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Something Men Do Not Like to Do Eric Brown hates shopping. "Its just not enjoyable to me," said the 28-year-old Chicago man who was carrying several shopping bags along the citys main street, Michigan Avenue. When Im out (1), I basically know what I want to get. I rush in. I buy it. I (2) " Common wisdom says that guys hate to shop. You can ask generations of men. But people who study shopping say that a number of social, cultural and economic factors are now (3) this "men-hate-to-shop" notion. (4) Social class and age, men say they hate to shop," says Sharon Zukin, a City University of New York sociology professor. "Yet when you ask them deeper questions, it turns out that they (5) to shop. Men generally like to shop for (6), music and hardware (硬件). But if you ask them about the shopping they do for books or music, theyll say, Well, thats not shopping. Thats (7)." In other words, what men and women call "buying things" and how they approach that task are (8). Women will (9) through several 1,000-square-metre stores in search of the perfect party dress. Men will wander through 100 Internet sites in search of the (10) digital camcorder (摄像放像机). Women see shopping as a social event. Men see it as a mission or a (11) to be won. " Men are frequently shopping to win," says Mary Ann McGrath, a marketing professor at Loyola University of Chicago. "They want to get the best deal. They want to get the best one, the last

one and if they do that it (12) them happy." When women shop, "they're doing it in a way where they want (13) to be very happy," says McGrath. "They're kind of shopping for love." In fact, it is in clothing where we see a male-female (14) most clearly. Why, complain some men, are all male clothes navy, black or brown? But would they wear light green and pink (粉红色的)? These days, many guys wear a sort of "uniform", says Paco Underhill, author of "Why We Buy". "It's been hard for them to understand what it means to be fashion-conscious (时常意识) in a business way. It becomes much, much easier (15) you narrow your range of choices."

1 A playing B fishing C shopping D going  
2 A get out B look round C move round D move about  
3 A defending B challenging C proving D supporting  
4 A Regardless of B Because of C Owing to D Thanks to  
5 A want B like C hate D hope  
6 A coats B caps C socks D books  
7 A job B movement C exercise D research  
8 A similar B close C alike D different  
9 A wander B go C fly D run  
10 A small B big C large D perfect  
11 A task B play C game D destination  
12 A brings B causes C makes D keeps  
13. A everybody B nobody C anybody D no one  
14 A explanation B intention C division D description  
15 .A because B although C since D if

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