



第一章

听力

Exercise One

Directions

In this exercise, you will hear three news reports. At the end of each news report, you will hear two or three questions. Both the news report and the questions will be spoken only once. After you hear a question, you must choose the best answer from the four choices marked A), B), C) and D).

News Report One

Questions 1 and 2 are based on the news report you have just heard.

1. A) The majority of drivers prefer to drive and park by themselves.
B) Human drivers become easily distracted or tired while driving.
C) Most drivers feel uncertain about the safety of self-driving cars.
D) Most drivers have test-driven cars with automatic braking features.
2. A) Their drivers would feel safe after getting used to the automatic devices.
B) They would be unpopular with drivers who only trust their own skills.
C) Their increased comfort levels have boosted their sales.
D) They are not actually as safe as automakers advertise.

News Report Two

Questions 3 and 4 are based on the news report you have just heard.

3. A) Thefts of snowmobiles and dogs in Alaska.
B) A series of injuries to snowmobile drivers.
C) Attacks on some Iditarod race competitors.
D) A serious accident in the Alaska sports event.
4. A) He stayed behind to look after his injured dogs.
B) He has won the Alaska's Iditarod race four times.
C) He received a minor injury in the Iditarod race.
D) He has quit the competition in Alaska for good.

News Report Three

Questions 5 to 7 are based on the news report you have just heard.

5. A) Inability to implement their business plans.
B) Inability to keep turning out novel products.
C) Lack of a successful business model of their own.
D) Failure to integrate innovation into their business.
6. A) It is the secret to business success. B) It is the creation of something new.
C) It is a magic tool to bring big rewards. D) It is an essential part of business culture.
7. A) Its hardworking employees. B) Its flexible promotion strategy.
C) Its innovation culture. D) Its willingness to make investments.

Listening Scripts

News Report One

Automakers and tech companies are working hard to offer the first true self-driving car, but 75% of drivers say they wouldn't feel safe in such a vehicle. Still, 60% of drivers would like to get some kind of self-driving feature, such as automatic braking or self-parking, the next time they buy a new car. The attitudes are published in a new AAA survey of 1,800 drivers.

Advocates of self-driving cars argue they would be safer than cars driven by humans because they wouldn't get distracted or drive when tired. But those surveyed by AAA say they trust their own driving skills. Many feel the technology is too new and unproven.

John Nielsen, the AAA's managing director of automotive engineering and repair, says tests suggest drivers may be overestimating their own abilities. He also believes they will be more likely to trust self-driving cars as they become more familiar with features such as automatic braking or self-parking. He estimates that the "comfort level" will increase considerably in five to ten years.

Questions 1 and 2 are based on the news report you have just heard.

1. What is the finding of the AAA survey?
2. What does John Nielsen say about self-driving cars?

News Report Two

One dog has been killed and multiple dogs have been injured by a snowmobile driver in what appears to be an intentional attack on competitors in the Iditarod race in Alaska.

Aliy Zirkle was the first to report an attack. A snowmobile driver had repeatedly attempted to harm her and her team, and one of Zirkle's dogs had received a non-life-threatening injury. Zirkle reported the attack when she arrived in Nulato, Alaska, in the early hours of the morning. Then Jeff King, a four-time champion, reported a similar attack. His team was hit by a snowmobile driver. Several dogs were injured and a three-year-old male dog was killed. Reporter Zachariah Hughes says that neither King nor Zirkle was injured. Although this incident very much alters the race of the two participants' competing for a win, both are going to continue on their way towards the finishing line.

Alaska State Troopers released a statement saying they've arrested Arnold Demoski, 26. He faces a trial on several charges.

Questions 3 and 4 are based on the news report you have just heard.

3. What is the news report mainly about?
4. What do we learn about Jeff King?

News Report Three

Almost all companies recognize the importance of innovation today. But not many are able to integrate innovation into their business.

