

## C

Portia Kapraun has always seen unwelcome ads on Twitter, usually from major brands pitching (竭力推销) her expensive jewelry or vehicles that she, as a librarian in Indiana, could not afford. Ms. Kapraun was not interested. But she soon saw the ads again. And again. And again. “These feel like low-end ads,” she said. In a shaky advertising market in an uncertain economy, ads that few people want to see suddenly seem to be everywhere.

Advancements in digital advertising technology were meant to improve users’ experience. People interested in shoes are intended to get ads for sneakers and boots, not repeated pitches promoting gold investments. And the technology is supposed to remove misleading or dangerous pitches. But lately, on several platforms, the opposite seems to be happening for a variety of reasons, including a slowdown in the overall digital ad market. As numerous deep-pocketed marketers have pulled back, and the softer market has led several digital platforms to lower their ad pricing, opportunities have opened up for less demanding advertisers.

Advertising experts agree that poor-quality ads appear to be increasing greatly. They point to a variety of potential causes: internal troubles at technology companies, weak content moderation (审核), and high-level advertisers seeking other choices. Then, there’s the economy: A recent survey of 43 multinational companies representing more than \$44 billion in advertising spending found that nearly 30 percent planned to cut back on their marketing spending last year.

Other factors are also contributing to lower advertising quality. Social media advertising, once only practiced by specialists, is now easily available to anyone. Many of them are avoiding targeted ads — placements intended to reach specific audiences, usually at a higher cost — in favor of a cheaper spray-and-pray (广撒网式的) approach online, hoping to catch the attention of gullible (容易受骗的) or bored shoppers. Major social media platforms are now like “a mall that used to be good”, Corey Richardson, vice president at a multicultural ad company, says. “But now there’s no longer a mall there—it’s just a calendar store and a place sling beepers (传呼机).”

8. What message does the author want to deliver in Portia Kapraun’s story?

- A. Repeated ads have a strong power of persuasion.
- B. Social media users often encounter unwanted ads.
- C. Major brands usually prefer social media advertising.
- D. An uncertain economy leads to lower levels of consumption.

9. What can be inferred about the “less demanding advertisers” mentioned in Paragraph 2?

- A. They are forced to exit the digital ad market.
- B. They have benefited from advertising experts.
- C. They can now advertise at a more affordable price.
- D. They work hard to improve their users’ experience.

10. What is Corey Richardson’s attitude to major social media platforms?

- A. Favorable.
- B. Hopeful
- C. Unclear.
- D. Negative.

11. Which of the following is a suitable title for the text?

- A. Where is social media advertising heading?
- B. What is shaking up the online advertising market?
- C. Why are you seeing so many bad digital ads now?
- D. How are targeted ads impacting your purchase decisions?

## D

An updated version of the artificial intelligence (AI) chatbot ChatGPT was launched recently by OpenAI. Its ability to write in an intelligent and human-like manner left users impressed and also a little bit frightened. People have used ChatGPT to write entire blocks of code, television scripts, and even complete academic essays — causing fears that students might use the bot to cheat their way to an easy A.

But some college professors aren’t that concerned. While ChatGPT’s writing might seem “quite good in an abstract way”, Professor Stuart Selber, who teaches English at Pennsylvania State University, thinks it struggles to address local issues, produce an original argument, or challenge other arguments rather than just citing (引用) them. These are all key aspects of effective essay writing in his opinion. That’s why Selber doesn’t think essays written entirely by ChatGPT have any hope of scoring high grades. ChatGPT won’t replace original writing, said Selber, but it might help college students

improve their work. Indeed, he thinks it might offer a shortcut for some of the more difficult tasks of essay writing, like preparing a literature review.

