

History of Human Development

Basic Reading Skills

Skimming

A type of speed reading technique which is used when you want to gather the central idea, or "gist".

Skimming means reading the passage very quickly and coming up with the main idea. It requires the focus on the information and clues which provide an idea of the central theme or the topic of a piece of writing. Therefore, it is crucial to locate a topic sentence.

A topic sentence usually appears in the first sentence in a paragraph, with the other sentences adding supporting details, or it may be the final sentence of a paragraph. Sometimes the topic sentence in a paragraph may be unstated but implied. An effective topic sentence usually contains an opinion to be proved or supported in the paragraph or a statement which the writer explains in more detail in the paragraph.

Sample Passage

Read the following passage and answer the question.

A Century of Relativity

One of the defining anniversaries in 2015 will be the centenary of general relativity. In 1915, Einstein published a set of equations that changed our understanding of the universe. Out went the Newtonian notion of gravity as a force between massive objects; in came the counter-intuitive idea that gravity is a property of the universe, with massive objects curving space-time.

A century on, gravity continues to challenge us. The equations predict that cataclysmic cosmic events should send ripples through space-time, but we have yet to observe any. This year will see two projects aimed at sorting this out: the resumption of a gravitational-wave experiment called LIGO and the launch of a spacecraft called LISA Pathfinder that will test technology for catching the waves in space.

We may even see progress on the biggest unresolved issue of all — the incompatibility of relativity and quantum theory. At the atomic scale, gravity is so weak we routinely ignore it. Now it seems we are wrong to do so. Gravity might play a crucial role in the quantum world. It might be the secret ingredient of reality. We won't get full answers this year, but relativity's greatest remaining puzzle looks to be on its way to being solved, at last.

Question

What do you think can be taken as the main topic of the first paragraph?

- A. the centenary of general relativity
- B. Einstein's equations
- C. Newtonian notion of gravity
- D. massive objects curving space-time

Key: A

As is often the case, the topic sentence of the first paragraph is just the first sentence. For the other two paragraphs, it is also easy to find the main ideas are located in the first sentences. Just like the first paragraph which centres on the idea of "the centenary of general relativity", the second paragraph revolves around the topic of "the challenge of gravity". Likewise, the third paragraph deals with the "incompatibility of relativity and quantum theory".

Glossary	
centenary	n. 一百年; 百年纪念
counterintuitive	a. 反直觉的;违反语感的
cataclysmic	a. 大变动的;洪水的
ripple	n. 波纹; 涟漪; [物] 涟波(声)
incompatibility	n. 不相容;不协调;不一致

Practice I

Passage 1

Read the following passage and answer the questions.

Questions 1-4

Passage 1 has four paragraphs, A-D.

Choose the correct heading for each paragraph from the list of headings below.

List of Headings

- i Neolithic revolution being the main structure
- ii Maya civilisation being one example
- iii Abandoning nomadic lifestyle for food
- iv Spirituality leading to civilisation
- v Religion being the new driving force
- vi Nomads building Göbekli Tepe in Turkey
- 1. Paragraph A
- 2. Paragraph B
- 3. Paragraph C
- 4. Paragraph D

Thank God for Civilisation?

The idea that religion led to modernity is gaining strength.

A About 10,000 years ago, our ancestors began the greatest transformation in human history, abandoning the nomadic lifestyle that had long served them well in favour of permanent villages. The origin of this "Neolithic revolution" is contentious. The answer once seemed clear: food.

Farming was more efficient than foraging and so people gravitated towards it. Cities, writing and organised religion soon followed.

- **B** In recent years, though, this model has been challenged by archaeological discoveries. The most important is Göbekli Tepe in Turkey: a cluster of 11,000-year-old buildings with spectacular statues and other monumental architecture. The archaeologists who found it interpreted these as having a ceremonial purpose: a "cathedral on a hill", as one put it. Yet the people who built them were nomads, not farmers. So the radical suggestion now is that it was not agriculture that drove the revolution, but religion. Some archaeologists oppose this idea, arguing that the ruins could have been domestic buildings, or were once surrounded by dwellings that did not survive. But the ceremony-first model is in the ascendancy, supported by further evidence unearthed in the Levant.
- C Now comes news that another ancient civilisation the Maya may also have had spiritual roots. Their oldest city, Ceibal, seems to have begun as a place where hunter-gatherers assembled for religious festivals. The parallels are intriguing. Maya civilisation developed in geographical isolation from the Old World, and several thousand years later. If it followed the same path, perhaps that tells us something profound about human cultural evolution.
- **D** Some secularists dislike the idea that spiritual needs drove the rise of civilisation. They fret that it will reinforce or restore religion's central place in society. But just because spirituality may have led to civilisation, it doesn't follow that it should lead it now. If religion did have an early founding role, we must acknowledge this, learn from it and move on.

