

國立豐原高級中學 102 學年度第 1 次教師甄選 英文科試題

測驗說明：題目卷共 13 頁

本試題分為兩部分：選擇題與非選擇題。

第一部份選擇題共 60 分，每題1 分，請用2B 鉛筆在答案卡上劃卡。

I. Vocabulary: (20%)

1. In 1990, Aung San Suu Kyi and her party, the NLD, won parliamentary elections by a landslide. The vote, though, was ignored by Burma's then-ruling military _____.
(A) gaffe (B) junta (C) attaché (D) coup
2. Living alone, being alone and feeling lonely are hardly the same, yet in recent years experts have routinely _____ them, raising fears that the rise of soloists signals the ultimate atomization of the modern world.
(A) insinuated (B) preened (C) calibrated (D) conflated
3. The death of a young aspiring model due to a(n) _____ collagen injection has focused attention on the illegal beauty industry and intensified a government crackdown on cheap but risky cosmetic clinics.
(A) sumptuous (B) tepid (C) botched (D) plush
4. Causing uproar and protests and prompting soul-searching about the problem of sexual assault in India, the brutal gang rape _____ young Indians to end their country's appalling culture of misogyny.
(A) attenuated (B) expropriated (C) ruminated (D) galvanized
5. Since 2008, many airlines have also supplemented their fares by charging a wide range of fees that used to be free. The _____ fee revenue has helped stabilize the airline industry.
(A) expedite (B) ancillary (C) solicitous (D) arbitrary
6. The temple, _____ with its dozens of cherry blossoms that bloom in early spring, is a must-see for visitors to this scenic town at this time every year.
(A) resplendent (B) verdant (C) galore (D) ostentatious
7. Hypnotherapy involves being induced into a light _____ state usually by closing your eyes and listening to the therapist's voice.
(A) prescience (B) felicity (C) mien (D) trance
8. The designer's garments are usually beautifully made and well tailored; most of them are rather severe and _____.
(A) ungainly (B) demure (C) perfunctory (D) tacky
9. This employment report has alleviated fears that economy is _____. The unemployment rate edged down another tenth of a per cent, presenting a more buoyant picture of the labor market.
(A) abating (B) relenting (C) stuttering (D) undulating
10. Even in the last minutes before Pope Francis stepped onto the balcony at Saint Peter's, most of the world had no _____ of what the new Pope would look like.
(A) pedigree (B) repudiation (C) veneration (D) inkling
11. Once a dusty and slightly neglected brick house, the restored museum has all the modern _____, including audio-guides, a learning center and a café after a \$10 million makeover.
(A) fixings (B) trappings (C) proceedings (D) holdings
12. Hong Kong's opposition to donate for China's quake-hit Sichuan province has found _____. On the popular microblogging Sina Weibo, netizens expressed their understanding for Hong Kong's doubt and call for reflections among government officials.

- (A) malignance (B) resonance (C) convalescence (D) repugnance
13. Two Australian drug smugglers on death row in Indonesia have made a desperate plea for their lives, insisting they are reformed characters and deserve a second chance. With their fate now in the hands of Indonesian President, who can grant _____, both men have lost their final appeals.
- (A) precipitation (B) acrimony (C) clemency (D) sacrilege
14. A transactive memory system is an unspoken arrangement by which groups of people _____ memory tasks to each individual, with information to be shared when needed.
- (A) dole out (B) max out (C) bear out (D) churn out
15. Hundreds of indigenous people stormed Brazil's lower-house Chamber of Deputies to protest a bill that would hand over authority on territorial claims to the National Congress, a change that some fear would give the political upperhand to the country's ranchers who often _____ the indigenous over land.
- (A) spar with (B) ward off (C) dampen down (D) shore up
16. In early April, three MPs from the opposition political force registered a bill that would _____ abortions in Ukraine. The only _____ foreseen in the proposal included cases when the pregnancy threatened a woman's life, when a fetus had grave pathologies, and when the pregnancy was proven to have resulted from rape.
- (A) concoct...tenet (B) ban...exception
(C) approve...collateral (D) procrastinate... supplement
17. A misconduct scandal _____ Timothy Tong, the former chief of the Independent Commission Against Corruption (ICAC), has Hong Kong and mainland Chinese people worried that _____ corruption in China has spread to Hong Kong.
- (A) inculpating...scanty (B) denigrating...meager
(C) exonerating...omnipresent (D) implicating...ubiquitous
18. With about 20 months remaining before the _____ of NATO troops from Afghanistan, the country's police forces and military _____ greater responsibility for security. There are fears, however, that the violence in the country will increase with the departure of foreign troops by the end of 2014.
- (A) withdrawal / assume (B) retreat / renounce
(C) offensive / relinquish (D) capitulation / portend
19. While China punishes political dissent _____, it has been somewhat more tolerant of environmental complaints. Several mass protests against such projects turned violent last year, before local governments agreed to _____ the plans.
- (A) effusively / warrant (B) aggressively / scrap
(C) belligerently / juggle (D) flagrantly / breach
20. With the U.S _____ from the difficult conflict in Iraq, Obama has been _____ to unleash American military power in the Syrian fighting, a civil war that has killed tens of thousands of people.
- (A) blighting / upbeat (B) rehabilitating / averse
(C) squirm / tenacious (D) smarting / reluctant