A commentary in the *Shanghai Daily* points out that innovation doesn't mean piles of documents. It's something more practical. The article says many people tend to assume that innovation just means creating something new, but actually it's more than that. It's an attitude of doing things. A company should find ways to innovate not just in products, but also in functions, business models and processes.

The article cites the global giant Procter & Gamble as an example, saying a real innovative company should develop an innovation culture and use it as a primary tool for success. Procter & Gamble has a "Corporate Innovation Fund" which offers big rewards for high-risk ideas that succeed. It also has a special innovation facility for its employees. Sometimes its employees are released from their daily jobs for weeks and spend their time interacting in the innovation facility instead. In conclusion, the article says innovative ideas alone do not ensure success. It's pointless unless there is a repeatable process in place to turn inspiration into financial performance.

Questions 5 to 7 are based on the news report you have just heard.

5. What is the problem with many companies according to the news report?
6. What do many people tend to think of innovation?
7. What does the company Procter & Gamble owe its success to?

7. A) It is still unknown.
B) He was fired by Uber.
C) He lost his temper as an insurance agent.
D) He did not pass the background check.

Listening Scripts

News Report One

Most hearing aids are priced between \$100 and \$800. But in India, the world's second most populous country, the per capita income is only around \$600 a year. For many people there, hearing aids are simply unaffordable. That was the problem. Mukund, an Indian student studying in the US, came up with a solution. It's a small device that could fit in someone's pocket.

Because his grandfather in India has had hearing loss for some time, for two years Mukund has worked hard on a cheap hearing aid. When Mukund returned to India during a summer vacation, it was his job to help get his grandfather to a doctor for a hearing aid. But the experience was less than ideal. Doctors charged far more than the family could afford. When Mukund got back to America, he began to build a device at a price that more people could afford. Right now, 60 dollars is what it is.

Questions 1 and 2 are based on the news report you have just heard.

1. According to the news report, what is the per capita income a year in India?
2. Why did the Indian student start to build a hearing device by himself?

News Report Two

Starbucks, an international coffee shop chain, will start giving customers a discount on any drink if they bring in their own cup. The company wishes to reduce the high number of paper cups that are thrown away in the trash.

News sources in England have recently reported on this issue regarding the overuse of disposable paper cups at Starbucks. Reports suggest around 2.5 billion paper cups are thrown away every year—that's about seven million cups every day. Journalists have also said that some coffee chains lie about how many paper cups they recycle. Those shops do not recycle as many cups as they say they do. This means customers wrongly believe that a coffee shop is environmentally friendly. A recycling service in the United Kingdom reports that fewer than one in 400 paper cups at coffee shop chains are recycled.

Questions 3 and 4 are based on the news report you have just heard.

3. What is Starbucks going to do?
4. How many Starbucks cups are thrown away every day?

News Report Three

M: Last night in Kalamazoo, Michigan, six people were killed in a shooting that lasted for several hours. Two others were also injured in the shooting. A 45-year-old man has been arrested, and authorities believe he worked as an Uber driver. Michigan Public Radio's Rick Pluta joins us now.

W: Rick, thanks for speaking with us.

M: Oh, not a problem.

W: So what happened last night?

M: Well, at about 6:00 p.m., the police believe a man they've identified as Jason Dalton, shot people at random while driving around. People were shot at a car shop, in the parking lot of a restaurant, and at an apartment complex.

W: Tell us Dalton's connection to Uber. Did he primarily work as an Uber driver?

M: Uber has released a statement confirming that Dalton was in fact a driver, and that he did pass Uber's background check. Prior to his employment at Uber, Dalton worked as an insurance agent, so we're not exactly sure if Uber was his primary source of income.

W: What did the police say, or what do they think, the motive was?

M: At this time, the police have neither any idea of what the motive was nor whether there is a connection between the shooter and the victims. They believe the victims were simply chosen at random.

Questions 5 to 7 are based on the news report you have just heard.

5. What is the news report mainly about?
6. According to Uber, which of the following is Jason Dalton's primary source of income?
7. Why did Jason Dalton shoot at people?