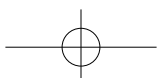
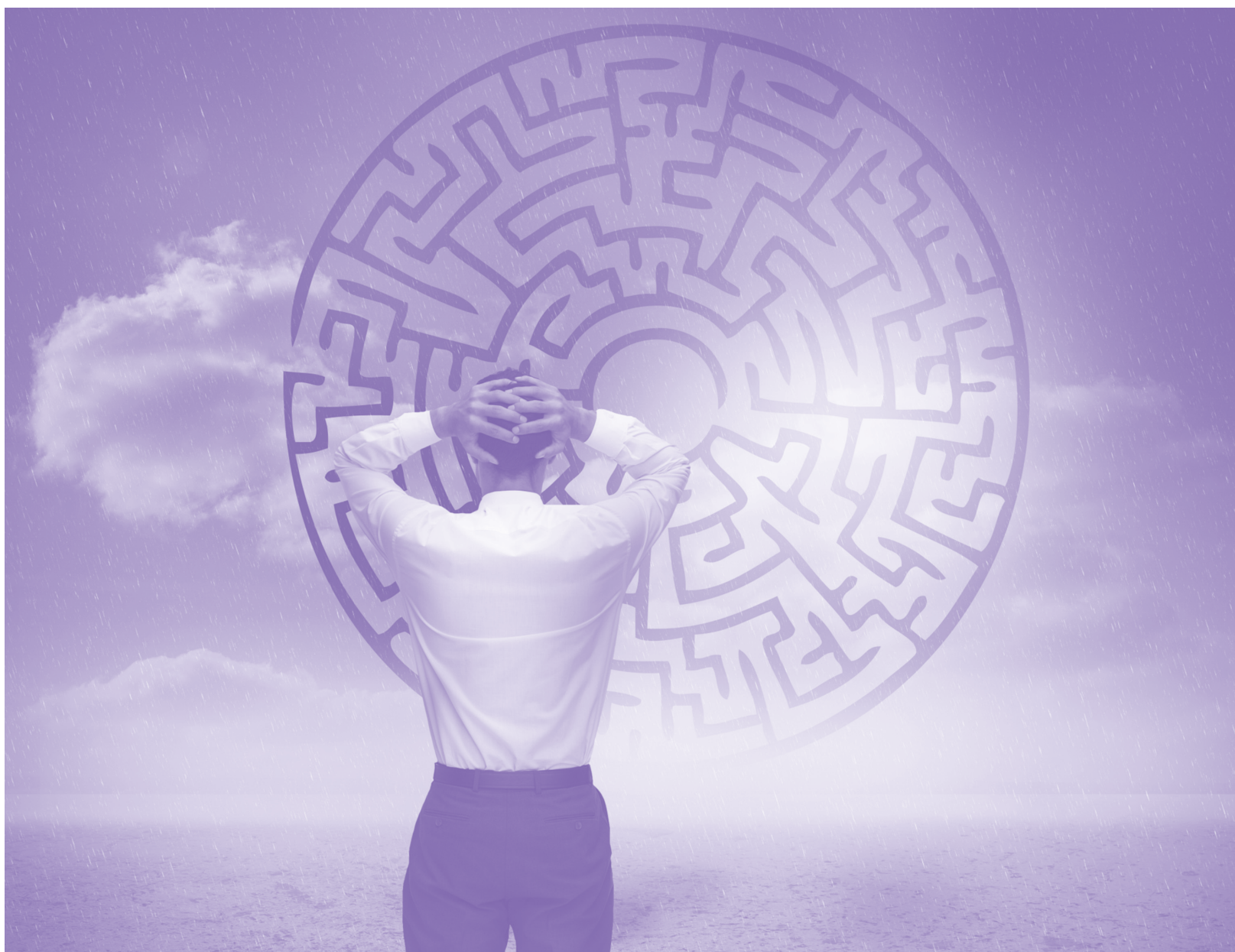
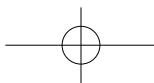
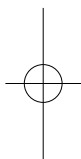
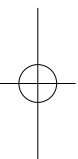




UNIT **1**

Life and logic







Passage A

Directions

You are going to read a passage with 10 statements attached to it. Each statement contains information given in one of the paragraphs. Identify the paragraph from which the information is derived. You may choose a paragraph more than once. Each paragraph is marked with a letter.

