

UNIT 3 Networks

Part I Listening Comprehension (20 minutes)



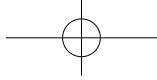
Section A

Directions: In this section, you will hear four short conversations and one long conversation. At the end of each conversation, one or more questions will be asked about what was said. Both the conversations and the questions will be spoken only once. After each question there will be a pause. During the pause, you must read the four choices marked A, B, C and D, and decide which is the best answer.

- A. James' suggestion is useful for the man.
B. The man has failed math for three times.
C. Math is an important course at school.
D. She can be the man's tutor.
- A. He has been using WeChat for a year.
B. He may not be able to provide useful information.
C. He can ask someone else for help.
D. He loves using WeChat very much.
- A. Readers' reactions to her words.
C. Friends' opinions of her article.

B. Whether her article is popular or not.
D. Whether her friends read her article or not.
- A. Change parts for his cell phone.
C. Use social networking apps.

B. Have his old cell phone fixed.
D. Buy a new cell phone.



Questions 5 to 7 are based on the conversation you have just heard.

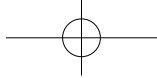
5. A. Preparing for a show.
B. Finding a part-time job.
C. Doing a part-time job.
D. Preparing for a lesson.
6. A. Selling make-up at a department store.
B. Working at a restaurant.
C. Being a salesgirl at a bookstore.
D. Working on social media.
7. A. Post a job advertisement on social media.
B. Find a part-time job at a restaurant.
C. Find a part-time job as a tutor.
D. Post a message on social media to find a part-time job.

Section B

Directions: In this section, you will hear two short passages. At the end of the passage, you will hear some questions. Both the passages and the questions will be spoken only once. After you hear a question, you must choose the best answer from the four choices marked A, B, C and D.

Questions 8 to 11 are based on the passage you have just heard.

8. A. August 14, 2008.
B. December 12, 2012.
C. August 14, 2009.
D. December 12, 2009.
9. A. 100 million.
B. 500 million.
C. 502 million.
D. 400 million.
10. A. About 500 million.
B. About 10 billion.
C. About 100 million.
D. About 502 million.
11. A. They hang out more with friends.
B. They spend less time with friends in the restaurants.
C. They care less about the world around them and the people by their sides.
D. They have more ways to kill time.



Questions 12 to 15 are based on the passage you have just heard.

12. A. It's a place where one can have various drinks.
B. It's a place where one can establish contacts.
C. It's a place where one can find buyers or sellers.
D. It's a place where one can raise personal or corporate profiles.
13. A. From Internet Cafe.
B. From their cellphones.
C. Not mentioned.
D. From their homes or offices.
14. A. They just do anything they want on the Internet.
B. They may tell the private information to the people they've just met on line.
C. They do things according to the laws and regulations.
D. They like the loudmouth.
15. A. Type any information on line. B. Ask your parents what to do.
C. Always think twice before typing. D. Don't bite things before the screen.

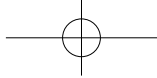
Listening Skills

Detecting Liaison in Connected Speech 识别词的连音

在英语中，单词不是逐个发音的。通常在句子里，前一个单词最后的辅音和后一个单词的第一个元音连读，这就称之为连音。比如“you can turn over it”在连读中可以写为“ukn tur novrit”。

Listen to the following sentences and underline the liaisons you have just heard, then read after the recording.

1. Where is that clothes? I just sold it!
2. To have a friend, to be a friend.
3. Washed for several times, the colour will fade away.
4. Come in and join us at the party!
5. Do you have Mary's phone number? I want to call her.
6. Please hold on for a few seconds, and you may find out the solution!

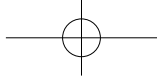


Part II Vocabulary and Grammar (10 minutes)



Directions: For this part, there are 15 incomplete sentences. You are required to complete each one by deciding on the most appropriate word or words from the four choices marked A, B, C and D.