a. 游牧的; 流浪的; 游动的
a. [古]新石器时代的;早先的
a. 有异议的;引起争论的;爱争论的
v. 受引力作用; 被吸引
n. 游牧民; 流浪者
n. 优势;支配地位
a. 采掘出的; 未接地的
n. 世俗论者; 宗教与教育分离论者
v. 发愁; 担心; 烦躁; 焦急

(Passage 2)

Read the following passage and answer the questions.

Questions 5-9

Passage 2 has five paragraphs, A-E.

Choose the correct heading for each paragraph from the list of headings below.

List of Headings

- i The coming of disruptive cycles
- ii The prospect of electric cars
- iii American innovation in Chicago
- iv Wide popularity of electric cars
- v The Chicago World's Fair
- vi The supremacy of combustion-powered cars
- vii Our mission to deal with technologies concerning automobiles
- 5. Paragraph A
- 6. Paragraph B
- 7. Paragraph C
- 8. Paragraph D
- 9. Paragraph E

Disruption Comes in Cycles

- A In the spring of 1893, the city of Chicago hosted the World's Columbian Exposition, better known as the Chicago World's Fair. For a young nation, the event served as a coming out party, proof that American innovation was equal to any. Tesla, Westinghouse, and Edison were there, demonstrating the virtues of electricity. The Ferris wheel made its debut, as did the motorised walkway, the dishwasher, and even Cracker Jacks (for better or worse). *Popular Science*, which was there, called the exposition "the utmost achievement of the kind the world has beheld."
- B Admittedly, that was probably an overstatement. Nonetheless, among the many marvels that caused us to gush was a funny little contraption called the Morrison Electric. Patented just two years before, it was one of the first American electric cars. It topped out at about 20 mph and had limited range, but it would have unforeseen consequences. At the time, automobiles were relatively new. Carl Benz had just introduced his internal combustion-powered car eight years before. But electric vehicles were quieter, cleaner, and in many ways superior. Within four years, electric taxis were competing with horse-drawn carriages in New York and London. By 1900, 38 per cent of the cars on the road were battery-powered (40 per cent were steam and only 22 per cent gasoline). The future of the car, it seemed, was electric.
- **C** Then everything changed. In 1908, Henry Ford launched the Model T and a few years later, Charles Kettering invented the electric starter, so drivers no longer had to crank-start gasoline engines. Roads improved, fuel became easier to find, and people discovered the joy of motoring long distances. Within a decade, electric all but disappeared. For more than 70 years, the internal combustion-powered car reigned supreme. Efficiency, horsepower, braking, and aerodynamics all improved, but the car, in essence, remained the same: a gasoline- or diesel-propelled vehicle meant to deliver people from point A to point B.
- **D** If history teaches us anything, it's that dominant technologies only persist for so long. Eventually, disruptive ones arise to challenge them. Such is the state of the car. Unlike at any time in

the past century, automakers are questioning the very nature of vehicles. They are launching unprecedented numbers of alternative powertrains. They are giving automobiles intelligence and social aptitude. They are training cars to drive themselves.

E Our mission at *Popular Science* — as it's been since the Columbian Exposition and before — is to identify and explain disruptive technologies. That makes us particularly well positioned to talk about automobiles right now. Just as in the era of the Morrison Electric, some of those ideas will endure. Most will disappear. But the car will never be the same.

Glossary	
debut	n. 初次登台;开张
gush	v. 涌出; 迸出
contraption	n. 奇妙的装置; 精巧的设计
combustion	n. 燃烧;氧化;骚动
crank	v. 转动曲柄开动
disruptive	a. 破坏的;分裂性的;制造混乱的
powertrain	n. 动力系统;传动系统
aptitude	n. 天资;自然倾向;适宜

Passage 3

Read the following passage and answer the questions.

Questions 10-13

Passage 3 has five paragraphs, A-E.

Choose the correct heading for paragraphs A-B and D-E from the list of headings below.

