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https://www.100test.com/kao_ti2020/125/2021_2022_2005_E4_B8_8B_E5_8D_8A_c88_125289.htm Medieval noblewomen swallowed arsenic and dabbed on bats blood to improve their complexions. 18th century Americans prized the warm urine of young boys to erase their freckles. Victorian ladies removed their ribs to give themselves a wasp waist. The desire to be beautiful is as old as civilization, as is the pain that it can cause. The pain has not stopped the passion from creating a \$160 billionayear global industry, encompassing makeup, skin and hair care, fragrance, cosmetic surgery, health clubs and diet pills. Americans spend more each year on beauty than they do on education. Such spending is not mere vanity. Being pretty or just not ugly confers enormous genetic and social advantages. Attractive people (both men and women) are judged to be more intelligent and sexy. they earn more, and they are more likely to marry. Beauty matters most, though, for reproductive success. A study by an American scientist, logged the mating preferences of more than 10,000 people across 37 cultures. It found that a psychologist and author of “ Survival of the Prettiest ” , argues that “ good looks are a womans most fungible asset, exchangeable for social position, money, even love ” . Beauty is something that we recognize instinctively. A baby of three months will smile longer at a face judged by adults to be “ attractive ” . Such beauty signals health and fertility. Long lustrous hair has always been a sign of good health. mascara makes eyes look bigger and younger. blusher and red

lipstick mimic signs of sexual arousal. Whatever the culture, relatively light and flawless skin is seen as a testament to both youth and health. Then again, a curvy body, with big breasts and a waisttohip ratio of less than 0.8 Barbies is 0.54 shows an ideal stage of readiness for conception. Plastic surgery to pad breasts or lift buttocks serves to make a woman look as though she was in her late teens or early 20s. Basic instinct keeps the beauty industry powerful. In medieval times, recipes for homemade cosmetics were kept in the kitchen right beside those used to feed the family. But it was not until the start of the 20th century, when mass production coincided with mass exposure to an idealized standard of beauty (through photography, magazines and movies) that the industry first took off. In 1909, Eugene Schuler founded the French Harmless Hair Coloring Co., which later became LOreal today's industry leader. Two years later, Paul Beiersdorf, a Hamburg pharmacist, developed the first cream to bind oil and water. Today, it sells in 150 countries as Novae, the biggest personal care brand in the world. But it was the great rivalry between two women in America that made the industry what it is today. Elizabeth Arden opened the first modern beauty salon in 1910, followed a few years later by Helena Rubinstein, a Polish immigrant. The two took cosmetics out of household pots and pans and into the modern era. Both thought beauty and health were interlinked. They combined facials with diets and exercise classes in a holistic approach that the industry is now returning to. The emerging beauty industry played on the fear of looking ugly as much as on the pleasure of looking beautiful, drawing on the new science of

psychology to convince women that an inferiority complex could be cured by a dab of lipstick. On launching her famous eighthour cream, developed for her horses, Arden quipped: “ I judge a woman and a horse by the same criteria: legs, head and rear end ” .

1. Which of the following is NOT mentioned in the passage to improve womens beauty? A. use mascara B. remove womens ribs C. dab arsenic on face D. make use of warm urine of young boys

2. What can be inferred from the instance of babys longer smile at beautiful face? A. Every one of us can appreciate beautiful picture without learning about it. B. Beauty signals health and fertility. C. Beauty can offer more superior care to babies. D. Beautiful faces can exchange social position, money, even love by their beauty.

3. According to the passage, women get plastic surgery to pad breasts or lift buttocks in order to A. appear more intelligent and sexy. B. look younger. C. earn more money. D. get more likely married.

4. What resulted in the first beauty industry prosperity? A. peoples instinct to beauty B. convenience caused by attractive appearance C. the splendid match of mass production of cosmetics and mass exposure to standard beauty D. great rivalry between two women in American beauty industry

5. With which tone did Arden remark on women? A. witticism B. criticism C. idealism D. egotism

一、主要内容 女为悦己者容。只要地球上男人和女人还都存在，美容业就一定会生生不息。本文的主题即为从古至今，人们不断追求的美容。繁衍生息才是至关重要的。

二、参考答案 1. 【C】从文章第一句就可看出应是swallowed arsenic and dabbed on bats blood 2. 【A】第四段第一句说明了美是凭直觉就能感觉到的东西，

由此可推断出A。B不是推断。C,D不符和题意。3. 【B】第五段最后一句话有说明。4. 【C】第六段最后一句指出:一方面美容品实现了大规模生产,另一方面大众通过照片、杂志和电影大量接触到近乎理想化的美,两者结合才使美容业第一次起飞。5. 【A】文章最后说道: Arden quipped,即妙语评论。

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