阅读理解实际用时 分 秒 (WPM) 答题正确率 %

Text a little less and think a little more

- A** A recent Nielsen report shows that children aged 13 to 17 average an astonishing 3,417 text messages a month – some 45 percent of all text messages. This breaks down to seven texts every waking hour, or roughly one every eight-and-a-half minutes. But those who look at this data and worry that young people are over-texting may be asking the wrong question. The more pertinent (直接相关的) concern may be not the amount, but the function. Many observers argue that the social world of teenagers and even young adults is nowadays largely constituted by text messaging.
- B** Maybe so. Certainly a principal reason cited by many teens for their use of texting is that it is fun. In some surveys, young people reported that they prefer texting to conversation. And “prefer” may be too weak a word. Many young people, when not allowed to text, become anxious and uneasy.
- C** In recent years, there has been no shortage of reports on television about researchers who say they have found teens addicted to their mobile phones. Perhaps a better way to view the data is as an illustration of how mobile phones in general, and texting in particular, have taken over the experiential world of the young. An economist might expect that teens deprived of texting would simply substitute another method of communication – talking, for instance. As it turns out, a significant minority will not. They will behave instead, researchers report, the way people do when deprived of human contact.
- D** Texting allows the young to create their own world.



- E** The phone, in other words, is not merely a tool through which teens keep in touch with friends. It is the technology that defines their social circle. If they cannot text someone, that person may as well not exist.
- F** Still, I am not criticizing the technology itself. Like most people of all ages these days, I find texting far too convenient to ignore – although, to be sure, my usual quota is two or three texts a day, not seven an hour.
- G** The trouble is that texting arose suddenly, not gradually. Originally included in mobile phones as a tool to enable service providers to spam their customers, it actually came to the US later than most of the industrialized world. David Mercer, in his 2006 book *The Telephone: The Life Story of a Technology*, suggests that the popularity of the practice rose sharply when viewers were urged to text their votes for the winner on such television programs as *American Idol*. This break from past practice was so radical that adults had no opportunity to work out from their own experience reasonable bounds for the young. And so the young, unbounded, freely created their own world, from which the old are largely excluded.
- H** Fears of what young people might be like if left free to design the world have long been with us: Think *Lord of the Flies*, *A Clockwork Orange*, or “Children of the Corn.” That imponderable (难以判断的事物) I leave for others to weigh. I don’t believe that over-texting will create dangerous psychopaths (精神病患者). But it might create something else.
- I** Heavy texting has been linked to sleep deprivation among the young, evidently because they somehow feel compelled to respond, even in the middle of the night. Researchers have found correlations between texting and everything from illiteracy to overeating. A 2006 study by James E. Katz, perhaps the leading academic expert on mobile phone use, has found that young people have trouble giving up their phones, even for a short time. Most were unable to make it through a two-day experiment designed to discover what they would do without their phones.

Texting crowds out other activities

- J** On the other hand, if used in moderation, texting might help demolish (彻底破坏) the weird and unmannerly etiquette of the mobile phone, in which, for no reason but the technology’s existence, it is the recipient of the call who is somehow required to make an excuse if not free to answer. Texting harks back to (类似于) an earlier, less demanding model of communication, in which response was at the convenience of the respondent. It was, and is, known as letter writing.
- K** There may actually be advantages in the use of phones for a purpose other than conversation. The proliferation of phone apps may help children learn. (It may also lead to a new digital divide between those with lots of apps on their phones and those without.) And for those who are worried that constant mobile phone use by the young



might lead to cancer, or perhaps glucose (葡萄糖) absorption in the brain, texting – in which the phone is nowhere near the ear – is obviously an improvement.