II. Cloze Test: (15%)

(A)

Molting is the mechanism by which an animal sheds worn hair, skin, scales, feathers, or fur and develops a new body covering. Molting frequently takes place at a specific time each year known as the animal's molting season.

The process of molting _____ (21) _____ different animals. Some animals have a rigid exterior covering, called an

exoskeleton, that is too inflexible to expand as the animal grows. These animals, including crabs, lobsters and insects, must periodically shed their outer shell and grow a new one. The old exoskeleton becomes separated by fluid that is ____ (22) ____ beneath it. A new, soft exoskeleton grows in folds beneath the old, detached covering. The animal presses against the old exoskeleton, causing it to split, and ____ (23) _____. The new exoskeleton then unfolds and hardens. Caterpillars of several kinds of butterflies shed their skin as many as five times as they grow. Adult insects do not molt. Lobsters, crabs and similar animals molt irregularly throughout life.

Many reptiles also molt throughout life. Snakes and lizards shed and replace their entire skin. Alligators and crocodiles shed and replace each of their scales individually. This pattern of molting is similar to that of birds. Birds shed their feathers at least once a year and grow a new set. Some songbirds molt three times a year, but not all feathers are shed each time. A complete molt typically takes four to six weeks and occurs in late summer. Worn feathers are pushed out by new ones in a regular pattern. In most birds, a feather used for flying is shed only after the one next to it is partly regrown. Thus, the bird maintains its ability to fly. Ducks, geese, and swans shed all their flight feathers ____ (24) ____ and are flightless during their molting season. Large birds may require more than a year to molt completely, or they may molt almost ____ (25) _____. In many birds, molting also plays an important part in courtship. Old, dull feathers are replaced by brightly colored ones that help attract a mate.

- | | | | |
|-------------------------|------------------|------------------|------------------|
| 21. (A) tinkers with | (B) varies with | (C) meshes with | (D) teems with |
| 22. (A) secreted | (B) punctured | (C) compiled | (D) accrued |
| 23. (A) casts off | (B) snaps off | (C) wriggles out | (D) scurries out |
| 24. (A) as a whole | (B) at one time | (C) as always | (D) at once |
| 25. (A) instantaneously | (B) continuously | (C) erratically | (D) blatantly |

(B)

Albinism is a group of genetic disorders affecting one out of every several thousand humans and other animals. It involves a deficiency of melanin, the dark brown pigment responsible for coloration. Eyes, skin and hair and other body parts may be affected. A totally albino animal has milky-white skin and white hair or feathers. The iris of the eyes is pink, and reflected light in the retina is red, because no color masks the blood vessels. The eyes are light-sensitive and often ____ (26) _____. Occasionally albinism is associated with mental or physical retardation.

Total albinism is rare in wild animals because ____ (27) ____ survive to reproductive age. They may lack protective coloration against predators; be driven away by their fellow creatures; or be unable to ____ (28) ____ needed sunlight. Partial albinism is less disabling and is characterized by the appearance of white spots on the skin or white patches in the hair.

Several independent ____ (29) ____ can cause albinism: a complete lack of melanocytes, or pigment cells; interference in the migration of the cells to their proper location during embryo development; failure of the cells to produce melanin because of lack of tyrosinase, the stimulating enzyme; or abnormalities within the cells. The gene involved in albinism is ____ (30) ____ and may appear in the offspring of normally pigmented parents who are carriers of the trait. At present, no method for curing albinism is known.

