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[https://www.100test.com/kao\\_ti2020/255/2021\\_2022\\_TEM4\\_E5\\_AE\\_8C\\_E5\\_9E\\_8B\\_c67\\_255936.htm](https://www.100test.com/kao_ti2020/255/2021_2022_TEM4_E5_AE_8C_E5_9E_8B_c67_255936.htm) Passage 3 Who won the World cup 1998 football game? What happened at the United Nations? How did the critics like the new play? 31)\_\_\_\_\_ an event takes place, newspapers are on the streets giving the details. Wherever anything happens in the world, reporters are on the spot to gather the news. Newspapers have one basic 32)\_\_\_\_\_, to get the news as quickly as possible from its source, from those who make it to those who want to 33)\_\_\_\_\_ it. Radio, telegraph, television, and 34)\_\_\_\_\_ inventions brought competition for newspapers. So did the development of magazines and other means of communication. 35)\_\_\_\_\_, this competition merely spurred the newspapers on. They quickly make use of the newer and faster means of communication to improve the 36)\_\_\_\_\_ and thus the efficiency of their own operations. Today more newspapers are 37)\_\_\_\_\_ and read than ever before. Competition also led newspapers to branch out into many other fields. Besides keeping readers 38)\_\_\_\_\_ of the latest news, today ' s newspapers educate and influence readers about politics and other important and serious matters. Newspapers influence readers ' economic choices 39)\_\_\_\_\_ advertising. Most newspapers depend on advertising for their very 40)\_\_\_\_\_. Newspapers are sold at a price that 41)\_\_\_\_\_ even a small fraction of the cost of production. The main 42)\_\_\_\_\_ of income for most newspapers is commercial advertising. The success in selling

advertising depends on a newspaper ' s value to advertisers. This  
43) \_\_\_\_\_ in terms of circulation. How many people read the  
newspaper? Circulation depends somewhat on the work of the  
circulation department and on the services or entertainment  
44) \_\_\_\_\_ in a newspaper ' s pages. But for the most part,  
circulation depends on a newspaper ' s value to readers as source of  
information 45) \_\_\_\_\_ the community, city, country, state, nation  
and world and even outer space. 31.A. Just when?B. While?C. Soon  
after?D. Before32.A. reason?B. causeC. problem?D. purpose33.A.  
make?B. publishC. know?D. write34.A. another?B. otherC. one  
another?D. the other35.A. However?B. And?C. Therefore?D.  
So36.A. value?B. ratioC. rate?D. speed37.A. spread?B. passed?C.  
printed?D. completed38.A. inform?B. be informedC. to be  
informed?D. informed39.A. on?B. throughC. with?D. of40.A.  
forms?B. existence C. contents?D. purpose41.A. tries to cover?B.  
manages to cover?C. fails to cover?D. succeeds in42.A. source?B.  
origin?C. course?D. finance43.A. measures?B. measured?C. is  
measured?D. was measured44.A. offering?B. offered?C. which  
offered?D. to be offered45.A. by?B. with?C. at?D. about答案 : 31.  
C32. D33. C 34. B35. A36. D37. C38. D39. B40. B41. C42. A43. C44.  
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