合文化和商业的巧妙方式,而大片式展览最能迎合这一 需求。但尽管大片是新博物馆学的全部,仍有证据表明你不需要靠博物馆,科技馆 或画廊来从吸收一部大片的力量或上演一部大片中获利。

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A B C D E F G H I



E 但是在公共机构举办的大片真的能创造盈余来资助其他的活动吗?如果底线是 利润,那么依据许多主要博物馆和画廊的会计记录,大片确实赚了钱。对于一些海 外的博物馆来说,那些赚得的钱也许会是他们拿来更新部分收藏品或修缮建筑物的 所需资金。(9题)而在澳大利亚的博物馆,盈利也许是个机会表明他们正试图通过 补偿部分的营业成本,或用预算外的收入为其他的经营活动提供资金使之不赔本。 这使经济理性论者兴奋。然而,并不是所有被美誉为大片的展览都会是真正意义上 的大片。而且有些展览是赚不到钱的。同时,大多数机构的会计系统不大可能识别 到设计或租用大片的真实花费。

F 展览大片需要大量的资金,并倚靠组织机构的全部分支资源。然而这还不是尽头。 除了可衡量的"真正"开销外,还有人力资源管理成本。接纳一个巡回展览也意味着 大量开支,(13题)以及从项目模式的功能性管理结构中吸取资源。每一个人,从 普通劳动工人到展厅里的每个服务单元,外务部门、技术工人,市场推广、教育和 行政员工,都需要完成一些额外的任务。此外,介于越来越多的澳大利亚展馆试图 用展览大片增加游客和会员(以及由此而来的收益),在市场竞争下,这种大片不太 可能再继续为其他活动提供多余的辅助。消费者口袋里的钱就这么多,他们会在展 览的大片中进行选择。

G不幸的是,当盈利成为了逐年增加的博物馆大片最重要的目的时,维持这个底线 已然是一件困难的事情。对于工作人员而言,设计、搜集或租用大片都是一件非常 耗费精力的事情,(11题)并且在整个展览过程中的实际花费很难计算出来。虽然 展览的直接目的可能是金钱,但设计或租用一部大片仍然可以产生许多有用的派生 产品:通过一次受欢迎的大片展览,一个博物馆成功地提高了自己的声望,如此, 在下一个展览的预算阶段,此博物馆便会被优先考虑;大片意味着源源不断的参观 者,而源源不断的参观者拉动了当地的经济,为商铺、酒店、餐馆、交通业和零售 店创造了许多岗位;(10题)大片让工作人员接触到许多奇思怪想,也让他们承受 许多来自市场的压力,而这也许会激发出他们出色的创造力;不论这部大片成功与 否,它都可以向管理者和政策制定者强调重新思考战略的必要性。<mark>然而,新博物馆 学和显而易见的向大片发展的趋势很可能使博物馆,画廊,尤其是科技馆看起来像</mark> 是娱乐活动和旅游业的一部分,而不是应受到政府和慈善支持的文化符号。(12题)

H也许最好的方法是平衡大片展览和常规展览的数量。然而,只有在你有足够的空间和备用的资金持续支撑和弥补常规展览低廉门票的情况下,这个简单的折中方案 才有可能起作用。也许提供给你的建议应该是确保你的常规活动和展览更加有趣、 更加诱人,并且找出当地群众想从你这儿看到什么。然而,在不远的将来,澳大利 亚的巡回式大片展览可能还会继续下去,并且这些机构如今已在远处的英国和美国 成功地寻找到了能吸引大众的商业展览。目前,大部分博物馆和科学展览中心面临 的问题在于,"什么样的大片可以让我们进行环球展览,以及是否划算?"。



#### **SECTION 3**

# 面部表情

面部表情是指面部皮肤肌肉一个或多个的动作。这些肌肉的活动向观察者传达了 A 其感情状态。面部表情是非口头交流的一种形 式,是在不同的人之间传达社会信息的基本形 式,但是这种情形也出现在其它哺乳动物或是物 种身上。面部表情和它在传达情感的重要性上从 某种程度上在不同的文化中是不一样的,而这一 点也在杳尔斯 达尔文的著作中有过描述。



人类的面部表情可以被认为是一种自发的行为。但是由于面部表情和感情之间的 联系非常密切,它们之间总是不知不觉地联系在一起。在有特定的感情下去避免 做出一些面部表情几乎是不可避免的,即使是有强烈的愿望去克制还是行不通, 一个想要侮辱别人的人很难不先表示一个很厌恶的表情,即使之后他或她会在重 新摆出一副若无其事的表情。微表情就是这种现象的一个很好的例子。人的感情 和面部表情之间的联系也可能呈现另一种情况,研究发现自发要发出某种面部表 情也会引起相应的情感的发生。(第 38 题 iprediciting.com copyright)

▶ 即使在不同的物种之间,一些表情也可以被准确地解读——生气和特别满足是最 常见的例子。其它的例子是恶心和害怕是两种很难剥离的表情,因为面部只有为 数不多的几种动作,表情的发出依赖于面部特征在比例和相对位置上的相当微小 的变化,所以要准确地解读表情就需要十分的敏感。<mark>有的面部表情会被错误地解</mark> 读为某种情感的宣泄,即使有的表情没有任何的倾向性,因为这些表情形成的面 部部位的比例和其它表达某些情感时的比例很像。(第 33 题 *iprediciting.com* 

-个人的眼睛也会传达自己的感情或是想法。 眨眼率会暴露一个人可能是处于放



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松还是紧张的状态。波士顿大学的教授 Joe Tecce 发现眨眼率可以反映一个人的紧张程度。他通过 统计眨眼率和总统候选人在竞选中的成功率来支 <u>侍自己的观点。</u>他声称自 1980 年以来,在总统辩 论中眨眼率最高的候选人往往以失败告终。尽管 Tecce 的数据是很有趣的,但是要注意到非口头方 面的交流是多方面的,并且集中精神也只是一个

方面而已。通过衡量每一个候选人的流汗,眼神交流和不自然程度可以看出一个 人的紧张程度。(第 35, 37 题 iprediciting.com copyright)

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当达尔文在他的书《人类和动物的感情表达》中披露:不管是年轻人还是老人, 也不论是来自哪个种族,不论是人类还是动物,都通过面部相同的动作来表达相同的情感。 直到 20 世纪中叶,大部分的人类学家都认为面部表情是完全靠后天学 习的,因此在不同的文化中所表达的意思也是不同的。Paul Ekman 于 1960 年代 做的研究最终在很大的程度上支持了达尔文的观点。F Ekman 在面部表情方面的 著作是以心理学家 Silvan Tomkins 的发现为研究起点的。Ekman 发表了和包括 Margaret Mead 在内的一些人类学家相反的观点,面部表情和情感并不是因文化 不同而不同,而是在所有的人类中所普遍存在的。New Guinea 的南部的人们被选 来进行这样的调查。参加这项调查的有来自一个离素群居的人群中的 189 位成人 和 130 名儿童,而 23 位来自不那么孤立地区的人作为参照组。参与者都会听一个 表达某种特定情感的故事,然后给他们 3 张图片(有两张是给孩子的),上面画着 不同的面部表情,并且他们被要求将图片和他们所听到的故事所表达的情感来进 行匹配。(第 34 题 iprediciting.com copyright)