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|-------------------|---------------|-----------------|--------------|
| 26. (A) stigmatic | (B) nefarious | (C) clandestine | (D) inimical |
| 27. (A) most | (B) none | (C) a handful | (D) few |

28. (A) brace themselves for (B) be charged with (C) bear exposure to (D) be hemmed in by
 29. (A) dispositions (B) deficiencies (C) domains (D) defects
 30. (A) deleterious (B) recessive (C) gauzy (D) emblematic

(C)

Scientists revealed Wednesday that they have found the first solid archaeological evidence that some of the earliest American colonists at Jamestown, Virginia, survived harsh conditions by turning to ____ (31) _____. For years, there have been tales of people in the first permanent English settlement in America eating dogs, cats, rats, mice, snakes and shoe leather to stave off starvation. There were also written accounts of settlers eating their own dead, but archaeologists had been ____ (32) ____ those stories. But now, the Smithsonian's National Museum of Natural History and archaeologists from Jamestown are announcing the discovery of the bones of a 14-year-old girl that show clear signs that she was cannibalized. Evidence indicates ____ (33) ____ chops to the body and head of the girl, who appears to have already been dead at the time. The remains of the 14-year-old girl, named "Jane" by researchers, were discovered in the summer of 2012 and mark the fourth set of human remains uncovered at Jamestown outside of graves. Her remains were found in a cellar at the site that had been filled with trash, including bones of horses and other animals consumed ____ (34) _____, according to archaeologists. The archaeologists are publishing their findings in a new book but decided against waiting to ____ (35) _____ the discovery. The human skull will be placed on display at Jamestown, and a sign will warn visitors of the room's content. At the Smithsonian, curators will display a computer-generated reconstruction of the girl's face in an exhibit about life at Jamestown.

31. (A) cannibalism (B) vandalism (C) nimbyism (D) stoicism
 32. (A) convinced of (B) skeptical of (C) preoccupied with (D) gullible about
 33. (A) clumsy (B) nimble (C) fatuous (D) terse
 34. (A) in astonishment (B) in desperation (C) in terror (D) in rage
 35. (A) confirm (B) validate (C) announce (D) annul

III. Passage Completion: Choose the best answer to complete the following passage. Each answer can be used ONLY ONCE. (10%)

- | | | | |
|-----------------|-------------------|--------------------|--------------------|
| (A) focal | (B) invitation | (C) landscape | (D) all along |
| (E) centerpiece | (AB) enduring | (AC) self-effacing | (AD) rolling |
| (AE) devoid | (BC) marginalized | (BD) ovation | (BE) at home |
| (CD) balling | (CE) chock-full | (DE) ascendancy | (EA) to their feet |

It felt more like a rock concert than an issues powwow when Hillary Clinton appeared on stage to a standing ____ (36) _____, luminous in bright pink, to take stock and address the unfinished agenda in the fight for women's equality around the world. "We've come so far together, but there is still work to be done," she said as she highlighted the accomplishments of women in far-flung places. But too many women remain ____ (37) _____ at best and treated like a subhuman species at worst, she said. "This is the great unfinished business of the 21st century."

If there is an issue Hillary Clinton owns, this is it. She has made the status of women and girls a(n) ____ (38) _____ of her life, and as secretary of State, she elevated it to a(n) ____ (39) _____ point of U.S. foreign policy. "I have always believed women are not

victims,” Clinton told the sold-out David H. Koch Theater at the Women in the World Summit at Lincoln Center. “We are agents of change. We are drivers of progress. We are makers of peace. All we need is a fighting chance.”

But no one is eye _____ (40) _____ at Clinton’s agenda these days. Just as the issue of women’s empowerment is coming into its own, so is Hillary Clinton. She is the most dominant figure on the 2016 presidential _____ (41) _____, her influence unparalleled, and her passion unrivaled for the issues that have motivated her since she was a young woman. “Fighting to give women and girls a fighting chance isn’t a nice thing to do,” Clinton said. “This is a core imperative for every human being and every society. If we do not complete a campaign for women’s rights and opportunities, the world we want to live in, the country we all love and cherish will not be what it should be.”