16. Jody Harbert's major emphasis is that Americans place on thinness and its negative way _____ girls today.
A. effect B. affects C. affection D. inspects
17. Regulations have been successfully applied to control alcohol, because a(n) _____ consumption of it will lead to serious health problems.
A. slight B. moderate C. immoderate D. intimate
18. The public _____ is split on whether they'd like to use a driverless car. In a survey, 48 percent said they wanted to ride in one, while 50 percent did not.
A. overall B. complete C. entire D. internal
19. An annual Chinese speech contest for foreigners this year proved to be a good way of _____ the nationwide exchange between China and other areas of the world.
A. declining B. strengthen C. hesitate D. promoting
20. Researchers report that children with more exercises have a _____ to get higher GPAs and better scores on standardized tests.
A. statue B. tendency C. survey D. tent
21. _____ of one network emoticons (网络表情) in one culture for the other culture often create not only humorous but also embarrassing.
A. Contributions B. Substitutions C. Distribute D. Attribute
22. People who struggle with excessive Internet use may be _____ or have other mood disorders.
A. impressing B. impressed C. depressing D. depressed
23. Norman Rockwell attended the conference, hoping to find some guiding principles for _____ his child in the electronic age.
A. parent B. parenting C. parental D. parentage
24. The Internet of Things (物联网) system of Wuzhen have enormously turned the ancient town into a museum which _____ the modern civilization.
A. displays B. displaces C. disputes D. dismiss

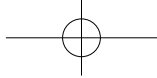


25. The most recent study, published in *The Journal Of Applied Gerontology* (老年医学), _____ 150 residents of nursing homes in Connecticut.
A. suspect B. surveyed C. survive D. surpass
26. Most of the problems and secrets _____ by all members in the group.
A. be shared B. have shared
C. are shared D. are sharing
27. The chairman _____ by the host to address the meeting.
A. was called upon B. was called
C. has been calling D. has called upon
28. I _____ feel embarrassed by his words.
A. have made to B. was made
C. was making to D. was made to
29. The child _____ from his home around five o'clock yesterday afternoon.
A. disappeared B. was disappeared
C. has disappeared D. disappears
30. It is still unknown whether this plan _____ or not.
A. will pass B. should be passing
C. can be passed D. is passed

Part**III****Reading Comprehension****(40 minutes)****Section A**

Directions: In this section, there is a passage with ten blanks. You are required to select one word for each blank from the list of choices given in the word bank following the passage. Read the passage through carefully before making your choices. Each choice in the bank is identified by a letter. Please choose the corresponding letter. You may not use any of the words in the bank more than once.

With new social networking platforms appearing from behind every corner, it can be hard to know exactly where to use our time and resources. So it's important to look 31 to where social networking is going, and how we can get on board.



In 2013, we've seen a popular 32 toward sharing images and videos, rather than text-based contents. Visual (视觉的) contents will 33 become a critical part of social media. Those image-based social media sites like Tumblr, Path, and Mobli will continue to grow, and businesses will need to become more 34 about the "sharability (可分享性)" factor of photos on their websites and blogs in order to get benefit. It is obvious that image-based networks will see 35 success.

What's more, we'll also see the 36 of micro-videos in the near future. It seems that writing 140 characters and taking 3 minute long videos is 37 too boring for many of us. With the 38 of micro-video apps like Twitter's Vine and now Instagram's video sharing feature, we're seeing even more movement towards real-time video-sharing. And not just any videos; with Instagram allowing 3-15 seconds for each video, and Vine allowing 39 6 seconds, users are even more likely to create and share videos from their smartphones. It will be 40 to see if and how these small pieces of content will change the playing field when it comes to video-based social media.

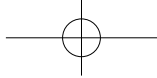
- | | | | | |
|-----------------|----------------|--------------|--------------|---------|
| A. increasingly | B. mindful | C. precisely | D. emergence | E. huge |
| F. becoming | G. interesting | H. ahead | I. trend | J. rise |

Section B

Directions: In this section, you are going to read a passage with ten statements attached to it. Each statement contains information given in one of the paragraphs. Identify the paragraph from which the information is derived. Each paragraph is marked with a letter. Please choose the corresponding letter. You may choose a paragraph more than once.