尽管这些孤立的南方 Fore 民族可以和生活在不那么孤立的环境中的对照组一样 准确地匹配上述的情况,但是有研究表明恐惧和惊讶是两种一直被错认的表情。 研究发现特定的表情和特定的情感是有对应关系的,并且很难被掩盖,并且和不同的文化背景没有关系,也和所处的文化是背离还是融入主流文化无关。(第28-32题 iprediciting.com copyright)

Ekman 发现的普遍存在的表情包括生气,恶心,恐惧,喜乐,悲伤以及惊讶。(请 注意所有这些情感没有一个确定的社会动机,比如说害羞,骄傲或是幸灾乐祸)。 关于蔑视(反映社会动机的)的研究更加模糊,尽管有证据表明这种情感和相应 的面部表情是普遍存在的。这可能说明面部表情在很大程度上是和想法密切相关 的,并且脸上的每个部位都表达特定的某种情感。(第 36,39,40 题 *iprediciting.com copyright)* 

#### **SECTION 3**

# 社会分类

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A. 尽管人类在历史的不同时期建立了多种不同类型的社会,但社会学家和人类 学家仍倾向于按照社会中不同群组可以接触到请如资源、地位或权力的不同 程度把不同的社会划分为四种基本类型。从最简单到最复杂依次为氏族、部 落、酋邦和邦国。

#### 氏族

- B. 氏族是由狩猎者和采集者组成的小规模社会,通常不超过百人,他们通过季节性的迁徒来开发和利用野生(未经制化的)食物资源。大多數目前尚存的采精者族群都是这种社会形式,例如坦桑尼亚的哈扎族或非洲南部的桑族。 氏族的成员通常是通过血缘或婚姻联系在一起的亲属族人。这些氏族缺乏正式的领导,所以在氏族成员间也就没有明显的经济差异或地位的不同。
- C. 由于氏族是由迁徙的采猎者组成的,他们的活动场所就主要有季节性驻扎的 营地和其他小一点但有特殊作用的地方。后者包括猎杀或屠杀大型哺乳动物 的猎杀场或屠宰场以及制作工具或进行其他特定活动的工作场地。这样一个 族群的(活动)大本营及其居住的遣迹也许能够证明他们没有真正意义上的 居所或只有临时居所。

部落

- D. 部落一般要比采猎者的群体大,但是也不过几千人,他们的食物主要来自于种植的农作物和驯化的家畜。他们通常是典型的定居下来的农民,但是他们也可能过着一种非常不同的基于牲畜密集利用的移动经济式的游牧生活。部落通常是多群体社会,由不同的单一群体通过血缘关系融入到一个更大的社会中去。尽管有些部落存在官员,甚至"首都"或政府所在地,但这些官员缺乏有效地运用权力的经济基拙。
- E. 部落最典型的定居方式是固定的农业庄园或村落。比较有特点的是,在特定的 E域内, 没有任何一个定居形式超过其他定居形式而占据主要地位。相反, 考古学家发现,要么 是单独的永久定居式庄园,要么是永久定居式村落。 其中,这些村落可能是由一些独立 的房子组成,例如欧洲多瑙河流域的最 早期的农庄;或者它们可能是由集群的房子构成,例如美国西南部的印第 安人村落和当今土耳其 CatalhSyOk 的早期农业村庄或小镇。

#### 酋邦

F. 这种社会形式依靠等级顺序(即人与人之间的不同社会地位)的原則运转。 不同的家族(家族是一群声称有着共同祖先的人)按照声望来划分等级,并 且地位高的家族和该社会整体都是由一个酋长所统治。声望和等级地位都是



由个人与酋长的远近关系所决定,而且并不存在真正的阶级分化。首长的角 色至关重要。

G. 通常, 酋邦社会中有自己专门的工艺品的制造与生产链, 剩余的工艺制品和 食物会被定期地进贡给酋长。酋长則利用这些贡品来维持自己的家臣, 而且 也可能将它们重新分配给自己的臣民。酋邦通常有一个包含了庙宇、酋长及 其家臣和工艺品工匠住宅的权力中心。酋邦的规模各不相同, 但是通常在五 千到两万人之间。

#### 雏形邦国

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- H. 这种社会形式保留了许多酋邦的特征,但是其统治者(可能是一个国王或者 有时候是一个女王)拥有明螭的权力来制定律法,并通过一支常规军队来实 施它们。社会不再完全依靠血缘关系来维持:社会已经分化成不同的阶层。 农民和更贫穷的市民构成了最低阶雇,工艺品工匠高一个等级,祭司和统治 者的家族則更高一等。统治者的职能和祭司的职能通常是区分开来的:宫殺 与庙宇也有所不同。社会被看成是一个被统治者家族所拥有的领土,而在这 片領土上,居住着有义务缴纳赋税的子民。中央首都拥有一个由官员组成的 官僚行政机构;他们存在的主要目的之一就是收取收益(通常以赋税或捐税 的形式出现),然后分私海政府、军队和工艺品工匠。许多早期的邦国构建了 复杂的分类体系来维系这些必要的服务。
- 这个由埃尔曼.塞维斯提出,并由威廉桑德斯和约瑟夫•马里诺许尽阐述的简 单社会分类法有可以批判的地方,而且它不应•该被轻率地使用。然而,如 果我们企图研究早期社会,我们必须使用其相关的术语和概念。塞维斯的分 类为我们提供了良好的能帮助我们组织思想的框架。

#### **SECTION 2**

新西兰海洋产品: 生物柴油

- A 世界上第一种野生藻类生物柴油产自新西兰的 Aquaflow 生态公司。能源和 气候变化议题部长大卫帕克在惠灵顿已经成功试驾了这种柴油驱动的汽车。 在一群特邀嘉宾—媒体和公众成员面前,部长给装配柴油机的路虎加满了 Aquaflow B5 混合生物柴油,然后将车绕着位于惠灵顿中心的委员会大厦的 前院行驶。绿党的领导人—Jeanette Fitzsimons 也在车上。总部在马尔伯 勒的 Aquaflow 公司在 2006 年 5 月宣布,他们已生产出了世界上第一个源自 当地的污水池野生微藻的生物柴油。(IELTS test papers offered by ipredicting.com, copyright)
- B "我们相信,我们是世界上第一家试驾以野生藻类的生物柴油为动力的汽车公司。这对那些认为还需要数年才能突破这项技术的国际生物柴油行业的人说,无疑是让人惊奇的",Aquaflow的发言人Barrie Leay 解释到。"一群善于发明的新西兰人以及一个澳洲人,仅用了一年就开发出了这种燃料",他评论到。"这对新西兰是一个巨大的机会,这都归功于这个伟大的团队,他们从第一天开始就看到了这项技术的潜力。"
- 以藻类为源料的生物柴油最终可能成为新西兰的可持续的、低成本的、燃烧 更清洁的替代燃料。为家庭轿车、卡车、公共汽车和船提供动力。它也可以 用于其他目的,如暖气或分散发电。现在全球每年对生物柴油的需求量达数 十亿公升。藻类也容易大量生产于营养丰富的废物水流中,例如在废水管理 系统(EMS)的沉淀池里。这是一种可再生能源,非常适合生产燃料和其他有 用的副产品。这项技术刚开始就有了突破,Aquaflow 去年年底同意与马尔伯 勒区自治会合作进行试点试验,从布莱尼姆环境管理体系的沉淀池中提取薄 类。通过消除主要污染物用作燃料原料,Aquaflow 还帮助清理自治会的污水 排放这是一个被称为生物补救的过程。奶农和许多食品加工企业也可以以类 似的方式获益,即从营养丰富的废物流中的提取技术。(第 17, 20-24 题)