Invoking the role of women in the Arab Spring and Egypt and the brutal rape in India that awakened that country to its problem of sexual violence, Clinton called this moment in history a “remarkable moment of confluence” between political activism and technology, in which “there is a powerful new current, a grassroots activism ... We need to seize this moment.” But, she cautioned, “We need to be thoughtful and smart and savvy.”

Clinton’s speech was _____ (42) _____ of evidence that equality for women is a powerful driver for economic and political development. “Extremism thrives amid ignorance and anger intimidation and cowardice,” Clinton said. She noted, too, that the problems of equality are not limited to the developing world. “Because if America is going to lead, we need to empower women here _____ (43) _____ to participate fully in our economy and our society,” Clinton said. “We need to make equal pay a reality. We need to extend family- and medical-leave benefits to more workers and make them paid. We need to encourage more women and girls to pursue careers in math and science.”

But it was the end of her speech that brought the audience _____ (44) _____— again. “Women’s rights are human rights, and human rights are women’s rights, once and for all,” words she first uttered in Beijing two decades ago. They may well ring out again on the campaign trail as her _____ (45) _____ signature.

IV. Discourse Structure (5%)

This evening, the Justice Department announced the arrest of Paul Kevin Curtis at his home in Corinth, Mississippi. Curtis is believed to have sent letters that contained a substance called Ricin to President Barack Obama, Mississippi senator Roger Wicker, and a Mississippi justice official. _____ (46) _____ It is a protein produced in the seeds of the castor plant, and it targets adenine molecules—one of the “letters” of our DNA and RNA—in the cell’s internal protein factory. Without adenine, cells can’t make proteins and can’t survive. For someone familiar with chemistry, ricin is relatively easy to extract from castor beans, which can be bought at any large grocery store. This makes it much simpler to handle than anthrax or botulinum toxin. The beans are treated with various chemicals to extract and solidify the protein, and then washed with old fashioned dry-cleaning fluid to purify the poison. Filtering produces ricin particles about the size of a bacterium, or household dust. _____ (47) _____ According to officials, the ricin in Curtis’s letters was low quality, described as less than 1 per cent toxin.

Probably the most famous victim of ricin was Georgi Markov, whose death by ricin poisoning seems straight out of a John le Carré novel. A Bulgarian dissident living in London and working for the BBC World Service, Markov left work on a late summer day in 1978 to catch a train home. On the street, Markov was “accidentally” jabbed in the leg by an umbrella-wielding passerby. Soon after, Markov felt sick, developed a high fever, and was taken to a hospital. When he died, four days later, an autopsy found

his lungs filled with fluid, his internal organs dotted with small hemorrhages, and an especially high white-blood-cell count. Most shocking, however, was the discovery of a platinum-iridium pellet about one and a half millimeters in diameter lodged in Markov's thigh. The pellet had been drilled to contain about 0.2 milligrams of liquid. (48) Thus, doctors had to figure out what killed Markov through a process of elimination: nerve poisons, bacterial toxins, and plant extracts were all high on the list. Markov's symptoms most perfectly matched those of ricin poisoning, so scientists injected a pig with an amount proportional to what Markov had received. Within hours, the pig developed the same symptoms that Markov had shown, and an autopsy revealed the same internal damages.

(49) The most commonly accepted version of what happened is that a Bulgarian-hired assassin "shot" Markov with the pellet from a compressed air gun concealed in an umbrella. When the Bulgarian Communist regime collapsed in 1989, a stack of such umbrellas was found in the interior ministry, according to a *Guardian* report. (50) Recently, scientists have been exploring its use as an "immunotoxin"—a substance that can assist the immune system by killing only dangerous cells. By attaching a ricin molecule to an antibody targeted only at cancer cells, scientists at UT Southwestern Medical Center claim to have achieved good results treating Hodgkin's and non-Hodgkin's lymphoma patients; another study reports success in ricin-targeting leukemia and colon-cancer cells.

- (A) But ricin's legacy is not all bad.
- (B) The pellet contained no trace of poison.
- (C) As a weapon, ricin is more likely to be used in a targeted assassination than in mass killings.
- (D) Suspicion immediately fell on Bulgarian secret police, assisted by the K.G.B.
- (E) As few as two beans can produce enough ricin to kill a person.
- (AB) Ricin is one of the most potent poisons known to science.