List of Headings

- i One possible explanation of "erosion and dumping" theory
- ii Oxygen playing a key role in the formation of gold reserves
- iii The theory of "volcanic rain" in the gold reserve formation
- iv Prospects of other potential gold deposits
- v One question concerning the formation of the largest gold reserve
- vi Witwatersrand basin in South Africa
- vii Earlier life helping the formation of gold reserves
- 10. Paragraph A
- 11. Paragraph B

Example	Answer
Paragraph C	i

- 12. Paragraph D
- 13. Paragraph E

Ancient Life Helped Form Earth's Largest Gold Hoard

- A Where there's gold, there may have been life. Some of the oldest life forms may have played a key role in the formation of Earth's largest known gold reserve. The process could only have taken place during a window of opportunity after life on land came into being and before the planet got its oxygen-rich atmosphere. This means such gold deposits could not be formed today but it potentially gives us a new way to find them.
- **B** Witwatersrand basin in South Africa is the largest single source of gold roughly half the gold ever mined comes from there. The metal accumulated in the basin 3 billion years ago, but how it did so is a matter of debate. Gold first reached Earth's surface through the erosion of gold-bearing veins in a granite mountain range called the Kaapvaal Craton in what is now north-east South Africa. It came up with the lava that formed the mountains. But it is unclear how huge quantities of this gold then ended up several hundred kilometres to the south-west in the Witwatersrand basin.
- **C** It was thought that fragments were eroded from the mountains, transported by rivers and dumped in shallow lakes overlying what is now the gold-rich basin.
- **D** But Christoph Heinrich of the Swiss Federal Institute of Technology in Zurich disagrees. He argues that the gold was dissolved by volcanic rain and then washed to the basins by rivers. Here, mats of microbes growing in shallow pools converted it back into the solid element. Central to his theory is that 3 billion years ago, the atmosphere was still largely free of the oxygen that was produced half a billion years later by algae and cyanobacteria during the great oxygenation event. Before this event, the air was full of sulphur-rich gases such as hydrogen sulphide pumped out by volcanoes and rained down on the mountains, dissolving the gold. This could not have happened once the air was full of oxygen because "oxygen would have 'killed' the sulphur compounds that carried the gold", says Heinrich. "We don't know if the gold precipitated out during the life of the microbes or after they died, but basic chemistry tells us that organic life reduces gold to its elemental form."
- E "The billion-dollar question is whether the same process created other gold deposits," he says. If it did, then it may offer geological clues for today's gold prospectors. Instead of focusing on gravel-rich areas, we should look at landbound carbon-rich shale areas. Heinrich's theory is worth serious consideration, says Jan Kramers of the University of Johannesburg in South Africa. "It works well with the observation that the atmosphere was not oxidising and the rain was more acidic than today."

Glossary	
voin	12 「山居」出版, 矿脉, 「解刘] 热脉, 「大] 分理
vein	11. [地顶]石脉; 为称; [肝]] 静脉; [木] 纹坯
granite	n. 花岗岩; 坚毅; 冷酷无情
lava	n. 火山岩浆;火山所喷出的熔岩
dump	V. 倾倒; 倾卸
overlie	v. 覆盖在上面
algae	n. [植]藻类; 海藻
cyanobacteria	n. [复数]蓝藻细菌

sulphur	n. 硫磺 (色)
sulphide	n. 硫化物
precipitate	v. 沉淀
geological	a. 地质的;地质学的
prospector	n. 探勘者;采矿者
oxidise	V. 使氧化; 使生锈
acidic	a. 酸(性)的;产生酸的

IELTS Reading Questions

Matching Headings

In this type of questions, candidates are given a list of headings. The task is to find the most suitable heading for each of the paragraphs. There are more headings than paragraphs, and candidates shouldn't use any heading more than once unless the instructions tell them otherwise.

To complete this task well, it is necessary to identify the focus of each paragraph. The correct heading sums up the main idea of the paragraph. What is being tested is the ability to identify the main idea of a paragraph.

Sample Passage

Read the following passage and answer the questions.

Questions 1-5

*The passage has five paragraphs, A***-***E. Choose the correct heading for each paragraph from the list of headings below.*

List of Headings

- i A lively dialogue between author and reader
- ii A different story in the paintings of alchemists
- iii Comments squeezed into every corner of the margins
- iv An exhibition exploring the controversial relationship
- v Detailed comparison of alchemical books in different periods
- vi Extensive collection of paintings of alchemists
- vii Seeking knowledge from experience rather than books
- 1. Paragraph A
- 2. Paragraph B
- 3. Paragraph C
- 4. Paragraph D
- 5. Paragraph E

Words into Gold

Philip Ball finds much wrestling with ideas in alchemists' scribbled-over texts.