与传统的矿物柴油混合,生物柴油可以发动任何车辆而不需要对车辆进行 造。来源于藻类的燃料还可以帮助达到政府的 B5(5%混合)的目标,由于生 物燃料产量的增加, 这种燃料的前景也越来越好。"我们下一步是要<mark>提高生 产能力</mark>,在未来一年里从马尔伯勒污水池生产 100 万升生物柴油" Leay 说。

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Aquaflow 将在圣诞节前推出招股说明书,该公司已经引起了潜在的投资者相 当大的趣。测试驱动的生物柴油已于 12 月 11 日星期一在梅西大学的惠灵顿 交园成功地用于静态发动机试验。(第 25,26 题)

E 今天藻类在许多方面都有运用,例如用作肥料、土壤调理剂和牲畜饲料。在蓄水池或池塘的清水里培育的水产及微型物种,要么被收集起来要么通过池塘抽水处理污水。大规模的藻类农业是某些地区的一种重要的水产养殖类型。天然生长的海藻是一种重要的食物来源,特别是在亚洲(第16题)。它们提供了许多维生素,包括:维生素A、B,、B2、B6、烟酸和维生素C,并含有丰富的碘、钾、铁、镁和钙。此外商业栽培微型藻,如藻类和蓝藻,作为营养补品销售,如螺旋藻、小球藻



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和维生素碳补充,盐藻和丰富的胡萝卜素-P海藻是许 多国家的国民食品: 中国消耗 70多个品种,如发菜,它是-种被认为是蔬菜的蓝藻;日本消耗超 过 20个品种。藻类的天然色素还可以替代化学染料和着色剂。

藻类是一种最简单的植物有机体,通过众所周知的光合作用,它能将我们周围的空气中的二氧化碳和阳光转换为储能。海藻含有丰富的类脂和其他可燃素,Aquaflow正在研发一种技术,使这些要素提取更高效。这项拟议的进程是一个临时专利。虽然藻类善于从污水中提取大多数的营养素,但太多的藻类则可能会造成水污染,使水变臭。因此,自治会必须找到一种方式清理污水流中过剩的藻类,并处理掉,或者找到其他用途,而这就是 Aquaflow 的功能。(第 27, 19 题)(IELTS test papers offered by ipredicting.com, copyright)

有些生物燃料, 需要以特殊方式种植, 从而争夺粮食用地, 并使用其他稀缺燃料的资源, 化学品和肥料, 与此不同的是, 以藻类为基础的生物柴油的原料已经广泛存在了, 并且其生产过程是一个可持续净能量的获得过程, 它所有的能量都是通过吸收免费的太阳能获得。(第 18 题)



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**SECTION 3** 

# 音乐"病"

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诺曼-m.温伯格对奥利弗•萨克斯关于音乐的最新作品的评论。

- A. 音乐和大脑都是使人无尽着迷的课题,尤其是作为一个声音习得和记忆方面的神经学专家,我发现它们更是令人着迷。因此,我对于神经病学家兼高产作家奥利弗.萨克斯的最新著作《恋音乐》有着较高的期待。但我不得不愧疚地承认我对这本书的感受是复杂的。
- B. 萨克斯本人是《恋音乐》这本书中最棒的部分。在这本书中,他丰富地纪录 了自己的生活并揭示了极具个人色彩的经历。在书的封面上放着他的照片— —戴着耳机,双眼闭合,聆听着阿尔弗雷德.布伦德尔演奏瓜多芬的《悲怆奏 鸣曲》时那种陶醉的神情——給人留下了正面的印象。当然,书的内容也证 实了这一点。整本著作里,萨克斯的语气沉穗而博学,但又决不自以为是。 他既不害羞,也不自我标榜。
- C. 前言部分很好地介绍了书的主要内容。其中,萨克斯解释说他想传达从"大量及快速增长的关于音乐认知和音乐意象的神经学以及其易导致的复杂且经常奇特的失调案例"中获得的灵感。他也择调了"观察这门简单艺术"和"人文环境的丰富性"的重要性。他说他想"把观察和描述与最新的技术结合在一起",同时充满想象力地去领会自己的病人和研究对象的经验。读者可以看到,萨克斯,一个具有40年经验的神经学家,在"过时的"现察研究和最新的高科技研究方法之间左右徘徊:他知道后者的必要性,但是他的心却在前者。
- D. 这本书主要包含了对案例的详细描述,其中大多数涉及萨克斯在自己的学术 生涯中见到的病人。对当代神经学报道的简要讨论遍布全书。第一部分"音 乐幽灵"以一个奇怪的病例开头:托尼•西科里拉,一个不懂音乐的中年外 科医生在一次被闪电击中之后疯狂地爱上了音乐。他突然开始渴望聆听钢琴 乐,而在此前却对钢琴乐全然不感兴趣。他开始弹奏钢琴,然后开始谱曲, 这些曲子就像是一波又一波的乐符自发地在他的大脑中形成。这是怎么回事 呢?是心理学因素导致的吗(当闪电击中他时,他经历了一场瀕死体猃)? 还是他大脑皮层中的听觉区域改变的直接结果呢?在20世纪90年代中期, 也就是在那场创伤和"坂依"音乐之后不久,脑电波图还並示着他的脑电波 都是正常的。现在还有更敏感的测试可以做,但是西科里拉拒绝参与;他不 想深入研究这突如其来的乐感的緣由。这其是令人遗憾!
- E. 第二部分"不同的乐感"所涉及的话题更广,但是不幸的是,有些幸节几乎 甚至没有给人带来任何新意。例如,长达五页的第十三幸仅仅提到了失明者

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的听力比正常视力的人要好。最有趣的幸节要数那些讲述不同寻常病例的幸节。第八幸是关于"失音症"和"合音钳乱症",分别指无法欣赏音乐的症状和不能听到合音但是却能欣赏音乐旋律的特定障碍。这些特定的"不协调" 在萨克斯所描述的病例中都能找到。

- F. 值得赞赏的是,萨克斯在第三部分"记忆、运动和音乐"中带领我们进入了 未得到充分赏识的音乐治疗领域。第十六幸解释了"旋律声调治疗法"是 如何被用来帮助表达性失语症患者(指那些在中风或大脑损伤后不能口头表 达自己的想法的人)再次洗利地说话。在第二十幸中,萨克斯展示了音乐近 乎奇迹般的力量。这种力量使得柏金森氏症患者和其他具有严重运动协调障 碍的人,甚至那些肢体己经僅化形成奇怪姿势的人,再次充满活力地运动起 来。科学家现在还不能解释音乐是如何达到这个效果的。
- G. 对于不熟悉神经科学和音乐行为的读者来说,《恋音乐》可能是一本具有启 发性的读物。但是这本书却并不能满足那些寻找萨克斯所描述的这些现象的 原因和含义的人。原因之一就在于萨克斯仿佛更愿意讨论病人,而不是讨论 试验。并且,他倾向于毫无保留地接受科学发现和理论。
- H. 固然,人们对于与音乐相关的大脑奇异现象了解极少。但是,萨克斯其实本可以发扰掘出更多关于他和其他神经学专家所做出的观察以及那些成功治疗案例所带来的启迪。例如,他本应该指出在音乐欣赏的诸多组成部分中,许多特定的不协调(比如,丧失祷别合音而非旋律的能力)就意味着大脑中不存在音乐中枢。正因为很多读过此书的人都极其可能认为所有的思想行为都有对应的大脑中枢,所以这本书雄过了一个雅•好的纠立观念的机会。
  - 人们能够得出的另外一个结论是,我们似乎并没有一个能治愈有关音乐的神
    经学疾病的"灵药"。一种药物也许能减轻一个病人的症状,但却能使另一 个病人的病情恶化,或者能在同一个病人的身上体现出好坏两种截然不同的 效果。书中提及的治疗方法几乎 毫无例外地都采用了抗癫痫的药物,这些 药物一般来说不过是"浇灭"了大脑的兴奋度; 这些治疗方法的有效性也 各不相同。
- J. 最后,在书中所描述的许多案例中,患有与音乐相关的大脑病症的病人都显示出"正常的"脑电波测试结果。尽管萨克斯知晓存在更先进的技术,而且其中还具有和标准神经学脑电波测试相比更灵敏的分析脑电波的方法,但他却并没有使用。事实上,尽管他显示出了对病人的极大同情,但是他并没有传达出追寻新的诊断和治疗与音乐相关的大 脑疾病的方法的紧迫性。这一点正好对应了前言中萨克斯所表达出的担忧,即如果我们 过分依赖新技术, "观察研究这一简单艺术就会消失"。虽然他也确实呼吁两种方法并行,但是我们只能寄期望于神经学界能作出回应。