V. Reading Comprehension: (10%)

(A)

It is nearly two years since the *indignados* ("the outraged") took over public squares around Spain to protest against the economy being run for the benefits of the banks and not the people. Now, from the Mortgage Victims' Platform to the Citizens' Tide — a coalition of 350 organizations, from health workers to trade unions and youth groups, that have mobilized hundreds of thousands against privatization and austerity — more people are making the journey from private sadness to public indignation. Figures published last week show a large increase in the number of those out of work for more than two years, indicating a newly growing underclass. The unemployment rate is a staggering 40 percent for some regions in Andalucía and 57 percent for young people; one in five people live below the poverty line.

The Dutch philosopher Baruch Spinoza said that sadness arises from a disconnection from our power to act. It is no coincidence, then, that the powerful use the language of shame to keep us impotent: unemployment and debt are the fault of the individual alone, they say, and social sadness a private affair. In just a few years the Mortgage Victims' Platform has defended hundreds of homes from eviction and forced banks to renegotiate. Aside from that, The Mortgage Victims' Platform trudged

draconian mortgage law where you can lose your house and still carry mortgage debt with you for life. Its other demands include a halt to evictions and social rent. This week the *Partido Popular*, the Spanish ruling party, gutted the legislative proposal, despite a recent ruling by the European Court of Justice that found Spanish mortgage laws contravened EU directives.

Given the lack of accountability in the political process, social movements are finding other, creative ways to give voice to those suffering from the crisis, including the young people who have been forced to look for work abroad. Two years ago *the indignados* occupied the plazas across Spain to protest against the crisis and demand a “real democracy.” Now, it seems, indignation is becoming a generalized condition.

51. What CAN be inferred from the passage?

- (A) The unemployment rate is slightly ameliorated than two years ago.
- (B) According to Baruch Spinoza, the public outrage can empower people who attribute unemployment to their own fault.
- (C) The outrageous crowds urge the government to put into effect the budget cut.
- (D) According to the current mortgage law, no one will be evicted from their house and indebted to mortgage at once.

52. What is true about the Mortgage Victims' Platform?

- (A) They attempted to repress the anger of the crowd by appealing to lobbying.
- (B) They coalesced all works of life, young generation excluded.
- (C) They protected a person from being expelled, which was not allowed in EU directives.
- (D) They maintained conventional ways of movements, such as collecting signatures and taking to the street.

(B)

Humboldt penguins — which nest only in parts of Chile and Peru — over the years have become decimated by human encroachment, rat infestations and unforgiving weather currents carried by unusually warm El Nino ocean temperatures, naturalists said. Experts have expressed alarm over the rapidly vanishing penguins. The once plentiful species is classified in Chile as “vulnerable,” while in Peru, the birds have been labeled “endangered.”

A multitude of factors threaten a species that is highly diminished relative to what once existed. The beginning of their demise dates back to 1978, when the island, which is also a nature sanctuary, was joined to the mainland by a cement fill-in — a breakwater designed to protect the yachts of millionaire sailing enthusiasts. It created in effect a 150-meter (500-foot) bridge connecting the mainland to the island, and local residents say they have seen the detrimental impact of its construction on animal and plant life.

Part of the blame for the birds' gradual disappearance goes to fishermen's nets that ensnare hundreds of the birds each year. A measure of blame also goes to the El Nino weather phenomenon and the warm water current it carries. The frigid Humboldt Current, which gives the penguin species its name, carries the birds' favorite foods, like anchovies and sardines. El Nino currents, however, warm the waters, making it hard for the penguins to find the fish that make up their usual diet. If the El Nino warming of the waters occurs during breeding season, many of the eggs or young die of cold and hunger, because their parents are delayed or even fail to return with food.

Rats also are seen as a major culprit. The cement breakwater that connects the islet to the mainland also has given free access to rodents, which feast on the vulnerable eggs and hatchlings of the nesting penguins.

A 2012 study found that almost half of all penguin eggs on the island were devoured, primarily by rodents, within the first 12 hours of breeding period.

53. Which of the followings is NOT the cause of the decreasing number of Humboldt penguins?

- (A) The construction linking the mainland to the island.
- (B) The indigenous rats on the islet consume eggs and birds.
- (C) The warmer El Nino that makes feeding fledglings difficult.
- (D) The nets of fisherman that trap birds.

