

2023年江西省普通高校专升本考试

英 语 试 卷

一、单项选择题(共20小题; 每小题2分, 满分40分)从A,B,C,D中, 选出可以填入空白处的最佳选项, 并在答题卡上将该项涂黑。

1. If you don't want to take _____ bus to the train station, you can go there by _____ taxi.

2.-You can buy your cousin Kate a pet cat for her birthday.

— .She's a cat lover.

- A. Not really
- B. Have a good time
- C. I hope not
- D. That's a good idea

3.—What else do you need to do mapo tofu?

—

- A.Two salts
- B.Two spoons salt
- C.Two spoons of salt
- D.Two spoons of salts

4. Some of us work _____ in the afternoon than in the morning.

5. Being _____ music, I go to a concert quite often.

A. by B. into C. over D. under

6.—Lucy, will you go to the bookstore with me this afternoon?

—Sure, I'd love to.

A.can

B.must

C. should

D_{need}

7 After

⁸ The strengths of ChatGPT include its speed and understanding of complex issues.

•Entries must feature animals and do not have to be taken at National Zoo.

Photos will only be accepted digitally. No photos will be accepted by snail mail, delivery service, or dropping off at the zoo.

The photo must be a JPG at a minimum resolution of $3,600 \times 2,700$ pixels and a maximum file size of 24 MB at the time of submission.

Entry photos must have been taken by the contestant and must be original and unpublished.

Eligibility (参赛资格)

Open to Chinese citizens over the age of 18. Employees, trustees, officers in the National Zoo, sponsors and their immediate family members are ineligible.

Prizes

1 Grand Prize: National Zoo Family Plus Membership; a \$1,000 National Zoo gift certificate.

5 First Prizes:a Y500 National Zoo gift certificate.

6 Second Prizes: a ¥300 National Zoo gift certificate.

10 Third Prizes:a¥200 National Zoo gift certificate

21. The closing date for entries is _____

A.March 12,2023 B.March 28,2023

C.May 12.2023 D.May 28.2023

22.Which of the following meets one of the photo requirements?

A.A PNG photo. B.An original photo

23. How are entry photos submitted?

A. By snail mail.

B. By delivery service.

C. By sending digital photos.

D.By dropping off printed photos.

24. Who can take part in the contest?

A Li Ming 32 Chinese a bank clerk

B.Amanda,29,American,a photographer.

D.Wang Ling,47,Chinese,an officer in the National Zoo.

25.How many prizes are created in total?

A.11. B.12. C.21. D.22.

B

Almost all brands rely on advertising to sell products, but many customers take the claims made in advertisements with a grain of salt. People are much more inclined to trust praise for products that come from companies that are increasingly relying on the company that makes them, but from customers just like them. Thus, information posted on a website by on user-generated content as a way to sell their products. UGC is published by someone who is not compensated for the material. This can include pictures, videos, blog posts, reviews of products or comments on social media.

Companies can benefit from using UGC to market their products for several reasons. First because UGC is generally produced by people not affiliated (隶属) with the company, it is perceived to be more authentic. And of course, companies don't have to pay for UGC, unlike traditional advertisements.

Companies encourage customers to post UGC in a variety of ways. They urge customers to post reviews on other websites. They can also set up hashtags (主题标签) that customers can use to post pictures or other content, linking the content to the brand. And they sometimes reward popular posts in various ways, such as by offering discounts.

One UGC campaign that has gained a lot of attraction is the Share a Coke campaign. Starting in Australia, Coke printed the 150 most common male and female names on Coke bottles. Through advertisements and signs in stores, the company encouraged people to post pictures of themselves or their loved ones holding bottles with their names. The campaign soon spread to 80 countries, making it the largest UGC campaign to date.

Starbucks launched a UGC campaign encouraging customers to beautify their coffee cups and post pictures on social media with the hashtag #WhiteCupContest. Winners of the contest had their designs printed on reusable cups.

In 2014 LEGO, a brand that makes toy blocks that snap together, urged users to design their own constructions out of LECOs. They could post their designs on the LECO website, where people would endorse the designs that they liked. Those with the most approval became sets that would be sold around the world. This showed how versatile people could be and even resulted in new product lines for the company.

As these examples show, UGC can be an effective and affordable way for a company to promote its products.

26.What does UGC stand for?

A.Urban green campaign. B.User-generated content.
C.United global conference. D.Uniform-generated company.

27.What can people post as UCC about products?

- A.Text,pictures or videos.
- B.Text,websites or reviews.
- C.Comments,websites or videos.
- D.Pictures,resumes or comments

28.Which of the following companies has launched the greatest UGC campaign till now?

A.Pepsi. B.LEGO. C.Starbucks. D.Coke.

29. Why did the companies organize the UGC campaigns?

- A. To beautify their users.
- B. To upgrade their facilities.
- C. To promote their products.
- D. To urge users to design their own products.

30.What is the best title for the text?

- A. The Rise of UGC
- B. The Decline of UGC
- C. UCC—The New Brand
- D. UGC—Traditional Advertising

三、书面表达(20分)

假设你是李华，五一劳动节你的英国好友Jason 计划来中国玩，你要给他推荐光明酒店。请根据下表信息，写一封letter, 向 Jason 介绍该酒店。

| | |
|------|---|
| 姓名 | Jason |
| 介绍内容 | <ol style="list-style-type: none">位置: 中山大道99号; 1优点: 交通便利, 设施完善、服务周到。 |

注意。

1. 100词左右；开头和结尾已经给出，不计入总词数；
2. 可以适当增加细节，以使行文连贯。