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**SECTION 3** 

## 蓝色海迹 Go beyond the blue line

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- A 许多惊险刺激,在对遥远世界另一边的探索冒险中,有着差异的浪漫。所以 当1778年 James Cook 船长"发现"夏威夷的时候,有人对他表示了同情之感。 那时,在他第三次远征太平洋时,这位英国航海家已经在广袤的海洋中探索发现 了大量的群岛,从茂密的新西兰到孤独的复活岛遗址。最近的这次航行将他带到 了数千英里之外,从 Society Islands 以北到一个遥远的群岛,这群岛是如此之 远,甚至连可追溯到 Tahiti 的原始的波利尼西亚人对它也是一无所知。想象一 下 Cook 的讶然,那时,本土的夏威夷人乘着他们的独木舟划桨而来,用一种熟 悉的语言问候 Cook,而这种语言在他所访问过的每一个居住土地上都能听到。惊 叹于太平洋文化和语言的普遍存在,后来 Cook 在他的日志上疑惑到:"我们应 当如何解释这个民族是如何在这广阔的大海中将自身延伸到如此之远?"
- B 这个问题,以及由此引发的其他问题,已经困扰着寻根究底的人们好几个世纪了:谁是这些惊人的海员?在3000多年前,他们是从哪儿来的?新石器时代人,怎么能用简单的独木舟,在没有导航装置的情况下找到,更不用说殖民,数以百计的遥远的岛屿?这些岛屿斑点般的散布在跨越了近三分之一地球的海洋上。答案一直进展缓慢。但现在,在太平洋岛国瓦努阿图的Efaté岛上,一个惊人的考古发现揭示了一个古老的航海者,也就是今天波利尼西亚人的远祖,是他们第一个踏入了这个未知的领域。这个发现也为我们了解那些早期航海者的世界打开了一扇窗。(第27题 iprediciting.com copyright)

"我们所拥有的是第一或第二代遗址,它包含了一些第一批太平洋探索者的 坟墓,"Spriggs 说到,Spriggs 是澳大利亚国立大学的考古学教授,也是这次 挖掘现场的一个国际团队的合作领导者。这次发现存属运气。一名反铲挖掘机的 操作人员,在挖一个废弃的椰子种植园土地的时候,刮开了一个坟墓——这是 3000 年之久的墓地中几十个坟墓里的第一个。这是太平洋岛屿现今发现中最古老的墓 地,并且埋有古人的骨骼,这些古人被考古学家称为 Lapita,名字来源于 New Caledonia 的一个海滩,那里在 20 世纪 50 年代发现了地标性的陶瓷贮藏。(第 28、29 题 iprediciting.com copyright)

他们是大胆的深海冒险者,漫游于海洋,他们不仅仅是探险家也是先锋者,他 们带着建立新生活所需要的一切——他们的家庭和牲畜,芋苗和石制工具。在短短的 几个世纪,Lapita 将他们生活世界的边界从 Papua New Guinea 丛林覆盖的火山延 伸到 Tonga 外围最孤寂的珊瑚地,这至少是太平洋以东 2000 英里处。一路上他们探 索发现了百万平方英里的未知的海洋,发现并殖民了大量人类未曾见过的热带岛屿: 瓦努阿图,新喀里多尼亚,斐济,萨摩亚。

数百年后,正是他们的后裔,成为了我们所想的伟大的波利尼西亚航海家: 塔西提人和夏威夷人,新西兰的毛利人,和在复活岛竖立雕像的好奇的人。但这

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都是已 Lapita 人所奠定的基础为前提的,是 Lapita 人把语言,风俗和文化传给 了这些岛屿,并被比他们更出名的后代在太平洋进行了传承。

虽然 Lapita 人给人们留下了光辉的遗产,但关于他们自身却几乎未留下宝贵的线索。来自于几个骷髅牙齿上的化学试验给了一个特别有趣的线索。就好像现在,孩子时你所吃的食物和水将氧,碳,锶,和其他元素沉积在你正在发育的牙齿中。这些元素的同位素标示在不同的地方,变化是很微小的,所以,比如说如果你纽约的 Buffalo 长大,然后在加利福尼亚度过了你的成年生活,对你牙齿进行的同位素测试总能揭示你来自纽约的这一根源。(第 32 题 iprediciting.com convright)

同位素分析表明,一些埋在 É faté 的 Lapita 人的童年并不在这,而是来自 别的地方。虽然同位素不能确定其确切的岛屿起源,但这么一件事是显而易见的: 在他们生命中的某个时间点,这些人离开了他们的出生地,并乘着远洋船航行而 去,且再也没回来。这些古老的骨头中的 DNA 也能有助于回答一个太平洋人类学 中最令人费解的问题:所有太平洋岛民来自于一个或多个地方吗?是只有从亚洲 的某个特定的地方向外移民的一个线路,还是几个不同地方的多条线路? 这代 表了我们现在能有的最好的机会," Spriggs 说到,"去发现 Lapita 到底是什 么人,他们是从哪里来的,他们现今最亲近后裔是谁。"(第 33 题 iprediciting.com copyright)

还有一个难缠的问题,考古尚未提供任何答案: Lapita 人是如何完成多次海 洋登陆的?就好像古代版的月球登陆?没有人发现任何能揭示他们如何航行的 独木舟或装备。也没有后来的波利尼西亚人提供任何的口述历史和传统。

"我们所能肯定的只是, Lapita 人一定有着能够远洋航行的独木舟,并且他 们有这个能力来操作,"Geoff Irwin 说到,他是一名奥克兰大学的考古学教授, 也是一个狂热的帆船运动爱好者。他认为,这些航海技术由早期的水手发展而来 并流传了几千年,这些水手穿过了西太平洋内的群岛,通过捷径到达互相能看见 的岛屿。然而 真正的冒险并未开始,直到他们的 Lapita 后裔接近了所罗门群 岛链的末端,因为这是世界的边缘。最近的登陆,圣克鲁斯群岛,大约是 230 英 里远,而其中至少 150 英里的范围内 Lapita 水手是看不见陆地的,每一边都是 空旷的视野 (第 34 题 iprediciting.com copyright)

