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Part I Reading Comprehension (30 marks, 2 marks each)

Directions: There are 3 passages in this part. Each passage is followed by some multiple – choice questions. You should decide on the best choice and mark the corresponding letter on Answer sheet I with a single line through the center.

Passage One

No company likes to be told it is contributing to the moral decline of a nation. "Is this what you like to accomplish with your careers?" an American senator asked Time Warner executive s recently. "You have sold your souls, but must you corrupt our nation and threaten our children as well?" At Time Warner, however, such questions are simply the latest manifestation of the soul-searching that has involved the company ever since the company was born in 1990. It's a self-examination that has, at various times, involved issues of responsibility, creative freedom and the corporate bottom line.

At the core of this debate is chairman Gerald Levin, 56, who took over from the late Steve Ross in the early 1990s. On the financial front, Levin is under pressure to raise the stock price and reduce the company's mountainous debt, which will increase to \$ 17.3 billion after two new cable deals close. He has promised to sell off some of the property and restructure the company, but investors are waiting impatiently.

The flap over rap is not making life any easier for him. Levin has consistently defended the company's rap music on the grounds of expression. In 1992, when Time Warner was under fire for releasing Ice-T's violent rap song Cop Killer, Levin described rap as a lawful expression of street culture, which deserves an outlet. "The test of any democratic society," he wrote in a Wall Street Journal column, "lies not in how well it can control expression but in whether it gives freedom of thought and expression the widest possible latitude, however disputable or irritating the results may sometimes be. We won't retreat when we face any threats."

Levin would not comment on the debate last week, but there were signs that the chairman was backing off his hard-line stand, at least to some extent. During the discussion of rock singing verses at last month's stockholders' meeting, Levin asserted that "music is not the cause of society's ills" and even cited his son, a teacher in the Bronx, New York, who uses rap to communicate with students. But he talked as well about the "balanced struggle" between creative freedom and social responsibility, and he proclaimed that the company would launch a drive to develop standards for distribution and labeling of potentially objectionable music.

The 15-member Time Warner board is generally supportive of Levin and his corporate strategy. But insiders say several of them have shown their concerns in this matter. "Some of us have known for many, many years that the freedoms under the First Amendment are not totally

says Luce. "I think it is perhaps the case that some people associated with the company have only recently come to realize this."

1. An American senator criticized Time Warner for _____.
 - A. its raising of the corporate stock price.
 - B. its self-examination of the soul.
 - C. its neglect of social responsibility.
 - D. its emphasis on creative freedom.
2. The word "flap" (paragraph 3, line 1) here means _____.
 - A. controversy
 - B. fear
 - C. disaster
 - D. solution
3. In 1992, Time Warner caused public outrage because it _____.
 - A. sacked workers as a result of restructuring.
 - B. issued a record promoting violence.
 - C. advocated the culture of the street.
 - D. challenged the freedom of expression in democratic society.
4. In the face of recent attacks on the company, Levin _____.
 - A. stuck to a strong stand to defend freedom of expression.
 - B. softened his tone and introduced a new initiative.
 - C. yielded to objections and resigned from the company.
 - D. requested unconditional support from the 15-member board.
5. We can infer from the last paragraph that _____.
 - A. profits and social responsibility can rarely go hand in hand in the company.
 - B. few people are concerned about corporate responsibility.
 - C. the debate over Time Warner's policy will soon involve other companies.
 - D. the Time Warner Board's opinion of the company's policy is divided.

Passage Two

Prior to the 20th century, many languages with small numbers of speakers survived for centuries. The increasingly interconnected modern world makes it much more difficult for small language communities to live in relative isolation, which is a key factor in language maintenance and preservation.

It remains to be seen whether the world can maintain its linguistic and cultural diversity in the centuries ahead. Many powerful forces appear to work against it: population growth, which pushes migrant populations into the world's last isolated locations; mass tourism; global telecommunications and mass media; and the spread of gigantic global corporations. All of these forces appear to signify a future in which the language of advertising, popular culture, and consumer products become similar. Already English and a few other major tongues have emerged as global languages of commerce and communication. For many of the world's peoples, learning one of these languages is viewed as the key to education, economic opportunity, and a better way of life.

Only about 3,000 languages now in use are expected to survive the coming century. Are most of the rest doomed in the century after that?

Whether most of these languages survive will probably depend on how strongly cultural groups

wish to keep their identity alive through a native language. To do so will require an emphasis on bilingualism(mastery of two languages). Bilingual speakers could use their own language in smaller spheres---at home, among friends, in community settings--- and a global language at work, in dealings with government, and in commercial spheres. In this way, many small languages could sustain their cultural and linguistic integrity alongside global languages, rather than yield to the homogenizing forces of globalization.

Ironically, the trend of technological innovation that has threatened minority languages could also help save them. For example, some experts predict that computer software translation tools will one day permit minority language speakers to browse the Internet using their native tongues. Linguists are currently using computer-aided learning tools to teach a variety of threatened languages.

