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[https://www.100test.com/kao\\_ti2020/130/2021\\_2022\\_\\_E8\\_81\\_8C\\_E7\\_A7\\_B0\\_E8\\_8B\\_B1\\_E8\\_c91\\_130270.htm](https://www.100test.com/kao_ti2020/130/2021_2022__E8_81_8C_E7_A7_B0_E8_8B_B1_E8_c91_130270.htm) PASSAGE 11 The Great Newspaper War Up until about 100 years ago, newspapers in the United States appealed only to the most serious readers. They used \_\_1\_\_ illustrations and the articles were about politics or business. Two men changed that - Joseph Pulitzer \_\_2\_\_ the New York World and William Randolph Hearst of the New York Journal. Pulitzer bought the New York World \_\_3\_\_ 1883. He changed it from a traditional newspaper into a very \_\_4\_\_ one overnight. He added \_\_5\_\_ illustrations and cartoons. And he told his reporters to write articles on \_\_6\_\_ crime or scandal they could find. And they did. One of them even pretended she was crazy and then she \_\_7\_\_ to a mental hospital. She then wrote a series of articles about the poor treatment of \_\_8\_\_ in those hospitals. In 1895, Hearst came to New York from \_\_9\_\_ California. He wanted the Journal to be more sensational and more exciting \_\_10\_\_ the world. He also wanted it to be \_\_11\_\_, so he reduced the price by a penny. Hearst attracted attention because his headlines were bigger than \_\_12\_\_. He often said, "Big print makes big news." Pulitzer and Hearst did anything they \_\_13\_\_ to sell newspapers. For example, Hearst sent Frederic Remington, the famous illustrator, \_\_14\_\_ pictures of the Spanish-American War. When he got there, he told Hearst that no fighting was \_\_15\_\_. Hearst answered, "You furnish the pictures. Ill furnish the war." EXERCISE: 1. A) no B) many C) a lot D) little 2.

A) on B) for C) in D) of 3. A) on B) in C) at D) about 4. A) excite B) excitingly C) exciting D) excited 5. A) a lot B) few C) a few D) lots of 6. A) every B) all C) both D) many 7. A) admitted B) was admitted C) could admit D) has admitted 8. A) patients B) patience C) patient D) patiences 9. A) an B) the C) a D) / 10. A) than B) as C) in D) for 11. A) cheap B) cheaper C) cheapest D) the cheapest 12. A) anyone B) anyones C) anyone else D) anyone elses 13. A) may B) might C) can D) could 14. A) draw B) drew C) to dray D) drawn 15. A) going B) going out C) going on D) going off Key:

ADBCDABADABDDCC PASSAGE 12 Shopping for Clothes

Shopping for clothes is not the same experience for a man as it is for a woman. A man goes shopping because he needs something. His purpose is settled and decided in \_\_\_1\_\_\_. He knows what he wants, and his \_\_\_2\_\_\_ is to find it and buy it. All men simply walk into a shop and ask the assistant for what they want. If the shop has it in stock, the deal can be and often is completed in less than five minutes, with hardly any chat and to everyones \_\_\_3\_\_\_. For a man, slight problems may begin when the shop does not have what he wants. In that \_\_\_4\_\_\_ the salesman tries to sell the customer something else - he offers the nearest to the article required. Good salesman brings out such a substitute with \_\_\_5\_\_\_: "I know this jacket is not the style you want, sir, but would you like to try it for size. It \_\_\_6\_\_\_ to be the colour you mentioned." Few men have \_\_\_7\_\_\_ with this treatment, and the usual response is: "This is the right colour and may be the right size, but I should be \_\_\_8\_\_\_ my time and yours by trying it on." For a woman, buying clothes is always done in the \_\_\_9\_\_\_ way. Her

shopping is not often \_\_10\_\_ on need. She has never fully decided what she wants, and she is only "having a look round". She is always open to persuasion, willing to try \_\_11\_\_ any number of things. Uppermost in her mind is the thought of finding something that \_\_12\_\_ thinks suits her. Most women have an excellent sense of value and are always on the look-out for the unexpected \_\_13\_\_. Faced with a roomful of dresses, a woman may easily spend an hour going from one rail to another \_\_14\_\_ selecting the dresses she wants to try on. It is a tiresome process, but apparently a(n) \_\_15\_\_ one. Most dress shops provide chairs for the waiting husbands.

EXERCISE: 1. A) detail B) advance C) hurry D) full 2. A) objective B) need C) dream D) reason 3. A) sadness B) amusement C) surprise D) satisfaction 4. A) time B) event C) case D) situation 5. A) care B) skill C) attention D) interest 6. A) happens B) is C) changes D) comes 7. A) experience B) is C) interest D) patience 8. A) losing B) wasting C) spending D) giving 9. A) same B) similar C) opposite D) clever 10. A) relied B) done C) related D) based 11. A) on B) with C) by D) people 12. A) nobody B) someone C) surprise D) everyone 13. A) deal B) bargain C) surprise D) people 14. A) before B) after C) as D) by 15. A) exhausting B) boring C) enjoyable D) graceful

Key: BADCBADBCDADBAC

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