Lapita 人对太平洋的冒险是向东移动的,逆着盛行风,Irwin 说到。他认为, 那些恼人的逆风可能是其成功的关键。"他们向着未知的领域航行数天进行勘 察,他们认为如果他们没有发现任何东西,他们可以调头,并搭乘着信风顺风而 行,快速到家。整件事就是这样运作的。"一旦出海,熟练的海员能发现很多导 向,使得他们跟着着地:海鸟和海龟,椰子和潮汐带入海洋的树枝,而下午地平 线上堆积的云彩经常预示着距离内有岛屿。

所有这一切意味着一个重要的细节,Atholl Anderson 说到,他是一名在澳大利亚国立大学研究史前时期的教授,和 Irwin 一样,是名帆船运动爱好者:即, Lapita 人已掌握了先进的对付风的方法。"当然,也没有证据证明他们可以做这



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#### **SECTION 3**

# 新产品采用中蕴含的心理学

- A 在当今高度竞争的市场上,引进新产品的公司比那些没有新产品推广的公司更加活跃。各个公司花了几十亿的美金来宣传吸引顾客,但是顾客却是直接地拒绝它们。研究表明新产品被拒绝的概率高达 40%到 90%,依据产品所属的类别不同而有差异,这样的状况在过去的 25 年中并没有太大的改变。在美国,比方说,产品包装业的公司每年会引进 30,000 件新产品,但是有 70%到 90%的产品上架时间不会超过 12 个月。大多数的创新产品——特别是那些完全属于新的类别的产品或是将旧的产品全面进行改革的产品也不是很成功。根据一项调查,有 47%的发起人后来会反对新产品,也就意味着有大约一半的曾经在新产品研发方面活跃的公司后来撤出了相应的市场。
- B 面对这样的事实,专家和新手都倾向于撤销这些不成功的创新,将其视为注定要失败的。为什么消费者不愿意接受新产品,甚至他们确实知道这些新产品比原来的产品有明显的改进?为什么公司总是需要额外的勇气才能对新产品充满信心?很少有人会质疑许多创新产品和已有产品相比所具有的优势,但是这并不代表这些创新产品就一定会成功。为了明白为什么新产品不能够达到公司的期望,我们就必须要钻研消费者的行为变化。
- C 新产品总是需要消费者去改变他们原有的行为,正如很多公司所知悉的,这些 行为的改变是需要成本的。消费者要付上的成本包括比方说从一家移动电话服 务公司转换成另一家所需的激活费用。他们还需要承担学习成本比如说当他们 从手动档的车换成自动档的车是需要重新学习的。人们在保存过时的东西时, 也是需要成本的,比方说,当他们从 VCRs 转换成 DVD 播放器时,他们所收集 的录像带就会变得毫无用处。所有的这些都是经济转换成本,这些也是很多公 司在研发新产品前就会预期到的成本。
- D 但是很多公司没有考虑到的是伴随消费者行为改变产生的心理成本。许多新产品失败是因为普遍被忽略的心理偏好:和自己所没有的东西相比,人们会不理智地过分高估他们已经所拥有的东西的价值。这种倾向性导致消费者认为他们现在所拥有的产品要比新的产品的价值要高。这也导致公司执行者要评估创新产品较现有产品所拥有的价值。
- E 公司早已假设消费者会接受比现有产品更有价值或是更有用的产品。因此,公司只是需要开发客观上来讲超过现有产品的新产品。他们认为消费者有足够的理由购买新产品。在 1960 年代,通信方面的学者 Everett Rogers 提出了"相对优势"的概念,并将其定位新产品是否能被采用的最重要的驱动力。这个观点假设公司对创新的和消费者的评价都是没有偏颇的,对于消费者接受新产品的可能性也是公正的。尽管这个观点看起来很有道理,但是确实有一个明显的问题:它并没有考虑到会影响到决策的心理倾向性。
- F 2002年,心理学家 Daniel Kahneman 赢得了经济学诺贝尔奖,因为他发现了 消费者为什么和在什么时候会做出理性的经济行为。这项研究是核心观点是个 人是如何在市场上评价各样的选择的,而这最早是心理学家 Amos Tversky 提

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出的。Kahneman 和 Tversky 以及其他学者相信,人类对于摆在自己面前的选择的反应会有4种明显的特征:

G 首先,人们会评估这个替代产品的吸引力,这个并不是以产品本身的客观性能或是价值为基础的,而是一种主观判断。其次,消费者会以现有的产品的一个相对参照点为基准来评价这项新产品或是投资。第三,人们会将和这个相对参照点相比的改进部分视为增加的部分,而将缺点视为损失。第四,也是最重要的一点,损失比差不多大小的收获所产生的影响要大得多,这种现象被Kahneman和Tversky称为"损失规避"。比方说,研究表明,大多数的人是不会打成功率和失败率都是 50%,要么输要么赢 100 美金的赌。赢得赌注所得到的要比输了所损失的概率要超过 2 到 3 成,大多数人才会觉得这个赌值得打。类似的,在对 Pacific Gas 和 Electric 的 1500 名顾客所进行的调查显示,顾客需要比规避可能出现的中断供应所需的成本高出 3 到 4 倍甚至更高的补偿才能够满意,正如 Kahneman 和 Tversky 所写的: "损失要比获得要可怕的多。"
 Ⅰ 损失规避使得人们会觉得自己已经拥有的东西——那些已经是自己的一部分

一一比自己所没有的东西更有价值。根据行为经济学家 Richard Thaler 所言, 消费者认为自己可能会放弃但是已经拥有的东西要比可能会获得但是目前还 没有的东西要更有价值。Thaler 将这种倾向性称为"禀赋效应"。

在 1990 年的一篇论文中, Thaler 和他的同事描述了他们所做的一系列的实验
来衡量禀赋效应。在其中的一个实验中,他们给了一组销售人员一些咖啡杯, 让他们给出自己愿意卖出杯子的价格——从 25 美分到 9.25 美元不等。他们让 另外一组挑选杯子的人回答他们是否愿意买咖啡杯或是他们愿意出多少钱买 下咖啡杯。客观来讲,所有的销售人员和挑选人员是处在同一个情况下:他们 在咖啡杯和愿意出的一笔钱中间进行选择。在其中的一次实验中,销售人员杯 子定价为 7.12 美元,而选择的人平均愿意出的价是 3.12 美元。在另一次实验 中,销售人员和选择的人分别认为杯子值 7 美元和 3.5 美元。总体来说,销售 人员总是比买杯子人所出的价格高出至少 2 倍的价格才愿意成交。

Kahneman 和 Tversky 的研究还解释了为什么人们更愿意坚持自己已经拥有的 东西,即使当一个更好的选择摆在面前。在 1989 年的一篇论文中,经济学家 Jack Knetsch 提出了一个很有说服力的解释,这被经济学家 William Samuelson 和 Richard Zeckhauser 称为"现状偏见"。Knetsch 叫一组学生从 吸引人的咖啡杯和美味的巧克力中间进行挑选,给第二组的学生发了咖啡杯, 然后让他们将已经获得咖啡杯和巧克力交换,最终,Knetsch 给第 3 组的学生 发了巧克力,然后让他们拿它们来交换咖啡杯。第一组学生中,56%的学生选 择了咖啡杯,44%的学生选择了巧克力,表明对两种的偏好几乎是差不多的。 所以从逻辑上讲,Knetsch 给了咖啡杯的学生中应该有一半愿意换巧克力,另 一组拿了巧克力的学生也同样有一半应该愿意将其换成咖啡杯,但是并不是这 样的,拿了咖啡杯的学生中只有 11%的学生愿意交换,而拿了巧克力的学生中 只有 10%的学生愿意交换。有大约 90%的学生放弃了他们的偏好——看起来是 很大的损失来降低交换自己已经拥有的东西的欲望。