54. What is true about Humboldt penguins?

- (A) Chile and Peru are home to Humboldt penguins, which also inhabit other parts of the world.
- (B) The Humboldt Current is named after Humboldt penguins.
- (C) Most of the penguins fall victims to rodents after they are hatched.
- (D) The decrease in food supply also contributes to the decline in the number of Humboldt penguins.

(C)

Demonstrators demanded an overhaul of American immigration laws Wednesday this year in an annual ritual that carried a special sense of urgency as Congress considers sweeping legislation that would bring many of the estimated 11 million people living in the U.S. illegally out of the shadows. The generally lively gatherings across the U.S. were marred late Wednesday as a few dozen protesters in Seattle began pelting police with objects — possibly rocks and other items — and officers responded with pepper spray. The sport of violence came hours after a march for immigration reform by thousands of protesters had ended.

The May Day crowds paled in comparison to the massive demonstrations of 2006 and 2007, during the last serious attempt to introduce major changes to the U.S. immigration system. Despite the large turnouts six years ago, many advocates of looser immigration laws felt they were outmaneuvered by opponents who flooded congressional offices with phone calls and faxes at the behest of conservative talk-radio hosts. Now, immigrant advocacy groups are focusing heavily on contacting members of Congress, using social media and other technology to target specific lawmakers. Reform Immigration for America, a network of groups, claims more than 1.2 million subscribers, including recipients of text messages and Facebook followers.

May Day rallies began in the United States in 2000 during a labor dispute with a restaurant in Los Angeles that drew several hundred demonstrators. Crowds grew each year until the House of Representatives passed a tough bill against illegal immigration, sparking a wave of enormous, angry protests from coast to coast in 2006. Demonstrators marched in countries around the world, with fury in Europe over austerity measures and rage in Asia over relentlessly low pay, the rising cost of living and hideous working conditions that have left hundreds dead in recent months alone.

"I've held the same job for six years, but I don't have papers," said Mario Vasquez, a supermarket butcher who brought his two Chihuahuas. "Immigration reform would help me and my family and for everybody here."

55. What is true about the immigration march on the May Day this year?

- (A) The peaceful march ended up in the violent conflict between the police and demonstrators.
- (B) The cause of the march this year was the same as that in 2000.
- (C) The opponents undermined the effect of the immigration march by an avalanche of calls and faxes.
- (D) New technology was employed to make contact to congressmen and even the general public.

56. The march in the US on the May Day has taken place for more than ten years, which of the following statements concerning the number of demonstrators is CORRECT?

- (A) The number grew rapidly each year from 2000 to 2006 due to the advocacy of labor rights.
- (B) The number increased astronomically in 2006 because of the looser control over illegal immigration.

- (C) The number this year soared high in record due to the worldwide economic downturn.
- (D) The number this year plunged, compared with that in 2006.

(D)

“Digital wildfire” is a metaphor that highlights the risks of the spread of uncontrollable and destructive information through an ever-growing worldwide web of communication channels. Many digital wildfires start as rumors, and social psychologists have long studied how rumors spread. The results of this research can therefore help in the prevention of and response to digital wildfires. Why is this important? A digital wildfire ignited by a humorous complaint about United Airlines posted on YouTube by musician Dave Carroll saw the company’s stock drop by 10%. A false Internet rumor that Syrian President Bashar al-Assad had been killed caused oil prices to rise. These are not trivial matters.

Research on rumor has come up with four concepts that may be applicable to digital wildfires: motivation, situation, narrative context and trust. The spreading of rumors is an act of goal-oriented communication, often motivated by a desire to find out whether they are true. Other common motives relate to the sender–receiver relationship: to please or entertain the receiver and to make the receiver like or respect the sender. Self-oriented aims include: fulfillment of the sender’s wishes; the boosting of self-esteem (or defense against threats to one’s sense of self, cherished values or group identity); the exacting of revenge; and the achievement of a strategic goal (as with propaganda). Situation matters, too. Just as forests are especially vulnerable to fire during drought, so too some situations make digital networks susceptible to wildfires. Ambiguity and threats to assets, both tangible (life, health or wealth) and psychological (group honor or cherished values) drive fact-finding rumors. Situations of conflict or rivalry produce strong defensive sentiments that welcome negative rumors about a rival group and positive rumors about our own. Perceived injustice often prompts people to take revenge.