- A The 16th-century physician and alchemist Paracelsus claimed, "Not even a dog killer can learn his trade from books, but only from experience." As later "experimental philosophers" turned alchemy into chemistry, they retained this affectation: in the 17th century, Robert Boyle is said to have claimed that he had learnt "more from men, real experiments, and his laboratory … than from books".
- **B** Such comments seem to imply that alchemy and the transitional discipline of "chymistry" were all about bench-top graft, in contrast to the medieval tradition of seeking knowledge in the library. Yet in most paintings of alchemists at work in the 16th and 17th centuries, books are ostentatiously on show. Apparatus lies unheeded or broken while the alchemist pores over a text, papers sometimes cascading in comic profusion from desk to floor. In these images, books matter very much indeed: they seem to be where the real secrets lie.
- C This vexed relationship is examined in *Books of Secrets*, an exhibition at the Chemical Heritage Foundation (CHF) in Philadelphia, Pennsylvania. Juxtaposing 15th-century alchemical books and manuscripts recently acquired by the CHF with its extensive collection of paintings of alchemists at their labours, the exhibition explores this early literature of protoscience, and what it was for.
- **D** Alchemical books varied significantly. Some were esoteric treatises, all cryptic diagrams and encoded instructions for conducting "rubification" and other chemical procedures. Others were cheaply printed or hastily copied compilations of miscellaneous recipes for dyes, soaps and medicines. Both were apt to be marketed as "books of secrets". The term seems to promise forbidden, mystical insights, but could also simply mean tricks of the trade. The new acquisitions, originally part of the Bibliotheca Philosophica Hermetica in Amsterdam, include both handwritten and printed documents, some attributed (often spuriously) to famous alchemists including Raymond Lull and Petrus Bonus. They reveal the character and functions of the literary culture of nascent chemical science from the Renaissance to the early Enlightenment.
- E The books were evidently well used. The pages of one 15th-century compilation of Italian and English manuscripts arrived covered in dirt or perhaps soot, from being read over a smoky furnace. The CHF's curator of rare books, James Voelkel, persuaded conservator Rebecca Smyrl to avoid cleaning the pages: the "dirt" may be a remnant of experiments. "It could be something someone was trying to turn into gold," says Smyrl. To peruse these books is to glimpse a lively dialogue between author and reader. Despite the volumes' costliness, some have words or passages crossed out or altered. In one 16th-century handwritten work, comments are squeezed into every corner of the margins: it is as much lab notebook as reference source. On this evidence, the painters had it right, even if their depictions of alchemists often owed more to convention than observation. This band of proto-scientists engaged intimately with the words on the page. The text was not sacred, but it was indispensable.

Keys: 1. vii 2. ii 3. iv 4. v 5. i

- Paragraph A focuses on people's interest in learning from experience rather than from books, thus the answer goes to Choice vii.
- Paragraph **B** first continues the topic of obtaining knowledge from experience. In the second sentence, however, it begins to tell a different story found in most paintings of alchemists. These paintings depict the love of books by alchemists. So the answer to Question 2 is Choice ii.
- Paragraph C introduces an exhibition Books of Secrets and the way how the exhibition explores the controversial relationship mentioned above. So the answer goes to Choice iv.
- Paragraph D gives details of alchemical books in old times and in modern times respectively. So the answer to Question 4 is Choice v detailed comparison of alchemical books in different periods.
- Paragraph E deals with the way alchemists use alchemical books like striking a conversation with the author. So the key to Question 5 is Choice i.

Glossary

alchemy	n. 点金术; 魔力
ostentatiously	ad. 招摇地;铺张地;炫耀地
juxtapose	V. 并列;并置
protoscience	n. 原科学
esoteric	a. 秘传的;限于圈内人的;难懂的
cryptic	a. 神秘的;含义模糊的;[动]隐藏的
miscellaneous	a. 混杂的;多方面的;多才多艺的
mystical	a. 神秘的;神秘主义的
nascent	a. 初期的;开始存在的;发生中的
soot	n. 煤烟; 烟灰
curator	n. 馆长;监护人;管理者
conservator	n. 管理员;保护者
remnant	n. 剩余
peruse	v. 精读
depiction	n. 描写; 叙述

Practice II

Passage 1

Read the following passage and answer the questions. Questions 1-7 Passage 1 has eight paragraphs, A-H. Choose the correct heading for paragraphs A and C-H from the list of headings below.