K 有趣的是,很明显似乎大多数人都具备禀赋效应和现状偏见,经过反复的研究, 当研究人员告诉人们,他们过分地高估了现状偏见时,人们往往很震惊,怀疑, 也不太愿意承认这个事实。这种行为倾向很普遍但是却很少有人意识到它的存 在。

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#### **SECTION 2**

# 工作压力

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- A 很忙到底有多忙?对于某些人来说,这意味着你不得不错过偶尔的长时间午餐; 对另一些人而言,这意味着完全不吃饭。对少数人,就是不能请一个月一次的病 假。然而有一群人,每天晚上和周末工作却是正常事,疯狂是他们生活的节奏。 对于大多数高管,他们的工作负载在非常忙碌和疯狂之间摆动。咨询公司 AT Kearney 副主席,管理亚太地区电信业务员的尼尔 Plumridge 说,他的工作时间 "可控制在"45 小时到 80 小时之间,但平均 60 小时。
- B 关于Plumridge的工作负载有三个方面的警告信号:睡眠,调度和家庭。他知道他有太多的次会连续三个晚上少于6小时睡眠;然后他经常不得不重新安排预约;第三个是家庭方面",Plumridge说,他是一个三岁女儿的父亲,预计在10月份会有第二个孩子。"如果我正好错过生日或纪念日,我知道事情将失控。"太忙"是高度主观的范畴。但对于任何个人,长期过于繁忙将开始显示出压力:睡眠扰乱和衰退的心理和身体健康。国家工人的薪酬数据显示压力会导致工作场所的损伤所致的工作时间的损失。员工遭受压力的平均工作时间为16.6周。压力的影响也是昂贵的。Comcare,联邦政府的一个保险公司的报告说,在2003年至04年,申领心理损伤的索赔占7%,但占索赔费用的几乎27%。专家说处理压力的关键不是把重点放在缓解上——例如打高尔夫球或按摩,而是重新评估工作负载。尼尔Plumridge说他他将之作为重点看看他必须改变什么;这可能意味着重新分配额外的资源到工作上,允许更多的时间或改变自己的预期目标。这个决定可能需要几天的时间。他还依赖于同事的建议,说他的同行可以互相帮助,解决业务问题。"只是多一双新的眼睛,就可以起到很大的作用,"他说。(19题,22-27题,20题,15题)
- C 高层压力并不局限于大型机构。凡妮莎Stoykov运行自己的广告和公共关系企业 已经有七年了,业务专注于金融和专业服务公司。媒体发展如此迅速,她的企业 在100名BRW增长最快的小型企业名单年首次亮相,去年Stoykov有她的第一个孩 子。Stoykov将自己大部分的精力放在公司上,"像每个人一样,有时候我觉得 我的头快炸掉了,"她说。由于业务处于增长阶段,,Stoykov必须专注于短期减 轻压力的措施──例如周末爬山,偶尔的"心理健康"日──而不是做更多的工 作。她说:"我们正在雇佣更多的人,但你需要训练他们,教他们有关文化和客户 事宜,所以实际上工作变得更多了而不是更少了。"(16题)


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找出原因: Jan Elsnera-墨尔本心理学家, 专业于高层解压的教练, 说在工作繁忙 在典型的高管和其他高层的商业人士种是普遍现象。她说没有万能的解压方法: 有些人肾上腺素高的时期工作效率最高, 其次是安静的作为互补, 而其他人则处 在持续的压力之下。"我们可以把尿液和血液荷尔蒙拿来检验, 来判断是否某人 处于生理压力,"她说。"但这并不是要给我们一个关于他们压力经验的指示器, 或者压力会带来什么样的情感和认知影响。"(14, 21题)

- Elsner 的实践是来源于一个被称为积极心理学的运动,这是一种为积极的经验 辩护的思想学派——感觉参与其中,有挑战性的,为一些有意义的事情做出贡献 ——不要去考虑消极的压力;相反,他们帮助人们提高他们的韧性。良好的压力, 或积极的挑战经验或奖励,但糟糕的压力也会因此一样被累积。Elsner 称她所 指导的许多高级商务人士更多地依靠诸如沉思和瑜伽的调节压力的方式。她指 出,研究表明,冥想可以改变大脑生物化学方面以及事实上帮助人们"再教育" 她们的大脑和身体对压力的反应。"冥想和瑜伽让你改变你的大脑反应的方式, 所以,如果你精通它了,你就控制了压力"。
- F 最近的研究,比如英国流行病学家 Michael Marmot 爵士的去年的公务员研究中显示,最重要的压力预测因素是一个人控制工作的水平。这推翻了压力是高管的特权与疯狂工作的个性的理论。相反,Marmot 和其他研究显示他们有最好的工作:一个结合了高要求(具有挑战性的工作)与高控制(自律)的工作。最糟糕的工作是那些结合高需求和低的控制的工作。有高要求而小自律的人有 4 倍的概率患抑郁和超过两倍概率患心脏病的风险,LaMontagne 说。"这两个导致大量的的慢性病,并且是一个潜在的可预防的部分。"在海外,尤其是在欧洲,大公司重新设计组织实践来提高员工的自主性,减少旷工和提高生产率。
- G 澳大利亚AT Kearney的副总裁尼尔Plumridge表示:"通常压力是由我们自己的 不切实际的期望造成的。例如我保证客户明天我会做些,然后(承诺)另一个客户 机相同的东西,但我知道这是不可能。我已经把压力强加在自己身上,本来我可 以对客户说:"我在48小时内再给你可以不?"客户其实不关心。"承诺过多是 一些人们经历的一个个人问题。我们解释它为拖延的结果或帕金森定律:工作量 会不断扩张已填满的可用时间。新的研究表明,人们可能会本能地这样做。(17 题)
- I一项在2月出版的《实验心理学》研究表明,人们总是不相信他们未来比现在更 忙。这是一个误区,根据该报告的作者,Gal Zauberman,北卡罗莱纳大学的教授 和杜克大学的约翰•林奇。"平均而言,个人像今天同样繁忙会持续两周或一个 月。但在日常生活中事实似乎不是这样的,"他们写道。"人们常常会提前做出 承诺,但如果需要立即采取行动就永远达不到那个承诺。也就是说,他们投资在 未来的时间相对突然打折。"为什么我们觉得在未来的时间比当下更"盈余"? 研究者说到人们低估了一直延伸到未来的完成任务的时间,而且他们不擅长为他 们的时间想象未来的竞争。(18题)

雅思阅读真题 Version 27501

**SECTION 1** 

## 关于食品促销对儿童彩响的研究综述

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本综述经由英国食品标准局委托开展,调查如下领域已获得的研究结果:

•食品促销对儿童影响的程度和性质

•该促销对儿童的食品知识、喜好和饮食行为所产生的影响(如果存在的话)

