

## 1. 阅读理解

## The Origins of Famous Brands

Our lives are full of brand names and trademarked products that we use every day. Although many brand names are simple acronyms(首字母缩略词) or versions of their founders names, some of the companies we trust every day actually have fascinating and surprising back stories.

## Starbucks

It seems fitting that the most famous coffee brand in the world would take its name from one of the world's greatest works of literature. The inspiration for the name of the coffeehouse came from Herman Melville's Moby Dick. The founders' original idea was to name the company after the Captain Ahab's ship, but they eventually decided that Pequot wasn't a great name for coffee, so they chose Ahab's first mate, Starbucks, as the name instead.

## Google

Google was originally called Backrub, for it searched for links in every corner of the Web. In 1997, when the founders of the company were searching for a new name showing a huge amount of data for their rapidly improving search technology, a friend suggested the word "googol". When a friend tried to register the new domain (域) name, he misspelled "googol" as "google".

## Nike

Originally founded as a distributor for Japanese running shoes, the company was originally named BRS, or Blue Ribbon Sports. In 1971, BRS introduced its own soccer shoe, a model called Nike, which is also the name for the Greek goddess of victory. In 1978, the company officially renamed itself as Nike, Inc.

The right name is essential to a company's success, and a great origin story is just as important as a great product. An attractive origin story is one more thing that keeps customers guessing, wondering, and buying its products.

【1】What is the name of the Captain Ahab's ship?

- A. Moby Dick. B. Starbucks.  
C. Pequot. D. Herman Melville.

【2】Why did the founders of the Google want to change its name?

- A. They mistook their name.  
B. They wanted new customers.  
C. The company's original name was too long.  
D. The company's search technology was improving rapidly.

【3】Where does the importance of the origin story of one company lie in?

- A. It can change the company's image.  
B. It can add myth to the company.  
C. It explains the development of the company to customers.  
D. It makes customers imagine and purchase its goods.

## 2. 阅读理解

What I am writing is in English. You can read and understand because you are English language learners. But when you say people in England or the English people speak English, you would be wrong, or at least inaccurate in your remark. Ah yes, you might correct yourself, the Americans, Canadians, Australians and New Zealanders speak English too. That is true, but apart from that, what you really have in mind, or should say is people in Britain or the British speak English.

The words England and English are perhaps the two most misused words in the English language. The English themselves—I beg your pardon, I am making the same mistake! The British themselves often say England and English when they really mean Britain and British. The Chinese words“英国”is even more misused than not because the term“不列颠”is hardly ever used. What's the difference, you may ask. To understand the question we have to know something about the history of the country and its people.

Before there was a country there were the people. And before there were people, there was land. So let us start off from here and take the land first.

We all know that Britain(though we often say England by force of habit) is an island country separated from the European continent by the English Channel.

Actually there are two main islands. The larger one is called Britain, or Great Britain, and the smaller one is called Ireland, and these two, together with many small islands make up what is called the British Isles.

The British is a geographical term. It is not the name of any country. At present it is made up of two countries, the larger of which is the one we very often inaccurately call England. The full official name is the United Kingdom of Great Britain and Northern Ireland, but people call it Britain or Great Britain for that. It consists of England, Scotland, Wales and a small part(about one-sixth) of Ireland, then or the astern part.

People still tend to call Britain England not only because England is the largest in area and the most populous but mostly because England is the strongest and also the most influential country in every respect before it absorbed the other three countries(The whole of Ireland was apart of the United Kingdom at one time) . Call it national chauvinism if you like, but people in England call Britain England out of habit rather than conscious sense of superiority, though it annoys the Welsh and especially the Scots who are proud of their separate national tradition.

【1】According to the passage the correct order of the following terms is \_\_\_\_\_.

- A. land, people, country B. land, country, people  
C. people, land, country D. country, people, land

【2】The British Isles is made up of \_\_\_\_\_

- A. one country B. two countries  
C. two and a half countries D. three countries

【3】People call Britain England because of all of the following except \_\_\_\_\_

- A. people in England do so out of habit.  
B. England is the nearest to the European continent.  
C. England is the largest in area and has the largest population.  
D. England is the strongest and also the most influential in every respect.

【4】The author wrote this article mainly to \_\_\_\_\_

- A. explain the geographical state of Britain  
B. express his heartfelt affection for English  
C. explain a common misunderstanding many may share  
D. show the advantages of England over the other three countries

## 3. 阅读理解