- L** The larger problem with texting involves neither the physical nor the mental health of our growing army of young texters. My worry is that the ubiquity (无所不在) of texting may accelerate the decline of what our struggling democracy most needs: independent thought. Indeed, as texting crowds out other activities, it must inevitably crowd out inactivity – and there lies a danger. For inactivity and thinking are inextricably (紧密相连) linked.
- M** By inactivity, I mean doing nothing that occupies the mind: time spent in reflection. Bertrand Russell wrote a marvelous essay on this subject, titled “In Praise of Idleness” (also the title of the collection in which the essay is most readily found). Russell’s point is that when the rest of the world thinks we are idle, the brain, if properly trained, is following its own path. Only then, he contends, are we truly thinking. The rest of the time we are analyzing and reacting, but our thoughts are then determined by responses to the thoughts of others. Unless we spend time in reflection – in idleness – we can never truly think thoughts of our own.
- N** Already we live in an era when there is little time for idle thinking. Whether in the storms of political argument or the hyperkinetic (运动过度的) pace of the workplace, we are called upon constantly to respond rather than reflect. The education of the young, increasingly built around the rapid-fire model of the standardized test, only enhances the model of thought in which speed is everything and reflection is for those left behind. As young people increasingly fill their free hours with texting and other similarly fast-paced, attention-absorbing activities, the opportunities for sustained reflective thought will continue to fade.

Spiraling away from democratic vision

- O** Today’s public debates are dominated by the short and the concise, and influential commentators often seem to take pride in the assumption that nobody who disagrees with them can possibly have anything useful to say. As Cass Sunstein, now a White House adviser, points out in his splendid book *Republic.com*, a crucial aspect of free speech is that it forces us, from time to time, to encounter a voice we do not expect to hear making a point we have not considered. We are spiraling rapidly away from that healthy democratic vision. The explosion of text messaging is certainly not a cause of the unhealthy political world we adults are passing on to our children. But it points to how far we are from a cure.

(1,260 words)

- _____ 1 Texting may benefit the texter in that the phone is away from the ear.
- _____ 2 The young use mobile phones to specify their own social circle.
- _____ 3 According to some surveys, young people said that they would rather text than converse.



- ___ 4 We can think independently only if we spend time in reflection.
- ___ 5 Text messaging arose later in the United States than many other industrialized nations.
- ___ 6 Many an observer believes that text messaging has a great impact on the social world of teenagers and young adults.
- ___ 7 Due to the prevalence of texting, independent thinking may decline.
- ___ 8 The explosion of texting takes us far away from the healthy political world.
- ___ 9 When not allowed to text, a relatively small number of teens will not choose an alternate way of communication – talking.
- ___ 10 Over-texting results in many problems among the young, such as lack of sleep, illiteracy, and overeating.



Passage B

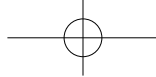
Directions

You are going to read a passage with 10 statements attached to it. Each statement contains information given in one of the paragraphs. Identify the paragraph from which the information is derived. You may choose a paragraph more than once. Each paragraph is marked with a letter.

阅读理解实际用时 分 秒 (WPM) 答题正确率 %

Think inside the box

- A** Over the past decade, we have asked senior executives, on every continent and in every major industry, two key questions about innovation. The first: “On a scale of 1 to 10, how important is innovation to the success of your firm?” The second: “On a scale of 1 to 10, how satisfied are you with the level of innovation in your firm?” Not surprisingly, they rate the importance of innovation very high: usually a 9 or 10. None disputes that innovation is the No. 1 source of growth. Without fail, however, most senior executives give a low rating – below five – to their level of satisfaction with innovation.
- B** How could business leaders rate innovation as so important yet feel so dissatisfied with their own organizations’ performance? Because what they really want to know is how: How do you actually generate novel ideas and do so consistently, on demand? The traditional view of creativity is that it is unstructured and doesn’t follow rules or patterns. Would-be innovators are told to “think outside the box,” “start with a problem and then brainstorm ideas for a solution,” “go wild making analogies to things that have nothing to do with your product or service.”
- C** We advocate a radically different approach: thinking inside the proverbial box, not outside of it. People are at their most creative when they focus on the internal aspects of a situation or problem – and when they constrain their options rather than broaden them. By defining and then closing the boundaries of a particular creative challenge, most of us can be more consistently creative – and certainly more productive than we are when playing word-association games in front of flip charts or talking about grand abstractions at a company retreat.
- D** Our method works by taking a product, concept, situation, service or process and breaking it into components or attributes. Using one of five techniques, innovators can



manipulate the components to create new-to-the-world ideas that can then be put to valuable use. The five techniques are as follows.