- A. 电视广告主导了面向儿童的食品促销,而且绝大多数是向儿童销售所谓的"大 四类"加糖的早餐走片、软饮料、甜点和小吃。在过去十年当中,快餐店的 广告迅速增多,有证据显示电视广告的主导地位已经开始下降。强有力的国 际品牌形象的重要性加深了对结合电视与销售、"联合促馆"和销售点活动 这种多面交流的需求。广告所宣传的饮食与公众健康专家所推荐的饮食对比 鲜明。有关健康和营养的主題反而被有趣、新奇或味道等内容所代替,被用 来向儿童推销食品。与此同时,真正应该彼此提福的饮食却只获得极少的推 广支持。
- B. 有充分的证据显示,儿童会注意并且喜欢食品促销。但是要确定促销是否会对儿童造成影响却是一个复杂的问题。本综述通过检视食品促销可能对儿童自身的食品意识、食品偏好和实际饮食行为(包含购买和进食)以及导致的健康问题(例如肥胖和胆固醇水平)所带来的影响进行研究,以此解决上述问趟。大多数的研究调查食品广告,但是也有一部分研究调查了其他形式的食品促销。从营养知识方面来说食品广告似乎对儿童的健康饮食现念影响甚振,但是在特定情境下,它能对更加具体的营养方面的知识产生影响。例如, 看到软饮料和走片的广告会降低适龄儿童正确判断特定产品中是否含有真正水果的能力。
- C. 本综述也发现了食品促補影响儿量食物喜好和购买行为的证振。例如,一项 针对小 学生的研究发现,对广告的接触会影响学生所喜爱的食物;另外一 项研究展示,自动贩卖机上的标签和标识对中学生的购买选择有影响。还有 一些研究也显示,广告会影响儿童的饮食选择。比如,其中一項研究发现, 广告会影响小学生每天课间玩 耍时间的零食选择。
- D.下一步,即尝试确定食品促销和饮食或肥胖之间是否存在联系的研究是非常 难行的,因为这需要在现实环境中进行研究。有一些研究试围通过利用看 电视的量替代接触广告的量来实现这一点。它们在看电视与饮食、肥胖和胆 固醇水平之间建立了清晰的联系。不过却很难说这个影响是由广告造成的, 还是由看电视时久坐不动或看电视时吃零食造成的。有项研究通过详细纪录 儿童的电视观看习惯解决了这个问题。该研究显示,儿童观看的广告越多, 所吃的零食和所消耗的卡路里就越多。

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因此,研究文献肩实指出食品促销正以多种方式影响儿量的饮食。这并不等 于确切的证据;正如上面所提及的,对于此类研究,确凿而毫无质疑的证振, 简单来说, 是不可能获得的。况且,也不是所有的研究都指向这个结论; 有些研究就没有发现 任何影响。除此以外,很少有研究去衡量,相对于那 些其他影响儿責食物选择的因素,这些影响究竟有多大。尽管如此,许多研 究发现了确切的影响,而且这.在研究 还使用了复杂的方法,使得确认以下 内容成为可能: 1)这些影响不是偏然发生的; 2)它们独立于其他可能影响 饮食的因素之外,例如父母的饮食习惯或态度; 3)这些影响是发生在品牌和 类别层面上。

- F. 此外,有两个因素显示,这些研究实际上低估了食品促供对儿童的影响。首先,研究文献主要集中于电视广告方面的研究;电视广告结合其他各种推销形式所累积的影响可能要大得多。其次,这些研究只考察了对个体儿责的直接影响,而板佑了间接影响。例如,快餐店的促销可能不只影响儿責,还可能鼓励父母带他们在此就餐,进而择化一种现念,即这是正常且可取的行为。
- G. 这并不等同于证实了影响的存在,但是在我们看来,确实提供了充足的证据, 使我们得出"影响是存在的"的结论。现在,关注的焦点应该转移至我们该 采取什么行动,尤其应该转移至如何利用广告营销的力量来促进年轻人改善 饮食。

### 雅思阅读真题 Version 27502

#### **SECTION 1**

# 被遗忘的森林

 $\frac{1}{2}$ 

如今,只有在美国南方腹地才能找到长叶松森林,它的现有面积已经缩小到它的原面积的百分之三,人们正在努力使它们复原。

- A. 长叶松森林的美丽和生物多样性,甚至在其本土的南部,都是保存完好的秘密。然而,它却是北美最富有的生态系统之一,在物种數量方面,它完全可以破美太平洋西北地区的高革革原和古森林。和那两个正在消亡的野生动物柄息地一样,长叶松森林也面临着 严峻的成胁。
- B. 在长叶松森林中,树木都分散地生长在各处,从而形成一个开放的、公园般的环境,使它更像是热带大苹原而不是森林。这些树木并没有稠密到遮住太 II 曰。这种开放性造就 了地球上最多样化的森林层,请如多花的香石竹、 জ叭状的猪笼草、捕蠅草、薰衣苹和 松林地带的马钱子等都生长在这里。 仅在这一小块地方,就有多达 50 种不同品类的圩花、 灌木、苹丛和蕨类植物。
- C. 从弗吉尼亚州到得克萨斯州,曾经有将近 9200 万英亩的长叶松森林繁荣生长,这是世界上探明的唯一一片生长区。但是到了 21 世纪,几乎全部的森林都被砍伐、铺平或开垦,并逐渐被遗忘了。只有大约 3%的原面积仍然生长着长叶松,而这其中又仅剩约一万英亩的森林是没有被欲伐过的老龄林,其余的都是砍伐后的新生林。
- D. 搞清楚如何重建茂盛的松林也能够使生物学家们为这片栖息地的动植物提供帮助。在美国东南部,有将近三分之二的递减的、受威胁的或瀕危的物种都依附于长叶松林。长叶松林的彻底破坏只是致使这些物种面临困境的部分原因,南卡罗来纳州弗朗西斯马 里恩国家森林的生物学家马克丹纳赫如此表示道。他认为这些动植物的死亡和缺少林 火也有关系。南部森林曾经经常遭遇火烧。"林火对于这个生态系统以及依赖于它的物种来说,有着绝对重要的影响丹纳赫说道。
- E. 随便指名一个生长在长叶松林的物种,你都会发现它们和林火之间的联系。 松林猛 雀鵠是一种神秘的鸟,它优美的歌声常常回荡在长叶松林的低洼林 木中。它把自己的巢 筑在地面上,就在开放的下层植被狗尾革丛和须芒苹 丛下。但是,一旦有几年缺少林火,而灌木开始我长,雀鸟就会消失。地鼠陆 龟是生活在密西西比河流域的唯一的本土陆地龟,它在长叶松林中也有大量 繁殖。地鼠陆龟在这些森林中扮演着极为重要的角色,有 300 多种脊椎和无 脊椎动物(从东部菱形斑纹响尾蛇到穴蛙)以它抱掘的洞穴作为家因和庇 护 所。但当林火被抑制时,这种地鼠陆龟就会被封在洞中窒息而死。琼斯中心 的生态学 家皰勃 •米切尔说:"如果没有林火,我们就将失去这些野生生物。"

 $\mathbf{C}$ 

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В

Α

F. 没有林火的话,我们还会失去长叶松林。林火能够抑制橡树和其他硬木的生 长,否 則它们会将长叶松林淹没。"它们是火之森林米切尔说道:"它们在 美国东部的闪电之 下不断进化。"此外,不只是闪电会引发森林之火。"美 国本土居民也会点火来保持森林 的开放米切尔说道:"早期婊民者也是这么 做的,他们的这一做法帮助创造了我们今 天所看到的长叶松林。"