For many endangered languages, the line between revival and death is extremely thin. Language is remarkably resilient, however. It is not just a tool for communicating, but also a powerful way of separating different groups, or of demonstrating group identity. Many indigenous communities have shown that it is possible to live in the modern world while reclaiming their unique identities through language.

1. Minority languages can be best preserved in _____.
 - A. an increasingly interconnected world
 - B. maintaining small numbers of speakers
 - C. relatively isolated language communities
 - D. following the tradition of the 20th century
2. According to Paragraph 2, that the world can maintain its linguistic diversity in the future is _____.
 - A. uncertain
 - B. unrealistic
 - C. foreseeable
 - D. definite
3. According to the author, bilingualism can help _____.
 - A. small languages become acceptable in work places
 - B. homogenize the world's languages and cultures
 - C. global languages reach home and small communities
 - D. speakers maintain their linguistic and cultural identity
4. Computer technology is helpful for preserving minority languages in that it _____.
 - A. makes learning a global language unnecessary
 - B. facilitates the learning and using of those languages
 - C. raise public awareness of saving those languages
 - D. makes it easier for linguists to study those languages
5. In the author's view, many endangered languages are _____.
 - A. remarkably well-kept in this modern world
 - B. exceptionally powerful tools of communication
 - C. quite possible to be revived instead of dying out
 - D. a unique way of bringing different groups together

Passage Three

Modern-day business really does transcend national barriers. Thanks to sophisticated IT and

communications systems, businesses can now market their products on a truly global scale. The world is indisputably becoming a smaller place, as service and manufacturing companies search the international marketplace for new suppliers and clients. Businesses must, however, be aware that once they expand the area in which they operate, they face increased competition. The standard and quality of their goods become increasingly important in keeping up with competitors. But most of all, it is the service element accompanying the goods which is crucial to a company's success in a particular market. This new philosophy has led to many companies, some of which have even offered products of a lesser quality, gaining success overseas.

Although globalisation may, in some senses, have brought national economies closer together, societies around the world still have radically different expectations, processes and standards. These are not a function of economic change, but are more deep-rooted and difficult to alter. They can be a major problem for businesses expanding abroad, with the greatest obstacle of all being the language barrier. If you have to deal with clients, suppliers and distributors in a range of countries, you will not only need the skills to communicate with them, you will also need to reconcile any national biases you have with the diverse ways of doing business that exist around the globe.

The value of effective communication is not to be underestimated. New technology such as videoconferencing and email has played a part in making the communication process easier, and it may also be possible that the introduction of language interpretation software will help with some global communications problems. But, of course, it is the human element of the communication process that is so vital in business, especially in negotiations, presentations and team-building. It is essential for managers to meet regularly with staff, customers and partners, so that issues can be discussed, messages communicated and feedback obtained.

The value of well-organised language training is immense, and can bring benefits to all levels and departments within a multinational organisation. Unfortunately, however, many organisations have a very narrow view when it comes to training of any kind. Often, an urgent requirement has to be identified before training is authorised. Then, a training company is employed or a program is developed in-house, the team is trained, and that is seen as the end of the matter. However, the fact remains that training programmes are effective only if they are relevant to a company's broader, long-term needs. They should be regarded as an investment rather than a cost.

Changes in expectations and attitudes are certain to continue for companies that trade globally. Although such companies are not yet faced with their **international partners** and clients demanding that business be conducted in their mother tongue, they realise that overseas competition is increasing fast. If these companies want to continue to achieve success on the international trading circuit, they must be prepared to adapt to situations and speak the local language. If not, someone else will.

1. According to the first paragraph, improved communications have enabled companies to _____.
- A. offer a wider variety of products and services
 - B. expand beyond their domestic markets
 - C. perform better than their international competitors
 - D. open more manufacturing facilities abroad
2. Approaches to doing business vary between countries because of _____.

- A. local economic considerations
 - B. strong wishes to remain independent
 - C. the existence of cultural differences
 - D. regulations about business practices
3. The writer thinks that the use of modern technology will _____.
- A. speed up the process of language interpretation
 - B. not lead to greater communication between companies and clients
 - C. help solve the problems involved in maintaining strong teams
 - D. never replace the need for face-to-face interaction
4. A common weakness of training courses is that they _____.
- A. are developed by the wrong team.
 - B. do not give good value for money
 - C. are provided only if there is an immediate need
 - D. do not deal with a company's specific requirements
5. Why should companies do business in the language of the countries they are operating in?
- A. to prevent other companies taking their business
 - B. to help them find new international partners
 - C. to meet clients' current expectations
 - D. to become more aware of their competitors' activities

Part II Cloze Test (20 marks, 1 mark each)

Directions: There are 20 blanks in the following passage. For each blank there are four choices marked A, B, C and D. You should choose the one that best fits into the passage. Then mark the corresponding letter on Answer Sheet I with a single line through the center.

Some people were just born to rebel; Charles Darwin was one of them. 1 Nicholas Copernicus, Benjamin Franklin and Bill Gates. They were 2 "laterborns"---that is, they had 3 one older sibling --- brother or sister --- when they were born.