Rumors reflect and resonate with larger cultural, historical and ideological narrative contexts, which render the claims more plausible and understandable to some groups than others. A YouTube trailer that defamed the Prophet Muhammad as a murderer, womanizer, bisexual and pedophile resonated with the widespread Islamic narrative of Westerners as desecrating, condescending and shameless barbarians who derogate the sacred and threaten moral order; violent reactions to it throughout the Muslim world cannot be understood without taking account of this context. The most powerful ingredient, however, could be trust. Greater trust dampens perceptions of threat, makes negative rumors less believable and enhances the effectiveness of rumor refutation or response. Research has shown that, under conditions of interdependence and equal status, increased contact with members of rival groups decreases negative stereotyping and increases trust.

But in the digital world, rival groups tend to have little contact with each other. Recruiting members from opposing factions to projects with shared goals may therefore help to ease these tensions. In my own laboratory, when groups of strong Republicans and Democrats communicated online to accomplish a task, fewer believed polarizing rumors such as “Democrats abuse drugs” and “Republicans are racist”.

These strands of rumor psychology can help us to understand digital wildfires. Why did Carroll’s YouTube complaint that United Airlines broke his US\$3,500 guitar, then refused to pay for repairs go viral? First, Carroll is a professional singer and his video was clever, humorous and entertaining; passing it along to friends and co-workers enhanced sender–receiver friendships. Second, he tapped into a wellspring of distrust: within two weeks he received 10,000 e-mails from people asking for help with other customer-service problems. Anyone who has ever seen baggage lost or damaged can understand how this wildfire was fuelled by a widespread sense of powerlessness, frustration and dissatisfaction with an ever-more-Spartan post-9/11 airline

industry. It drew on an implicit cultural narrative of David versus Corporate Goliath, and offered a hard-to-resist opportunity to exact revenge.

But United's response — which included reimbursement offers and a manager's apology — failed to stem the epidemic. More potent medicine was needed. The company could have, for example, come up with a country-music style video in which its president offered a no-excuse apology and announced measures to revamp the complaint department and to ensure safe baggage handling. Such a strategy would have removed revenge motivation (through gestures of justice and respect) and defused the situation (frustrations about baggage safety). It would also have conveyed benign intent (trust) and invoked the common narrative of apology–restitution–forgiveness. It might even have been entertaining to pass along.

Virgin Atlantic responded much more appropriately to a complaint about in-flight food that was starting to spread widely. The airline's owner immediately phoned the passenger to apologize and offered him the opportunity to assist in the airline's food selection. Virgin dampened the revenge motive by offering a high-quality public apology and restitution, and gave power to the offended party; because of the apparent humility and sincerity of these actions, Virgin did much to engender trust. The wildfire was doused.

57. It CAN be inferred from the passage that _____.

- (A) United Airlines' negligence of customer service led to a polarizing rumor that battered American airline industry.
- (B) In any digital wildfire, perceived injustice among netizens tends to provoke a storm of negative sentiments.
- (C) Dave Carroll may have also insinuated in his YouTube video that the Prophet Muhammad is a degraded figure
- (D) Virgin Atlantic's public image was safeguarded by condescending to the offended party involved in the digital wildfire

58. According to the author, it was sensible for Virgin Atlantic to invite the passenger who made a complaint about its in-flight food to help improve its food selection because _____.

- (A) netizens thus became more interested in its rating in food service instead of its overall rating
- (B) the airline's CEO did not have to step down from his position as a result of this public relations embarrassment
- (C) this invitation truly opened up doors of possibility for conversation between members of rival groups
- (D) the airline's prospective customers might find it a hard-to-resist opportunity to enjoy customized on-board meals

59. According to the passage, which of the following statements about Dave Carroll is TRUE?

- (A) His YouTube video made a splash on the Internet because it was of an altruistic nature.
- (B) It was a perceived psychological threat to his personal assets that prompted him to take revenge on United Airlines.
- (C) His YouTube Video successfully caused many people to identify with him.
- (D) A digital wildfire ignited by his YouTube video cause the company's stock to rise by 10%.

60. What is the MAIN concern of the author?

- (A) Any false Internet rumor that denigrates a religious or political leader should never be passed along.
- (B) Nothing breeds a digital wildfire like a widespread sense of powerlessness.
- (C) Trust plays the most influential role in the response to negative rumors.
- (D) It is of pivotal importance to explore how people from different cultures handle online misunderstandings.