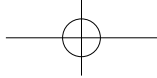
WeChat Marketing: an Effective Way to Reach China's Consumers

- A. China's fast growth is attracting businesses from all corners across the globe, hoping to cash in on 250 million middle-class consumers. In three short decades, China has become one of the most competitive marketplaces in the world. Marketers, therefore, need to use their marketing resources wisely so as to stand out and succeed.
- B. WeChat (known as Weixin in Chinese) is one of the marketing channels through which businesses are finding success in reaching Chinese consumers. Launching just two years ago in 2011, WeChat has already attracted more than 300 million users. The last 100 million were added in less than 4 months. China's urban young people make up the majority of WeChat users. And as you need a



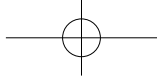
smartphone to download the app, users tend to have higher than average incomes. WeChat user profiles closely resemble consumers who are most likely to buy foreign products and be more loyal to a brand.

- C. WeChat provides an effective way to build loyalty and promote your products to Chinese consumers. While communications don't have viral (病毒的) potential of social media services such as Weibo, messages can be much more targeted and are almost guaranteed to be read. WeChat messages can be texts, images, sounds and videos, can be location-relevant and can be sent to groups or individuals. Given 38% of Chinese smartphone users use their mobiles more than five hours a day, checking them every six minutes on average; your audience is well engaged. If executed well, WeChat can be an effective way to communicate with your Chinese target market and be of great help to your other marketing.
- D. To be successful on WeChat, you need followers. Unlike some channels, most WeChat users won't find you through a search; it's all about your QR Code (二维码). WeChat allows you to simply create a QR Code allowing WeChatters to do a quick scan to become a fan. Without the overdoing, ensure customers can find your QR Code: post it on your website, on your packaging, social media, in your store and on your advertising—if it's easy to scan. Be aware that consumers who follow businesses on WeChat are letting them into their inner circle, so you need to give them a good reason to sign up. You can offer coupons (优惠券), prizes, entertainment, pictures, Wi-Fi access, promotions, VIP treatment or support. Be creative. WeChat has some handy features such as finding other users close by, or sending a message in the bottle to random (随机的) users, as you'll see in some of the success stories.
- E. Once you've got the followers, you can send communications to them. It's a good idea to tailor your messages to make them relevant and personal. News, coupons, offers and promotions, VIP membership, entertainment and general pieces of interest all work well. Consumers like to feel exclusive, especially for luxury brands, and WeChat allows you to create exclusive groups for VIP customers. It can also provide a useful forum for a specific group of people. Soon brands will be able to offer customizable (可定制的) menus on their WeChat pages to allow shopping and other features such as recommending close-by shops.
- F. Remember when someone follows you on WeChat, they are letting you into their pocket or handbag. Don't abuse that privilege. Each time you send a message, it may interrupt your followers and they will almost certainly read it, so make it simple and not too frequent. Treat it like you were sending a short text message to someone, to the point and not like an advertisement. And be aware that WeChat messaging isn't just one-way; customers may want to have a conversation, so ensure you have the proper resources and automated tools to handle that.
- G. Starbucks has long been one of the loyal and popular users of social media in China and its WeChat initiatives are no exception. Starbucks' most successful campaign made use of WeChat's features by asking consumers to share their mood by sending one of WeChat's 26 emoticons (情感符)



to the Starbucks WeChat account. They'd then receive a song through WeChat that reflected their mood. After a few months, 130,000 members had joined, having shared their emotions 238,000 times. In addition, it increased awareness and sales of their new fruity-iced drinks and increased Weibo users by 9%.

- H. Nike, another star of Chinese social media, was quick to jump on the WeChat wagon. At the annual Nike Sports Festival in Shanghai, people could scan the Nike WeChat QR Code to take part in a badge-collecting game. It was an interesting way to win prizes, meet sports stars and access rich content on the Nike WeChat page. The number of registered users grew from 1,256 on Day 1 to 11,999 on Day 4 as word spread, engaging a total of 22,000 consumers over the festival.
- I. While WeChat isn't the panacea (万灵妙药) for all marketing in China, it can be an effective piece of the puzzle to build loyalty and increase sales in one of the world's most competitive markets. Popularity is also soaring in other parts of Asia, so it's a good idea to get on top of it if you're selling internationally.
41. WeChat allows businesses not only to create exclusive groups for VIPs but also useful forums for specific groups of people.
 42. Consumers need a good reason to follow you on WeChat, such as coupons and Wi-Fi access.
 43. Through its WeChat strategy, Starbucks successfully promotes its brand and new products.
 44. The majority of the 300 million WeChat users are young people living in the urban areas, who are also believed to have higher average incomes.
 45. WeChat is becoming increasingly popular not only in China but also in other parts of Asia.
 46. WeChat messaging is not just a one-way system; followers may also want to send messages to you in return.
 47. China has grown into one of the most competitive markets in the world during the past 30 years.
 48. WeChatters can follow others on WeChat by a quick scan of a QR Code.
 49. WeChat messages can be sent to both groups and individuals in various forms.
 50. At the Nike Sports Festival in Shanghai, Nike attracted numerous consumers through its WeChat activity.