Subtraction: remove seemingly essential elements.

- E Consider a contact lens, an exercise bicycle, a package of powdered soup and an ATM. What do they have in common? They have all had something subtracted. Subtract the frame of a pair of glasses and you have the contact lens. Remove a bike's rear wheel and you invent the exercise bicycle. Extract water from soup to make a package of powdered soup. Take the bank employee out of a cash transaction and you have an ATM.

- F Philips Electronics used subtraction to revolutionize the DVD market. Remember when a DVD player looked like a traditional, bulky (笨重的) VCR player, with a confusing array of buttons and displays on the front panel? The Philips team hit on the idea of removing these functions from the DVD player itself and placing them on a hand-held device. The result: a slimmer, cheaper, sleeker, and easier-to-use DVD machine – and a new design standard not just for DVD players but for the whole home-electronics market.

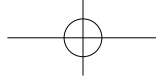
Task unification: bring together unrelated tasks or functions.

- G Consider the Captcha system, which you have probably experienced many times but without knowing its name. Captcha is what asks you to type words written in a bizarre, distorted script inside a box before you're allowed to enter a website. Ticketmaster, for instance, uses Captcha to prevent the automated programs of scalpers from immediately scooping up (把……抢购一空) the most desirable seats for events.

- H What most people don't realize is that their Captcha answers serve two purposes – and here we get to task unification. In addition to proving to websites that they are not machines, the users of Captcha are deciphering (破译) difficult-to-read words from printed texts. The system's inventor, a Carnegie Mellon computer scientist named Luis von Ahn, realized that by feeding into Captcha words that computer scanners can't read – especially the old fonts (字体) often found in older publications – users could help in the massive task of transforming printed content into digital form. Ordinary web surfers are helping to transcribe the equivalent of nearly 150,000 books a year.

Multiplication: copy a component and then alter it.

- I A range of products are the obvious result of multiplication, from bifocal lenses and double-sided tape to three-way light bulbs. But multiplication works for services as well. For the College Board, which designs, administers, and scores the SAT, maintaining the validity of its test is a big challenge: Colleges want an entrance exam that is consistent in what it measures from year to year. But how can the College Board gauge (评估) the difficulty of questions before students are actually scored on them? The answer: by including “experimental” questions in order to assess them for inclusion in future tests. These particular questions are not scored, but students have



no way of knowing that, so they spend about 25 minutes of the 225-minute testing period answering zero-value questions. By using multiplication in this way, the College Board is able to offer a “new” test each year while ensuring that its quality matches that of previous tests.

Division: separate the components of a product or service and rearrange them.

- J Consider central air-conditioning. The first air-conditioning units contained all the necessary components in a single box: thermostat, fan, cooling unit. But once the motor and fan of the cooling unit were separated from the other pieces, they could be placed somewhere else – like outside a house, thus reducing noise and heat and eliminating the need to block a window with a bulky integrated unit.
- K Johnson & Johnson used the technique of division to completely redesign the medical-sales training program of one of its business units. It divided the course content – anatomy (解剖学), surgical procedures, and medical devices – into smaller parts and then rearranged it around relevant diseases and conditions. This approach dramatically reduced the amount of time needed to train a sales representative and made it much easier to roll out training on new products to its existing sales force.

Attribute dependency: make the attributes of a product change in response to changes in another attribute or in the surrounding environment.