List of Headings

- i Forbidden plant
- ii Regaining legalisation
- iii Finding principal elements in marijuana
- iv Interest in what science will learn about marijuana
- v Rebirth in modern times
- vi Basic questions raised about marijuana
- vii Use of cannabis in ancient times
- viii Medical use in modern times
- ix One scientist dedicated to research on marijuana
- **x** Certain medical conditions and symptoms

1. Paragraph A

Example	Answer
Paragraph B	i

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

Cannabis

As marijuana goes mainstream, claims about its medical benefits proliferate. But what do we really know?

- A There's nothing new about cannabis, of course. It's been around humankind pretty much forever. In Siberia charred seeds have been found inside burial mounds dating back to 3000 BC. The Chinese were using cannabis as a medicine thousands of years ago. Marijuana is deeply American too — as American as George Washington, who grew hemp at Mount Vernon. For most of the country's history, cannabis was legal, commonly found in tinctures and extracts.
- **B** Then came Reefer Madness. Marijuana, the Assassin of Youth. The Killer Weed. The Gateway Drug. For nearly 70 years the plant went into hiding, and medical research largely stopped. In 1970 the federal government made it even harder to study marijuana, classifying it as a Schedule I drug a dangerous substance with no valid medical purpose and a high potential for abuse, in the same category as heroin. In America most people expanding knowledge about cannabis were by definition criminals.
- **C** But now, as more and more people are turning to the drug to treat ailments, the science of cannabis is experiencing a rebirth. We're finding surprises, and possibly miracles, concealed inside this once forbidden plant. Although marijuana is still classified as a Schedule I drug, Vivek

Murthy, the US surgeon general, recently expressed interest in what science will learn about marijuana, noting that preliminary data show that "for certain medical conditions and symptoms" it can be "helpful".

- **D** In 23 states and the District of Columbia cannabis is legal for some medical uses, and a majority of Americans favour legalisation for recreational use. Other countries are rethinking their relationship to pot too. Uruguay has voted to legalise it. Portugal has decriminalised it. Israel, Canada, and the Netherlands have medical marijuana programs, and in recent years numerous countries have liberalised possession laws.
- E Ganja is simply around us more, its unmistakable but increasingly unremarkable smell hanging in the air. Yes, smoking it may lead to temporary laughing sickness, intense shoegazing, amnesia about what happened two seconds ago, and a ravenous yearning for Cheez Doodles. Though there's never been a death reported from an overdose, marijuana especially today's stout iterations is also a powerful and in some circumstances harmful drug. Still, for many, cannabis has become a tonic to dull pain, aid sleep, stimulate appetite, buffer life's thumps and shocks. Pot's champions say it peels back layers of stress. It's also thought to be useful as, among other things, an analgesic, an antiemetic, a bronchodilator, and an anti-inflammatory. It's even been found to help cure a bad case of the hiccups. Compounds in the plant, some scientists contend, may help the body regulate vital functions such as protecting the brain against trauma, boosting the immune system, and aiding in "memory extinction" after catastrophic events.
- F In the apparent rush to accept weed into the mainstream, to tax and regulate it, to legitimise and commodify it, important questions arise. What's going on inside this plant? How does marijuana really affect our bodies and our brains? What might the chemicals in it tell us about how our neurological systems function? Could those chemicals lead us to beneficial new pharmaceuticals? If cannabis has something to tell us, what's it saying?
- **G** Even into the middle of the 20th century, science still didn't understand the first thing about marijuana. What was inside it and how it worked remained a mystery. Because of its illegality and tainted image, few serious scientists wanted to besmirch their reputations by studying it. Then one day in 1963 a young organic chemist in Israel named Raphael Mechoulam, working at the Weizmann Institute of Science outside Tel Aviv, decided to peer into the plant's chemical composition. It struck him as odd that even though morphine had been teased from opium in 1805 and cocaine from coca leaves in 1855, scientists had no idea what the principal psychoactive ingredient was in marijuana. "It was just a plant," says Mechoulam, now 84. "It was a mess, a melange of unidentified compounds."
- H So Mechoulam called the Israeli national police and scored five kilos of confiscated Lebanese hashish. He and his research group isolated and in some cases also synthesised an array of substances, which he injected separately into rhesus monkeys. Only one had any observable effect. "Normally the rhesus monkey is quite an aggressive individual," he says. But when injected with this compound, the monkeys became emphatically calm. "Sedated, I would say," he recalls with a chuckle. Further testing found what the world now knows: This compound is the plant's principal active ingredient, its mind-altering essence the stuff that