Section C

Directions: There are two passages in this section. Each passage is followed by some questions or unfinished statements. For each of them there are four choices marked A, B, C and D. You should decide on the best choice.

Passage One

Questions 51 to 55 are based on the following passage.

Although smartphones come with a lot of Web capabilities, consumers are more often than not using these mobile devices for social networking. Social networking usage on smartphones has skyrocketed by 187 percent to 18.3 million unique users in July 2009.

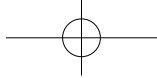
“Social networking is probably the most important thing going on with mobile devices because the devices lend themselves to more social networking activities,” said Nielsen’s Jon Stewart, research director for technology and search. “When you’re sitting at your PC you’re not going to necessarily be Twittering about sitting at your desk, but when you’re out and about in the world, you’re more likely to have content and experiences that you want to share.”

Overall smartphone subscribers increased year-over-year, as well. As of July 2009, national mobile subscribers jumped to 277 million. Almost one quarter of all mobile device purchases over the last year were smartphones.

In terms of activity, 60 percent participated in text messaging, 31 percent used multimedia messaging, and 25 percent used the Internet. Among them, 40 percent reported downloading audio, apps or games, and 7 percent watched video via the Web.

The main drivers behind the growth in smartphone activity were technology improvements and pricing drops, which have increased the overall user experience, according to Stewart. And the upcoming array (大量) of mobile devices, including Android and Windows mobile devices that will compete with the iPhone and Blackberry will allow the market to continue in its rapid expansion.

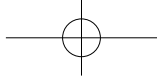
“Smartphones still only account for a relatively small percentage of the overall mobile subscriber base,” said Stewart. “People are not willing to invest a lot of money for something that they already have, but if people get excited about new generations of phones that are coming out, and the fact that prices are falling... there’s still a lot of growth opportunity. I don’t think we’ve seen any type of saturation (饱和) at all.”



and you might be jumping to conclusions.”

Well, how long should love birds wait before following each other on social media? It may take a couple of weeks or months, but it actually depends on the individuals in a relationship. It's also important to remember there's a difference between friending someone on Facebook and just seeing their stuff as it comes up and going through their entire timeline. You don't need to go through the archives.

56. What used to be the popular way for dates to communicate with each other?
- A. Meeting someone face to face. B. Sending Facebook or Twitter messages.
C. Making phone calls. D. Sending text messages.
57. Why was meeting someone new more exciting in the past?
- A. Because today's people have more chances to meet someone new.
B. Because today's people are less willing to meet new friends than people in the past.
C. Because social network can tell today's people almost everything about the person they are going to meet.
D. Because with social network, today's people don't need to meet someone new face to face.
58. According to Julie Spira, what is the new dating mistake many people are making nowadays?
- A. Connecting with the date on social media.
B. Being fast friends with the date on social media.
C. Finding dates on social media.
D. Meeting the date before connecting with him or her on social media.
59. When is probably the time for two lovers to follow each other on social media?
- A. A couple of weeks or months after their first talk.
B. Before they establish their relationship.
C. Right after their first date.
D. It depends.
60. What does the author mean by saying “there's a difference between friending someone... entire timeline” (Line 3-4, Paragraph 4)?
- A. Friending someone on social network doesn't mean that you need to read through all the stuff posted by him.
B. Friending someone on social network means that you only have the right to read something newly posted by him.
C. Friending someone on social network means that you should read all the stuff newly posted by him.
D. Friending someone on social network doesn't mean that you have the right to read everything posted by him.



Part

V

Writing

(30 minutes)



Directions: For this part, you are allowed 30 minutes to write a short paragraph. You should look at the picture below carefully and then write a space-developed paragraph to describe the living room in the picture. You should write at least 60 words but no more than 90 words.