Dr Leah Henrickson, a lecturer at the University of Leeds, thinks that, if used carefully, AI might even make education fairer. He said: “I think there’s a lot of potential for it to help students express themselves in ways that they hadn’t necessarily thought about. This could be particularly useful for students who speak English as a second language, or for students who aren’t used to the academic writing style.” AI tools like Grammarly, which analyzes and improves written sentences, are already widely used by college students. In Henrickson’s view, ChatGPT is just the next step — and these tools aren’t going away. “Our students know that these tools exist,” she said. “Our job is to help them use them critically.”

According to Henrickson, the University of Leeds is already looking at revising its assessments in reaction to the rise in AI. It hopes to focus more on critical analysis and judgement — a human skill — rather than straightforward information, which a chatbot like ChatGPT can easily **replicate**.

12. What do people think of ChatGPT’s writing ability?

- A. It is real but overvalued.
- B. It is impressive but frightening.
- C. It is as good as that of humans.
- D. It is based on ready-made building blocks.

13. In what way might ChatGPT be helpful for college students according to Selber?

- A. By writing an excellent essay for them.
- B. By providing an original argument for them.
- C. By helping them make a literature review.
- D. By teaching them to develop abstract thinking

14. Why is Grammarly mentioned in the last but one paragraph?

- A. To compare it with ChatGPT.
- B. To prove AI tools are here to stay.
- C. To indicate its usefulness is beyond praise.
- D. To encourage college students to use AI tools.

15. What does the underlined word “replicate” in the last paragraph mean?

- A. Copy. B. Overcome. C. Understand. D. Revise.

第二节（共 5 小题；每小题 2.5 分，满分 12.5 分）

Recently I read an article “We All Need Self-Reflection” and it made me think that I need to self-reflect more and take a break from life.

\_\_\_\_\_16\_\_\_\_\_. For example, after I graduated from college, I took some time to self-reflect on the past four years of my college career. Drinking my favorite coffee, I looked back at each moment and thought about how I felt during those years. I had a mixture of emotions. Sometimes, I wish I did more in terms of extracurriculars (课外活动) or internships (实习期) or I wish I socialized and partied more. \_\_\_\_\_17\_\_\_\_\_. But I can’t change the past. Self-reflecting on the past is a lesson for me to better prepare for the future.

Even though it can help me better prepare for the future, self-reflecting itself can be both good and bad for me. \_\_\_\_\_18\_\_\_\_\_. When I reflect on things that haven’t been proud of from the past, I think about them a lot. However, as I mentioned above, I can’t change the past. \_\_\_\_\_19\_\_\_\_\_, like getting my first internship or choreographing (编舞) my first dance by myself. I figure that I need to do that more.

Everyone needs to get away from the current reality for a bit, relax and self-reflect. \_\_\_\_\_20\_\_\_\_\_. Self-reflecting can bring peace of mind and make us proud. It did for me.

- A. Life is too short and time passes quickly
- B. I know I haven’t done enough self-reflection
- C. So I persuade myself to reflect on the good things in life
- D. I reflect on what could have been if I made different decisions
- E. I tend to overthink a lot, which is a habit I’m still trying to break
- F. We all need to take some time to self-reflect on the good of our experiences
- G. The only times that I self-reflect in my life are when big life events happen to me

### 第三部分 语言运用 (共两节, 满分 30 分)

Although most flyers (传单) have gone the way of tape recordings, there's still the \_\_\_\_\_21\_\_\_\_\_ one that shows up at our door. \_\_\_\_\_22\_\_\_\_\_, they go straight to the recycling bin — unless there are small children and a page with toys catches their eyes.

They are \_\_\_\_\_23\_\_\_\_\_ by it. They tend to feel forced to read it over and over again. But that's not \_\_\_\_\_24\_\_\_\_\_. Now there's a whole list of toys they can't live without. Before they saw this page, they were \_\_\_\_\_25\_\_\_\_\_. There was nothing they needed. They had \_\_\_\_\_26\_\_\_\_\_ puzzles, books, and games to keep them satisfied for hours. Not to mention the outdoor \_\_\_\_\_27\_\_\_\_\_. Now, they need this toy. They'll be miserable \_\_\_\_\_28\_\_\_\_\_ they have it. After calming down the kids and giving some firm nos, it's time to \_\_\_\_\_29\_\_\_\_\_ the experience.

