

2011年口译笔译考试高级级笔译全真模拟试题(2),2011年catti考试全真模拟试题,2011年二、三级翻译考试全真模拟试题口译笔译考试 PDF转换可能丢失图片或格式,建议阅读原文

https://www.100test.com/kao_ti2020/645/2021_2022_2011_E5_B9_B4_E5_8F_A3_c95_645559.htm SECTION 2: READING TEST

Directions: In this section you will read several passages. Each one is followed by several questions about it. You are to choose ONE best answer, (A), (B), (C) or (D), to each question. Answer all the questions following each passage on the basis of what is stated or implied in that passage and write the letter of the answer you have chosen in the corresponding space in your ANSWER BOOKLET.

Questions 1-5 When Harvey Ball took a black felt-tip pen to a piece of yellow paper in 1963, he never could have realized that he was drafting the face that would launch 50 million buttons and an eventual war over copyright. Mr. Ball, a commercial artist, was simply filling a request from Joy Young of the Worcester Mutual Insurance Company to create an image for their "smile campaign" to coach employees to be more congenial in their customer relations. It seems there was a hunger for a bright grin the original order of 100 smiley-face buttons were snatched up and an order for 10,000 more was placed at once. The Worcester Historical Museum takes this founding moment seriously. "Just as you'd want to know the biography of General Washington, we realized we didn't know the comprehensive history of the Smiley Face," says Bill Wallace, the executive director of the historical museum where the exhibit

"SmileyAn American Icon" opens to the public Oct. 6 in Worcester, Mass. Worcester, often referred to by neighboring Bostonians as "that manufacturing town off Route 90," lays claim to several other famous commercial firsts, the monkey wrench and shredded wheat among them. Smiley Face is a particularly warm spot in the city's history. Through a careful historical analysis, Mr. Wallace says that while the Smiley Face birthplace is undisputed, it took several phases of distribution before the distinctive rounded-tipped smile with one eye slightly larger than the other proliferated in the mainstream. As the original buttons spread like drifting pollen with no copyright attached, a bank in Seattle next realized its commercial potential. Under the guidance of advertising executive David Stern, the University Federal Savings 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com