- G. 林火还改变了长叶松林生态系统中的营养流动方式,对这些方式,我们才刚 刚开始了解。举个例子,研究者发现類繁的林火能产生頗外的钙,这对潔 危的红冠系木鸟的产 蛋量起着决定性的作用。来自佛罗里达州立大学的一 位退休的鸟类生态学家弗朗西斯·詹姆斯,已经在佛罗里达辨广阔的阿巴拉 契科拉国家森林里研究这种黑白相间的小型鸟类二十余年了。当她发现雄性 红冠啄木鸟在领地被火烧后的首次繁殖期中会产下较多的一窝蛋时,她和她 的同事就开始寻找答案。"我们发现,在森林没有被火烧时,钙质会被木 本 濛木吸收走,"詹姆斯说道:"但当森林被火蜣了之后,就会有大量的钙质渗 入到土壤 中并被长叶松吸收。"最后,这些钙质又会沿着食物链往上,进入 一种树柄蚂蚁的腹中, 而这种蚂蚁则是红冠啄木鸟最喜爱的食物。结果就 是:有更多的钙质提供給了这些啄木鸟,而这带来了更多的蛋、更多的幼雏 以及更多的红冠略木鸟。
- H. 现在,林火已经成为保护长叶松林及其野生生物的重要管理手段。绝大部分的林火都是按照规定,专门采用滴液点火器点燃的。尽管公众经常反对任何形式的放火以及由此产生的浓烟,但是这种低铎度的燃烧能降低灾难性大火的風淦。"森林总有一天会燃说的,"国家野生生物联盟(NWF)南部森林的修复管理员阿為杜•迪奥普说道:"这只是时间问题。通过这些规定的燃烧,我们可以选择燃蜣的时间和地点。"

整个南部地区的私人土地所有者的兴趣正不断攀升,但重建长叶松林并不是
一件容易的差事。那些苹本作物,即狗尾苹等其他下层植被,同样需要重建。在殫些没有被农垦破坏,但变成了火炫松或地松人工林的区城,土壤下的长叶松林的种子仍保持着生命力。最终,这些原生植物会回来的。但是,在种子已经被农耕破坏了的地区,狗尾苹必须要重种。眼下,这項开销有些高,但研究者们正在寻找低成本的解决方式。

J. 然而,重建长叶松林并不适用于目光植浅者。我们之中没有什么人能够活到
七八十 年后小松树长成大森林的环一天。但是这并不能阻挡长叶松的爱好者们。"现在,长叶松 的幼苗己经越来越难买到了,"一个私人土地所有者
说道:"每个人却想要买它们。长叶松正在复苏当中。"









1	Vers	sion 27103	-	主题	生态	旅游
教师互动解析	1	А	2	D	3	С
请扫描二维码	4	В	5	А	6	С
	7	D	8	А	9	В
	10	adventure	11	sustainable	12	tropical forest
	13	illegal killing				
2	[]				·····	
2	ver	sion 27104		主题 讲	*议寻	手的演进
教师互动解析 请扫描二维码	14	Е	15		16	
	17	B	18		19	
	20	В	21		22	A
	23	the Poetics		tragedy	25	landmarks
	26	flaw/weaknes	S			
3	Ver	sion 27105		主题 科学	字ろ	を流
教师互动解析	27	А	28	С	29	В
请扫描二维码	30	D	31	В	32	YES
	33	NOT GIVEN	34	NOT GIVEN	35	NO
	36	word choices	37	colloquial terminology	38	observer
390.062	1.1					

4	Vers	sion 27108		主题	夏活	岛之谜
教师互动解析	27	V	28	ii	27	iii
请扫描二维码	30	viii	31	NOT GIVEN	32	TRUE
	33	FALSE	34	FALSE	35	NOT GIVEN
	36	TRUE	37	growing population	38	racist assumption
169262383	39	archeological and historical	40	inhum	an be	
	Vers	sion 27111		主题	載物	馆大片
5	VCI	SIOII 27111			4717J	иЛ
教师互动解析	1	С	2	А	3	В
请扫描二维码	4	В	5	customers	6	public relation skills
	7	museology/(the new) museology	8	tourist attractions	9	А
	10	D	11	В	12	С
1-66.0200G	13	Е	'			
	- <u></u>					
6	Ver	sion 27112		主题 面部	<b>表</b> 情	Ŧ
		misidentified	29	emotions	30	cultural background
<b>し</b> 教师互动解析	28		1	1	33	С
<b>り</b> 教师互动解析 请扫描二维码	28 31	isolated	32	exposed		
		isolated A	32 35	exposed D	36	Н
	31			D		H B

7	Ver	sion 27114		主题	社会	会分类
- 教师互动解析	1	TRUE	2	NOT GIVNE	E 3	FALSE
请扫描二维码	4	FALSE	5	TRUE	6	TRUE
	7	NOT GIVNE	8	Tools	9	Nomadic
	10	grouped (together)	11	foodstuffs	12	20,000
	13	craft specialists				
8	Ver	sion 27115		主题	新西	i兰水产
教师互动解析	15	D	16	Е	17	С
请扫描二维码	18	G	19	F	20	fuel
	21	power	22	water streams	23	contaminate
	24	harvesting	25	photosynthesis	s <b>26</b>	Government B5
	27	(producing/ production) capacity				
9	Vers	ion 27125		主题 音	乐	心理书译
教师互动解析	27	В	28	С	29	А
请扫描二维码	30	А	31	YES	32	NOT GIVEN
	33	NO	34	NOT GIVEN	35	YES
				E	38	В
	36	NO	37	F	30	Б

10	Vers	sion 27202		主题	早期	期航海
教师互动解析	27	Н	28	L	29	A
请扫描二维码	30	С	31	F	32	D
	33	С	34	А	35	В
	36	TRUE	37	FALSE	38	TRUE
14022336	39	FALSE	40	NC	DT GI	VEN
44	Vers	sion 27304		主题	新产	品营销
11	Vers	sion 27304		主题	新产	品营销
—————————————————————————————————————	28	В	29	С	30	А
请扫描二维码	31	С	32	FALSE	33	TRUE
	34	NOT GIVEN	35	TRUE	36	FALSE
	37	С	38	В	39	А
	40	D		·	'	
12	Vers	sion 27314		主题 猛災	身ます	<b>灭绝</b>
教师互动解析	14	hunting	15	overkill model	16	disease/ hyperdisease
请扫描二维码	17	empirical evidence	18	climatic instability	19	geographical ranges
		Younger	21	A	22	В
	20	Dryas event	·		1	
	20 23	A	24	В	25	В

13	Ver	sion 27324		主题	工作	乍压力
教师互动解析	14	А	15	D	16	В
请扫描二维码	17	D	18	С	19	В
	20	D	21	А	22	workplace injury
	23	16.6 weeks	24	7%	25	golf
1.00000000	26	massage	27	W	orklo	ads
	Ver	sion 27501		主题 儿	童和	食品广告
14	ver	sion 2/501		土國一也。	里仰	艮印/ 百
教师互动解析	1	viii	2	ii	3	vi
请扫描二维码	4	V	5	i	6	х
	7	iii	8	NO	9	NO
	10	YES	11	NOT GIVEN	12	YES
	13	NOT GIVEN				
15	Ver	sion 27502		主题被遗	志由	勺森林
教师互动解析	1	nests	2	tortoise	3	oaks
请扫描二维码	4	lighting	5	native Americans	6	prescribed burns
	7	soil	8	ants	9	eggs
	10	TRUE	11	FALSE	12	NOT GIVEN

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