Aren't we all like those children? We're mostly fine until we run into a situation where our desires are \_\_\_\_\_30\_\_\_\_\_. This could be a trip to the mall or a view of someone's vacation pictures on WeChat. There are new things or experiences we \_\_\_\_\_31\_\_\_\_\_! We'll be so miserable without them.

We are all \_\_\_\_\_32\_\_\_\_\_ affected. And that's thought-provoking.

Recognizing our weakness and the source of the temptation (诱惑) is a big first step towards \_\_\_\_\_33\_\_\_\_\_ it. We can begin by steeling ourselves against the sources — \_\_\_\_\_34\_\_\_\_\_ social media, avoiding the mall... And even under those circumstances that can't be avoided, we can repeat to ourselves the wisdom, "Who is the rich person? The one who is \_\_\_\_\_35\_\_\_\_\_ with his life."

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|-------------------------|-----------------------|----------------------|------------------------|
| 21. A. original         | B. occasional         | C. important         | D. inspiring           |
| 22. A. In order         | B. In general         | C. Now and then      | D. More or less        |
| 23. A. ignored          | B. puzzled            | C. prohibited        | D. attracted           |
| 24. A. within its reach | B. a piece of cake    | C. the worst of it   | D. as plain as day     |
| 25. A. content          | B. curious            | C. innocent          | D. unsettled           |
| 26. A. all              | B. limited            | C. enough            | D. extra               |
| 27. A. options          | B. agency             | C. education         | D. areas               |
| 28. A. if               | B. because            | C. until             | D. though              |
| 29. A. meet with        | B. bring up           | C. work out          | D. reflect on          |
| 30. A. excited          | B. admitted           | C. controlled        | D. expressed           |
| 31. A. need             | B. obtain             | C. possess           | D. share               |
| 32. A. secretly         | B. directly           | C. barely            | D. easily              |
| 33. A. understanding    | B. conquering         | C. investigating     | D. building            |
| 34. A. making time for  | B. looking forward to | C. staying away from | D. taking advantage of |
| 35. A. familiar         | B. satisfied          | C. busy              | D. concerned           |

### 第二节 (共 10 小题; 每小题 1.5 分, 满分 15 分)

A Stone Age bird sculpture \_\_\_\_\_36\_\_\_\_\_ (cover) in China could be a "missing link" in our understanding of prehistoric art. \_\_\_\_\_37\_\_\_\_\_ (date) back almost 13,500 years, the sculpture is now the oldest known example of three-dimensional art in East Asia.

Described \_\_\_\_\_38\_\_\_\_\_ being in "an exceptional state of preservation," the sculpture was found at an archeological site in Lingjing, Henan Province. It was hand-carved from burned animal bone. Researchers say the sculpture depicts (刻画) a bird on a base, pointing to deliberate marks \_\_\_\_\_39\_\_\_\_\_ the creature's eyes and bill (嘴) would be. It is believed that the bird's oversized tail was made \_\_\_\_\_40\_\_\_\_\_ (prevent) the sculpture from leaning forward when \_\_\_\_\_41\_\_\_\_\_ (lay) on a surface. This discovery identifies a(n) \_\_\_\_\_42\_\_\_\_\_ (origin) artistic tradition and pushes back by more than 8,500 years the representation of birds in Chinese art. The sculpture differs \_\_\_\_\_43\_\_\_\_\_ (technology) and stylistically from other sculptures found in Western Europe and Siberia, and it could be the missing link tracing the origin of Chinese statues back to the early part of the Stone Age. Li Zhanyang, who led \_\_\_\_\_44\_\_\_\_\_ study, has contributed to other archeological findings in Lingjing, including various ancient \_\_\_\_\_45\_\_\_\_\_ (tool) and two skulls belonging to an extinct species of early humans.