- L An excellent example of this technique is eyewear with transition lenses, which change from light to dark in the sunlight. So, too, are windshield wipers that speed up as it rains harder. Some instances of this technique have been around for so long that they no longer seem especially creative, but they once were. This is especially true with respect to pricing. Take, for example, loyalty programs that offer discounts to long-standing customers or discounts based on the number of friends that a customer recommends. Both work by making one variable dependent on another.
- M Using any one or all of these “inside the box” techniques involves retraining the way your brain thinks about problem solving. Most people think innovation starts with establishing a well-defined problem and then thinking of solutions. Our method is just the opposite: We take an abstract, conceptual solution and find a problem that it can solve.
- N The key to being consistently innovative is to create a new form for something familiar and then to find a function it can perform. That is why, when we first hear about a new idea, we often experience a sense of disappointment with ourselves: Gee, why didn’t I think of that? The most consequential ideas are often right under our noses, connected in some way to our current reality or view of the world.
- O Inventions can be extraordinary, but invention isn’t an extraordinary event or an activity for a specialized group. Nor is creativity reserved for the gifted and talented. It’s a skill that can be learned and mastered by anyone, if approached properly. Like so much else in life, the more it’s practiced, the more skillful at it we become.

(1,336 words)



- _____ 1 “Experimental” questions in the SAT test are actually zero-value ones used to assess their validity in future tests.
- _____ 2 Creativity is not an exclusive skill, but a skill each of us can master through enough practice.
- _____ 3 Many of us can be extremely creative by concentrating on the internal side of a problem and limiting our choices.
- _____ 4 Our method of innovation focuses on taking a notional solution and finding a problem that can be solved, which is different from the traditional way.
- _____ 5 There is agreement among senior executives that innovation is the key to business success.
- _____ 6 The most important ideas are, to some extent, associated with our world outlook.
- _____ 7 The Captcha system can be used to stop scalpers from getting good tickets easily for events.
- _____ 8 It is traditionally thought that creativity means following no rules or patterns.
- _____ 9 The technique used by Johnson & Johnson enabled it to spend less time training sales representatives and reduced the difficulty in starting training programs on new products.
- _____ 10 A contact lens and an ATM have both had things that were once thought necessary removed.



Passage C

Directions

In the following article, some sentences have been removed. Choose the most suitable one from the choices listed from A to H to fit into each of the numbered gaps. There is ONE which does not fit in any of the gaps.

阅读理解实际用时 分 秒 (WPM) 答题正确率 %

How to be creative

Creativity can seem like magic. We look at people like Steve Jobs and Bob Dylan, and we conclude that they must possess supernatural powers denied to mere mortals like us, gifts that allow them to imagine what has never existed before. They're "creative types." We're not. 1 Creativity is not a trait that we inherit in our genes or a blessing bestowed (赐予) by the angels. It's a skill. Anyone can learn to be creative and to get better at it. New research is shedding light on what allows people to develop world-changing products and to solve the toughest problems. A surprisingly concrete set of lessons has emerged about what creativity is and how to spark it in ourselves and our work.

2 The latest research suggests that this assumption is false. It turns out that we use "creativity" as a catchall (无所不包的) term for a variety of cognitive tools, each of which applies to particular sorts of problems and is coaxed to action in a particular way. The new research also suggests how best to approach the thorniest problems. We tend to assume that experts are the creative geniuses in their own fields. But big breakthroughs often depend on the naive daring of outsiders. For prompting creativity, few things are as important as time devoted to cross-pollination (异花授粉) with fields outside our areas of expertise.

Let's start with the hardest problems, those challenges that at first blush seem impossible. Such problems are typically solved (if they are solved at all) in a moment of insight. Scientists have begun studying how insight occurs. 3 For instance, exposing subjects to a short, humorous video – the scientists use a clip of Robin Williams doing stand-up – boosts the average success rate by about 20 percent.

Alcohol also works. Earlier this year, researchers at the University of Illinois at Chicago compared performance on insight puzzles between sober and intoxicated students. The scientists gave the subjects a battery of word problems known as remote associates, in which people have to find one additional word that goes with a triad of words. Here's a sample problem: Pine Crab Sauce. In this case, the answer is "apple." (The compound words are pineapple, crab apple, and apple sauce.) Drunk students solved nearly 30 percent more of these word problems than their sober peers.