4, laterborns are up to 15 times more likely than firstborns to 5 authority and break new 6, says Frank J. Sulloway, a researcher scholar at the Massachusetts Institute of Technology.

In his book "Born To Rebel" being 7 this week, Sulloway claims that 8 someone is an older or younger sibling is the most important 9 shaping personality - more significant than gender, race, nationality 10 class.

He spent 26 years 11 the lives --- and birth orders --- of 6, 566 historical 12 to reach his conclusions.

A laterborn himself, Sulloway first 13 how birth order affected personality 14 a scholar of Darwin at Harvard University.

"How could a somewhat 15 student at Cambridge become the most 16 thinker in the 19th century?" he said.

Darwin, the first to 17 the belief that God created the world with his theory of evolution, was the fifth of six children. Most of his 18 were firstborns.

Sulloway's theory held 19 with Copernicus, the first astronomer to 20 that the Sun was the center of the universe, and computer revolutionary Gates of Microsoft.

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|---------------------|-----------------|----------------|------------------|
| 1. A. Likewise | B. Likely | C. Alike | D. Unlike |
| 2. A. both | B. neither | C. all | D. either |
| 3. A. at best | B. at least | C. at most | D. at worst |
| 4. A. In short | B. In detail | C. In all | D. In fact |
| 5. A. resist | B. decline | C. flee | D. prevent |
| 6. A. base | B. land | C. soil | D. ground |
| 7. A. dismissed | B. released | C. discharged | D. reminded |
| 8. A. whether | B. if | C. since | D. when |
| 9. A. role | B. part | C. factor | D. case |
| 10. A. besides | B. or | C. except | D. but |
| 11. A. perceiving | B. watching | C. arranging | D. studying |
| 12. A. numbers | B. figures | C. experiences | D. recordings |
| 13. A. wondered | B. described | C. requested | D. posed |
| 14. A. on | B. as | C. about | D. by |
| 15. A. neutral | B. brilliant | C. commonplace | D. promising |
| 16. A. questionable | B. evolutionary | C. traditional | D. revolutionary |
| 17. A. provoke | B. summon | C. challenge | D. reinforce |
| 18. A. followers | B. counterparts | C. opponents | D. proponents |
| 19. A. exact | B. true | C. genuine | D. real |
| 20. A. theorize | B. originate | C. invent | D. propose |

Part III Translation (30marks)

Section A (15 marks)

Directions: Translate the following into Chinese. Write your Chinese version on Answer Sheet II.

The average person sees tens of thousands of images a day---images on television, in newspapers and magazines, and on the sides of buses. Images also grace soda cans and T-shirts, and Internet search engines can instantly procure images for any word you type. Today, anyone with a digit camera and a PC can produce and alter an image. As a result, the power of the image has been diluted in one sense, but strengthened in another. It has been dilute by the ubiquity of images and the many popular technologies that give almost everyone the power to create, distort, and transit images. But it has been strengthened by the gradual surrender of the printed word to pictures.

We love images and the democratizing power of technologies that give us the capability to make and manipulate images. What we are less eager to consider are broader cultural effects of a society devoted to the image. Historians have explored the story of mankind's movement from an oral-based culture to a written culture, and later to a printed one. But in the past several decades, we have begun to move from a culture based on the printed word to one based largely on images. In making images rather than texts our guide, are we opening up new vistas for understanding and expression, creating a new form of communication that is "better than print," as some scholars have argued? Or are we merely making a peculiar and unwelcome return to forms of communi-

cation once ascendant in preliterate societies? Two things in particular are at stake in our contemporary confrontation with an image-based culture. First, technology has considerably undermined our ability to trust what we see, yet we have not adequately grappled with the effects of this on our notions of truth. Second, if we are indeed moving from the era of the printed word to an era dominated by the image, what impact will this have on culture?

Section B (15 marks)

Directions: Translate the following into English. Write your English version on Answer Sheet II.

Brown 最新出版的书中提出：关于人类对生态的影响，最乐观的估计也表明它已经超过了地球再生能力的 20% 左右。拯救巨大压力下的地球和麻烦不断的人类文明迫在眉睫。Brown 在书中使用了一连串令人沮丧的统计数据对物种灭绝、水资源短缺以及石油生产量下降所引发的经济动荡进行了描述，特别强调了气候变化带来的系列负面效应以及应对措施。他所描述的由气候变化引起的混乱状态令人震惊，但有说服力：世界上最贫穷的人们与似乎更加“饥饿”的生物燃料产业之间在开展食物争夺。在石油价格日益上涨，产量逐渐变少，最后有可能枯竭的情况下，生物燃料产业的任务是确保发达国家的越野车能在道路上疾驰。穷人始终处于劣势地位。Brown 认为拯救地球的计划必须是消除贫困，稳定人口。但是，在执行本计划过程中，必须处理好经济利益和全球金融机构的“民主赤字”问题，因为穷人通常被排除在外。

Part IV Writing (20 marks)

Directions: For this part, you are allowed 30 minutes to write a short essay on **the advantages and disadvantages of working in a big city**. You should write at least 150 words but no more than 200 words. Write your essay on the Answer Sheet.