

## 1.

Have you ever dreamed of going to beautiful destinations in Europe? Dream no more, because TECNO is here to fulfill that dream.

Africa number one smartphone brand-TECNO is once again set to reward consumers with up to 2 million Naira and a tour to beautiful destinations in Europe in the "Unlock A New CAM\* ERA" photography contest.

Join the "Unlock A New CAM\*ERA" contest by uploading your creative pictures and stand a chance to be selected among the 24 people that will go on a 3-day photography camping contest.

In the TECNO#UnlockCAMission, there are three missions. The first mission-a macro-photography contest has ended and winners will be announced soon.

But you can still participate in the second and third mission

●Mission 2-Wide-Angle Photography-Here you are required to take a wide-angle photo of any landmark structure around you.

●Mission 3-Low-Light Photography-This requires you to take exceptional pictures at night or in low light environment with your smartphone.

The second mission is currently ongoing and you can join the contest right here. All entries must be accompanied with the hashtag (标签) #UnlockCAMission.

8 lucky people will be selected from each mission and qualify for an all-expense-paid trip to a location in Nigeria. Right in the camp, they will be given photography tasks and so the fun would begin. Whoever is able to complete his or her tasks will win the new Camon 12 and lots of cash prizes. At the end of the 3-day camping, three best participants will be selected to go on the adventure to Europe free of charge.

How to participate offline

●Visit any TECNO Shop to purchase the new Camon 12, and get your raffle ticket(兑奖券).

●Keep your raffle ticket, at the end of the campaign, there will be a raffle draw and 2 people stand a chance to win an all-expense-paid tour to Europe.

The#UnlockCAMission challenge will run until the 30th of May, 2020. Join the challenge today and stand a chance to have a fun and memorable Ember season in Europe.

【1】What is probably the purpose of the contest?

- A.To give back to consumers.
- B.To promote European tourism.
- C.To help people to realize dreams.
- D.To search for expert photographers.

【2】What is a necessary requirement of Mission 2?

- A.A wide-angle photo of nature.
- B.A macro-photography knowledge.
- C.Pictures taken in low light environment.
- D.Entries with the hashtag#UnlockCAMission.

【3】How many people at most can have a free tour to Europe through the campaign?

- A.24. B.8. C.5. D.3.

## 2.

Walt Disney has spent the past three years making a shift to online streaming. Bob Iger, Disney's chief executive has repeatedly called the shift the "number one priority". It therefore came as a surprise when Disney abruptly announced that Mr. Iger was retiring, with nearly two years left, to be replaced "immediately" by Bob Chapek, who has least experience in streaming.

"You thought you were going hard right, and all of a sudden you went hard left," said Rich Greenfield, a media analyst. He compared the choice to Apple's decision to replace Steve Jobs with Tim Cook. "You're choosing the operating executive instead of the wise, dynamic CEO."

The appointment came as a surprise also because analysts had considered Kevin Mayer, another longtime Disney executive, as the most likely candidate to take over Iger's position. In March 2018, Mayer was appointed to run Disney's streaming and international businesses-a high-profile job given Mr. Iger's emphasis on streaming as the future of the entire group.

"When thinking about what I need to do before I leave the company, creatively getting everything on track is my number one goal. If I also need to run the company every day, I will not be able to do that," said Iger.

According to the financial report, while Disney's streaming has attracted more subscribers, the war of streaming media is a war of burning money. It lost\$693 million.

It is the theme park business in the charge of Chapek that has performed the task of "blood transfusion" for these money-burning new businesses. In 2019, by September, Disney's theme park unit operating profit rose by 11% to \$6.76 billion. Wall Street analysis predicts that by September 2024, Disney's theme park division will have a profit of \$10 billion and streaming media operating profit is expected to approach \$2.5 billion.

"Look at the businesses he's been in charge of. They have nothing to do with streaming, but everything to do with profitability," said Brian Wieser, president of business intelligence at GroupM.

【1】What does Iger value most in running Walt Disney in the last few years?

- A.Repeated changes. B.More profit. C.Creative goal. D.Online streaming.

【2】What is Greenfield's attitude towards the appointment of Chapek?

- A.Doubtful. B.Curious. C.Supportive. D.Ignorant.

【3】What does the underlined part "blood transfusion" in Paragraph 7 probably mean?

- A.Saving lives. B.Ending a war. C.Borrowing money. D.Recovering losses.

【4】Why was Chapek rather than Mayer appointed as Disney's chief executive?

- A.Chapek is more experienced in streaming.
- B.Mayer was too self-satisfied after 2018 promotion.
- C.Chapek is abler to get Disney financially balanced.
- D.Mayer caused Disney to lose much in pushing streaming.

## 3. 阅读理解

In a classic episode (片段) of The Simpsons, Homer's class reunion ends in shame when one of Homer's guilty secrets is exposed: he never graduated from high school. To get his diploma, he must pass a science test. As he sits down to retake the exam, he holds one of his trademark dialogues with his brain. "All right, brain. You don't like me and I don't like you. But let's just do this and I can get back to killing you with beer."

Many a true word is spoken as a joke. Homer Simpson's Everyman character really is an Everyman. For most people, engaging in the kind of effortful thinking that is required to pass a science test feels too much like hard work. It is so much easier to quit and let the brain's autopilot take over.

And no wonder. Evolution has blessed the human brain with all kinds of mental shortcuts that make life manageable. If we had to think about every action or weigh up every decision, we would break down. As a result, certain ideas and modes of thinking come naturally to us, such as effortless thinking.