4 The answer involves the surprising advantage of not paying attention. Although we live in an age that worships focus – we are always forcing ourselves to concentrate – this approach can inhibit the imagination. We might be focused, but we’re probably focused on the wrong answer. And this is why relaxation helps: It isn’t until we’re soothed in the shower or distracted by the stand-up comic that we’re able to turn the spotlight of attention inward, eavesdropping on all those random associations unfolding in the far reaches of the brain’s right hemisphere. When we need an insight, those associations are often the source of the answer.

This research also explains why so many major breakthroughs happen in the unlikeliest of places, whether it’s Archimedes in the bathtub or the physicist Richard Feynman scribbling equations in a strip club, as he was known to do. It reveals the wisdom of Google putting ping-pong tables in the lobby and confirms the practical benefits of daydreaming. As Einstein once declared, “Creativity is the residue (残留物) of time wasted.”

Of course, not every creative challenge requires an epiphany (顿悟); a relaxing shower won’t solve every problem. Sometimes, we just need to keep on working, resisting the temptation of a beer-fueled nap. There is nothing fun about this kind of creativity, which consists mostly of sweat and failure. It’s the red pen on the page and the discarded sketch, the trashed prototype and the failed first draft. Nietzsche referred to this as the “rejecting process,” noting that while creators like to brag about their big epiphanies, their everyday reality was much less romantic. “All great artists and thinkers are great workers,” he wrote.

But this raises an obvious question: If different kinds of creative problems benefit from different kinds of creative thinking, how can we ensure that we’re thinking in the right way at the right time? When should we daydream and go for a relaxing stroll, and when should we keep on sketching and toying with possibilities? 5 Researchers call these intuitions “feelings of knowing,” and they occur when we suspect that we can find the answer, if only we keep on thinking. Numerous studies have demonstrated that, when it comes to problems that don’t require insights, the mind is remarkably adept (擅长的) at assessing the likelihood that a problem can be solved – knowing whether we’re getting “warmer” or not, without knowing the solution.

This ability to calculate progress is an important part of the creative process. When we don’t feel that we’re getting closer to the answer – we’ve hit the wall, so to speak – we probably need an insight. If there is no feeling of knowing, the most productive thing we can do is forget about work for a while. But when those feelings of knowing are telling us that we’re getting close, we need to keep on struggling.

6 They’re both just a matter of getting those answers out. Another kind of creative problem, though, is when you don’t have the right kind of raw material kicking around in your head. If you’re trying to be more creative, one of the most important things you can do is increase the volume and diversity of the information to which you are exposed.



Steve Jobs famously declared that “creativity is just connecting things.” Although we think of inventors as dreaming up breakthroughs out of thin air, Mr. Jobs was pointing out that even the most far-fetched concepts are usually just new combinations of stuff that already exists. Under Mr. Jobs’ leadership, for instance, Apple didn’t invent MP3 players or tablet computers – the company just made them better, adding design features that were new to the product category.

Creativity is a spark. It can be excruciating (令人难以忍受的) when we’re rubbing two rocks together and getting nothing. And it can be intensely satisfying when the flame catches and a new idea sweeps around the world. For the first time in human history, it’s becoming possible to see how to throw off more sparks and how to make sure that more of them catch fire. And yet, we must also be honest: The creative process will never be easy, no matter how much we learn about it. Our inventions will always be shadowed by uncertainty, by the serendipity of brain cells making a new connection. Every creative story is different. 7

(1,145 words)

- A The good news is that the human mind has a surprising natural ability to assess the kind of creativity we need.
- B Yet every creative story is the same: There was nothing, now there is something – it’s almost like magic.
- C It’s this ability to attack problems as a beginner, to let go of all preconceptions, and fear of failure, that’s the key to creativity.
- D But creativity is not magic, and there’s no such thing as a creative type.
- E What explains the creative benefits of relaxation and booze?
- F Imagination was once thought to be a single thing, separate from other kinds of cognition.
- G Both moment-of-insight problems and nose-to-the-grindstone problems assume that we have the answers to the creative problems we’re trying to solve somewhere in our heads.
- H Interestingly, they have found that certain factors make people much more likely to have an insight, better able to detect the answers.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____

