

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.

- A.a;the B.the;a C.a;/ D./;a

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.

- A.efficient B.efficiently C.more efficient D.more efficiently

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

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

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

—Sure,I'd love to.

- A.can
B.must
C.should
D.need

7.After swimming,my dog likes to dry _____ by sleeping in the garden.

- A.yourself B.itself C.themselves D.yourselves

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

- A.lie in B.take on C.find out D.look for

9.On the subway I saw a girl _____ I thought was your sister.

A.what B.who C.whom D.where

10.It's Grandma's 50th wedding anniversary and we are going out for a meal to_____

A.control B.change C.clean D.celebrate

11.Dad made a transfer on WeChat on Valentine's Day,_____it was only 0.49 yuan.

A.if B.so C.but D.because

12.More and more people have realized the fact_____heart disease is related to people's lifestyle.

A.what B.that C.to D.the

13.John _____a job in the factory and he gladly took it.

A.was offered B.offered C.was offering D.had offered

14.A poet and artist _____coming to deliver a speech on Chinese literature and painting next week.

A.is B.are C.was D.were

15.By the end of next month,he_____1,000 miles on foot.

A.travels B.will travel C.has traveled D.will have traveled

16.A platform tried to broadcast classes_____,which caused heated discussions.

A.alive B.lively C.living D.live

17.Charlie Chaplin plays a poor worker_____a pair of old shoes and a round hat.

A.to wear B.wearing C.worn D.to be wearing

18.We tried to explore different_____to gathering information.

A.approval B.appreciation C.approaches D.appointments

19.I was walking in the street_____suddenly he tapped me on the shoulder from behind.

A.when B.while C.until D.unless

20.He was fully occupied yesterday;otherwise he___to the meeting.

A.came B.had come C.would come D.would have gone

二、阅读理解(共10小题;每小题4分,满分40分)阅读下面短文,从短文后所给各题A,B,C,D中,选出最佳选项,并在答题卡上将该项涂黑。

A

National Zoo Photo Contest is back,and this time it's going digital!So,grab your camera and head to the zoo,where you might just have a winning shot.

Entry Information and Photo Requirements

Entries will only be accepted from March 28,2023 to May 12,2023.

·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 3,600×2,700 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 ¥500 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

C.A family photo

D.A published 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.

C.Zhang Kai,16,Chinese,a high school student.

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 comes not from companies are increasingly relying 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 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	1. 位置：中山大道99号；1 2. 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。