makes you high. Mechoulam, along with a colleague, had discovered tetrahydrocannabinol (THC). He and his team also elucidated the chemical structure of cannabidiol (CBD), another key ingredient in marijuana, one that has many potential medical uses but no psychoactive effect on humans.

Questions 8-13

Classamu

Do the following statements agree with the information given in the passage? *Write*

TRUE	if the statement agrees with the information
FALSE	if the statement contradicts the information
NOT GIVEN	if there is no information on this

8. In early 1970s, the US government made marijuana research illegal, except for medical study.

- 9. Vivek claimed that modern research has found marijuana helpful in medical sense.
- 10. Despite legalisation for medical uses, most Americans like its recreational aspect.
- 11. One of the worst nightmares of marijuana is that overdose of this substance has caused death.
- 12. Scientists had known everything about marijuana by the 1950s.
- 13. Raphael Mechoulam decided to research on marijuana because he accidentally discovered tetrahydrocannabinol.

Glossary	
tincture	n. [药] 酊; 色泽; 迹象
shoegazing	n. 自赏摇滚;自赏派
amnesia	n. 健忘症;记忆缺失
ravenous	a. 贪婪的;渴望的;狼吞虎咽的
yearning	n. 渴望; 向往
iteration	n. 迭代;反复;重复
tonic	n. 补药; 主调音或基音
buffer	V. 缓冲;保护
analgesic	n. 止痛剂;镇痛剂
antiemetic	n. 止吐剂; 抗吐剂
bronchodilator	n. 支气管扩张剂;支气管扩张器
hiccup	n. 打嗝
contend	V. 主张; 斗争; 争论; 竞争
tainted	a. 污染的; 感染的
besmirch	V. 弄污;损害;诽谤
morphine	n. [毒物][药]吗啡
psychoactive	a. 影响心理状态的;作用于精神的
melange	n. 混合物; 文学作品的杂集
confiscate	V. 没收;充公;查抄
hashish	n. 以印度大麻提炼的麻药;印度大麻制剂(等于
	hasheesh)

rhesus	n.	恒河猴
sedated	а.	安静的;沉着的
elucidate	v.	阐明;说明

(Passage 2)

Read the following passage and answer the questions.

Questions 14-19

Passage 2 has six paragraphs, A-F.

Choose the correct heading for paragraphs A-F from the list of headings below.

List of Headings

- i Concern about natural ingredients and freshness
- ii High-quality ingredients ensuring large profits
- iii The characteristics of affluent consumers
- iv Fast and cheap food sources of traditional fast-food industry
- v Creating the expectations for consumers
- vi Growing popularity of a seemingly small business
- vii Gains from the economic boom
- viii Creating a critical mass of affluent consumers
- 14. Paragraph A
- 15. Paragraph B
- 16. Paragraph C
- 17. Paragraph D
- 18. Paragraph E
- 19. Paragraph F

The Shake Shack Economy

- A In 2004, when Danny Meyer opened a burger stand named Shake Shack in Madison Square Park, it didn't look like the foundation of a global empire. There was just one location, and Meyer was known for high-end venues like Gramercy Tavern. But the lines became legendary, and in 2008 other outlets started appearing first in New York, then in the rest of the country, then as far afield as Moscow and Dubai. Today, Shake Shack brings in at least a hundred million dollars a year and is planning an IPO that could value the company at a billion dollars. That seems like a lot of burgers, but Meyer's venture was perfectly timed to capitalise on a revolution in the fast-food business, the rise of restaurants known in the trade as "fast-casual" places like Panera, Five Guys, and Chipotle.
- B Unlike traditional fast-food restaurants, fast-casuals emphasise fresh, natural, and often locally sourced ingredients. (Chipotle, for instance, tries to use only antibiotic-free meat.) Perhaps as a result, their food tends to taste better. It's also more expensive. The average

McDonald's customer spends around five dollars a visit; the average Chipotle check is more than twice that. Fast-casual restaurants first emerged in serious numbers in the 1990s, and though the industry is just a fraction of the size of the traditional fast-food business, it has grown remarkably quickly. Today, according to the food-service consulting firm Technomic, it accounts for thirty-four billion dollars in sales. Since Chipotle went public, in 2006, its stock price has risen more than fifteen hundred per cent.

