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Read the following text. Choose the best word or phrase marked A, B, C, D for each numbered blank. Ira Carlin, worldwide media director of the world ' s \_1\_\_ advertising agency, Mocrn Erickson is quite candid about using fear to sell message about the communications revolution. one prediction shows that 55 percent of advertising by volume will be carried on the Internet \_2\_2005.

Consumers will have control and choice of communication. they will also have control over \_3\_\_ advertisements they watch, and how. But that will only\_4\_\_ to the “ information enabled ” , says Carlin.

“ There ' ll be an upstairs-downstairs schism...The widening \_5\_\_between the information enabled and information disabled is going to be a greater social problem\_6\_ any seeming social problem we ' ve ever had in the past, \_7\_ racial and \_8\_ problems. ” Look at what is already happening, Carlin says. \_9\_ in Manhattan, he can choose the way he receives his daily news. He can open his front door and pick up his own personal copy station of the New York Times. He can \_10\_ the radio station of the New York Times, and listen to the same news. “ or I can simply click into newyorktimes.com on the Internet and get the print\_11\_. or hear the audio files or see the video \_12\_ the New York Times stringers have supplied, through my computer. It ' s the same news, but I choose the media modality. ” The revolution goes \_13\_. Carlin ' s

computer can currently stream videos to him at 22 frames per second, 14 the picture big enough to occupy one-quarter to one third of the monitor screen. “ Six months from now, I guarantee it, I will be able to 15 a full-screen video at 30 frames per second. That means I ’ ll be watching television, but I ’ ll be getting it 16 telephone connection. ” McCann Detroit, says Carlin, 17 the world ’ s first video ad, in early 1997, on pointcast.com is a free news and information service, “ fully 18 by advertising. ” It was 19 in early 1996 and has 2.1 million subscribers in the US.

pointcast.com uses a special software program to work out 20 ads a person might be interested in, by monitoring their selection of news and information on the Net, “ I do a lot of technology and marketing work, ” says Carlin. “ Because of that, the computer program think I ’ m rich,. It sends me stockbroker ads and technology ads. ”

1. A. large B. largest C. larger D. the largest
2. A. by B. at C. on D. in
3. A. that B. which C. who D. what
4. A. apply B. belong C. cater D. use
5. A. different B. gap C. relationship D. distance
6. A. as B. to C. that D. than
7. A. include B. including C. included D. include
8. A. economy B. economic C. economical D. economically
9. A. living B. live C. to live D. lived
10. A. tune to B. turn in C. tune at D. turn on
11. A. electronically B. electronic C. electronics D. electron
12. A. who B. where C. that D. what
13. A. farther B. furthest C. farthest D. further
14. A. at B. without C. with D. within
15. A. accept B. admit C. recall D. receive
16. A. through B. throughout C. thorough D. thoroughly
17. A. put on B. put off C. put out D. put up
18. A. support B. to support C. supported D.

supporting 19. A set off B. set out C. set in D. set up 20. A that B. what  
C which D. who 100Test 下载频道开通，各类考试题目直接下  
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