

大学英语四级模拟试卷第16组（阅读1）PDF转换可能丢失图片或格式，建议阅读原文

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Comprehension (35 minutes) Directions: There are four reading passages in this part. 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 and mark the corresponding letter on the Answer Sheet with a single line through the center. Passage One Questions 21 to 25 are based on the following passage. Classified advertising is that advertising which is grouped in certain sections of the paper and is thus distinguished from display advertising. Such groupings as “ Help Wanted ” , “ Real Estate ” , “ Lost and Found ” are made, the rate charged being less than for display advertising. Classified advertisements are a convenience to the reader and a saving to the advertiser. The reader who is interested in a particular kind of advertisement finds all advertisements of that type grouped for him. The advertisers may, on this account, use a very small advertisement that would be lost if it were placed among larger advertisements in the paper. It is evident that the reader approaches the classified advertisement in a different frame of mind from that in which he approaches the other advertisements in the paper. He turns to a page of classified advertisements to search for the particular advertisement that will meet his needs. As his attention is voluntary, the advertiser does not need to rely too much extent on display type to get the reader ’ s

attention. Formerly all classified advertisements were of the same size and did not have display type. With the increase in the number of such advertisements, however, each advertiser within a certain group is competing with others in the same group for the reader's attention. In many cases, the result has been an increase in the size of the space used and the addition of headlines and pictures. In that way, the classified advertisement has in reality become a display advertisement. This is particularly true of real estate advertising.²¹

All of the following facts are advantages of classified advertisement for advertisers EXCEPT that _____. A) classified advertisement charges less money B) it is easier to attract the attention of the target consumers C) it provides more information for the readers D) it does not have to rely too much on display type²².

One of the examples given of types of classified advertisement is _____. A) houses for sale B) people who are asking for help C) people who are lost D) job vacancies²³.

What sort of attitude do people have when they look at classified advertisement, according to the writer? A) They are in the frame of mind to buy anything. B) They are looking for something they need. C) They feel lost because there are so many advertisements. D) They feel the same as when they look at display advertisements.²⁴

According to the passage, in which way have the classified advertisements changed nowadays? A) They depend more on display type. B) More money is charged for them. C) They are divided into more groups. D) They are less formal.²⁵

Why have classified advertisements changed in appearance? A) Because people no longer want headlines and pictures. B) Because real estate

advertising is particularly truthful now.C) Because the increase in the number of such advertisements means they have to be small now.D) Because there are more advertisements now and more competition among advertisers. 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com