- **C** The rise of Chipotle and its peers isn't just a business story. It's a story about income distribution, changes in taste, and advances in technology. For most of the fast-food industry's history, taste was a secondary consideration. Food was prepared according to a factory model, explicitly designed to maximise volume and reduce costs. Chains relied on frozen food and assembly-line production methods, and their ingredients came from industrial suppliers. They were able to serve enormous amounts of food quickly and cheaply, even if it wasn't that healthy or tasty, and they enjoyed enormous success in the last quarter of the 20th century. The number of outlets septupled between 1970 and 2000.
- **D** But, even as the big chains thrived, other trends were emerging. Most of the gains from the economic boom of the 1980s and 1990s went to people at the top of the income distribution. That created a critical mass of affluent consumers. These people led increasingly busy work lives. They typically lived alone or in dual-income households, so they cooked less and ate out a lot. Michael Silverstein, a senior partner at the Boston Consulting Group and the co-author of the book *Trading Up*, has made a study of this kind of consumer. "These aren't people with unlimited resources, but they have plenty of disposable income," he told me. "One of the things they're willing to spend money on is food away from home." In the same period, affluent consumers developed a serious interest in food and became more discriminating in their tastes a development often called "the American food revolution." Wine consumption jumped fifty per cent between 1991 and 2005. After the USDA started certifying food as organic, in 1990, sales of organic food rose steadily, and stores like Whole Foods expanded across the country.
- E Traditional fast-food chains pretty much ignored these changes. They were still doing great business, and their industrial model made it hard to appeal to anyone who was concerned about natural ingredients and freshness. That created an opening for fast-casual restaurants. You had tens of millions of affluent consumers. They ate out a lot. They were comfortable with fast food, having grown up during its heyday, but they wanted something other than the typical factory-made burger. So, even as the fast-food giants focused on keeping prices down, places like Panera and Chipotle began charging higher prices. Their customers never flinched.
- F It might seem that the success of fast-casual was simply a matter of producing the right product at the right time. But restaurants like Chipotle and Five Guys didn't just respond to customer demand; they also shaped it. As Darren Tristano, an analyst at Technomic, put it, "Consumers didn't really know what they wanted until they could get it." The archetype of this model is Starbucks. In 1990, the idea of spending two dollars for a cup of coffee seemed absurd to most Americans. But Starbucks changed people's idea of what coffee tasted like and how much enjoyment could be got from it. The number of gourmet-coffee drinkers nearly quintupled

between 1993 and 1999, and many of them have now abandoned Starbucks for even fancier options. As Starbucks did for coffee, Chipotle and Shake Shack have changed people's expectations of what fast food can be. The challenge for the old chains is that new expectations spread. Millennials, for instance, have become devoted fast-casual customers. So McDonald's is now experimenting with greater customisation, and has said that it would like to rely entirely on "sustainable beef." The question is whether you can inject an emphasis on taste and freshness into a business built around cheapness and convenience. After decades in which fast-food chains perfected the "fast," can they now improve the "food"?

Questions 20-25

Complete the summary using the list of words, A-L, below.

Compared with traditional fast food which centres on cheapness and 20. _____, the Shake Shack economy tries to focus on something different. Ever since its founder Danny Meyer began managing a burger stand, nobody had anticipated its legendary growth. The 21. _____ first appeared in New York and then spread throughout the country. In addition to its focus on freshness in 22. _____ and better taste, it also charges more. But what really contributed to its success concerns not only the food itself, but its technological 23. _____. With all these merits, the Shake Shack economy was targeted at those consumers at the top of income 24. _____. By responding to and shaping the customer 25. _____, the Shake Shack economy has witnessed remarkable success.

A production	B demand	C distribution	D organic food
E convenience	F outlets	G ingredients	H interest
I advances	J resources	K suppliers	L fancier options

n. 场地;场馆;会场
v. 乘以七倍
V. 兴旺; 繁荣; 茁壮成长
a. 双重的;成双的
a. 可任意处理的;用完即可丢弃的
n. 全盛期
v. 退缩; 畏惧
n. 原型
n. 精制咖啡
V. 使成五倍