

U3

Dying to Be Attractive

CLASS \_\_\_\_\_ NO. \_\_\_\_\_ NAME \_\_\_\_\_

SCORE

一、字彙填充 (30%)

- \_\_\_\_\_ 1. The company is now conducting an i \_\_\_\_\_l investigation, trying to find out whether any employee is responsible for the terrible mistake.
- \_\_\_\_\_ 2. Despite the good taste, the dessert is visually u \_\_\_\_\_g to customers. Neither its shape nor its color attracts them.
- \_\_\_\_\_ 3. Joe can no longer walk normally because the serious car accident has left p \_\_\_\_\_t damage to his lower limb.
- \_\_\_\_\_ 4. Though enjoying great popularity, the presidential candidate still has to work hard because there is no g \_\_\_\_\_e that he will win the election.
- \_\_\_\_\_ 5. Finish your food before entering the museum, for it is not considered p \_\_\_\_\_r to eat inside.
- \_\_\_\_\_ 6. One of the a \_\_\_\_\_es Emma has over other job applicants is that she is able to speak more than three languages.
- \_\_\_\_\_ 7. As a man in p \_\_\_\_\_t of excellence, Terry can't tolerate mistakes and he expects everything to be perfect.
- \_\_\_\_\_ 8. With more and more wildfires caused by cigarette butts, the government is urged to place stricter r \_\_\_\_\_ns on smoking in mountainous areas.
- \_\_\_\_\_ 9. Ruby had a r \_\_\_\_\_e excuse for being late. She had been stuck in a terrible traffic jam this morning.
- \_\_\_\_\_ 10. Angry parents gathered in front of the principal's office, demanding that the school take immediate m \_\_\_\_\_es to stop cyberbullying.

二、綜合測驗 (10%)

Every day, we are exposed to images of young and attractive people on the media. Oftentimes, the beauty standards displayed on these platforms make us concern with our appearance. We are less confident about our looks, and we believe that we must get something   11   in order to become more attractive.   12  , beauty is actually an abstract concept which should be defined by ourselves. In fact, what used to be considered beautiful can mean something different now.

There is a large   13   of evidence proving that the idea of beauty can change over time. For instance, women wore clothes that covered their entire body in the 1900s, but gradually they no longer did it. Besides, the ideal of being skinny was popular in the 1920s, but it became discouraging in the 1950s. These differences show that it can be unwise for us to let others judge us. Clearly,   14   we ourselves that should determine whether we look wonderful or not.

  15  , don't let others influence our ideas about appearance. It is of great importance that we

have more self-confidence.

- \_\_\_\_\_ 11. (A) do (B) done (C) did (D) doing
- \_\_\_\_\_ 12. (A) Likewise (B) Therefore (C) Finally (D) Yet
- \_\_\_\_\_ 13. (A) amount (B) number (C) group (D) way
- \_\_\_\_\_ 14. (A) what is (B) there is (C) this is (D) it is
- \_\_\_\_\_ 15. (A) At first (B) For example (C) In brief (D) So for

三、文法選擇 (10%)

- \_\_\_\_\_ 16. Exposed to various heavy metals in the workplace, the miner became seriously ill and was confined \_\_\_\_\_ bed for the rest of his life.  
(A) for (B) with (C) to (D) on
- \_\_\_\_\_ 17. Lisa will have her dog \_\_\_\_\_ in a pet beauty salon next week.  
(A) cleaning (B) cleaned (C) to clean (D) to be cleaned
- \_\_\_\_\_ 18. It never occurred \_\_\_\_\_ me that such a nobody as the old man could make a huge contribution to the whole society.  
(A) of (B) to (C) on (D) with
- \_\_\_\_\_ 19. If the contestant had more time now, he \_\_\_\_\_ able to wait for the result to come out.  
(A) is (B) will be (C) would be (D) would have been
- \_\_\_\_\_ 20. \_\_\_\_\_ being too expensive, the fancy skateboard is not a suitable birthday gift for a 80-year-old woman.  
(A) Aside from (B) As for (C) Such as (D) In addition

四、閱讀測驗 (12%)

It seems that no matter where you go, the eyes of beautiful models are always watching. When reading a newspaper or magazine, you are very likely to see a whole page of a model dressed elegantly, urging you to make the purchase. And in the digital age, beauty brands have found ways to attract your attention when you're on your favorite social media site. Social media is changing the way that the beauty industry operates.

Big marketing campaigns in print media can cost cosmetics and other beauty companies a fortune. However, the operation is totally different on social media platforms. Ad campaigns can be done **on a shoestring** there, or even at no cost at all. Posting some product shots on Instagram, for example, can be done without paying anything.

What many beauty companies are doing now is turning to influencers, who have got millions of followers through remarkable marketing skills. Get a well-known influencer like Kylie Jenner to post about your products on Instagram and the publicity is practically priceless. Influencer marketing isn't cheap, though. The general rule is that they can charge \$1,000 per post for every 100,000 followers they have. Jenner has about 150 million followers, so you do the math.

Further stats show that social media is a virtual goldmine for beauty companies. About half of beauty product consumers follow their favorite brands on social media. Nearly 20 percent of beauty

有著作權  
• 不准翻印

product buyers will share a post from their favorite brand.

Word of mouth is often the most powerful marketing tool, and with social media, word can spread more quickly than before. In today’s marketing climate, where everything is instant and trends change seemingly overnight, social media is the most powerful tool a beauty company can use.

21. What is the passage mainly about?

influencer 網紅

stats 數據

goldmine 金礦

(A) Why social media is favored by the world’s models and beauty companies.

(B) Why more consumers buy cosmetic products online at a competitive price.

(C) How consumers benefit from interacting with influencers on the Internet.

(D) How social media changed the marketing strategies of beauty companies.
22. According to the passage, how much can an influencer earn from one post if he or she has two million followers?

(A) \$1,000.

(B) \$2,000.

(C) \$20,000.

(D) \$100,000.
23. What is “**on a shoestring**” in the second paragraph closest in meaning to?

(A) In relation to the shoe business.

(B) With a very small amount of money.

(C) Having something to do with people’s life.

(D) Within a short period of time.
24. According to the passage, which of the following statements is **NOT** true?

(A) It is possible for beauty companies to post ads with very little money.

(B) Being a successful influencer has a lot to do with skillful marketing abilities.

(C) Today, social media has changed the way beauty companies market their products.

(D) Nearly 20 percent of beauty product consumers follow their favorite brands on social media.

五、混合題 (15%)

Type of procedure	Sex	2010	2011	2012	2013
Breast augmentation	Both	9430	10015	9854	11135
	Men	0	12	11	12
	Women	9418	10003	9843	11123
Blepharoplasty (eyelid Men & surgery)	Both	5779	6057	6829	7808
	Men	652	684	758	887
	Women	5127	5373	6071	6921
Face/Neck Lift	Both	4756	4968	5660	<b>28</b>
	Men	263	268	306	364
	Women	4493	4700	5324	6016
Abdominoplasty (tummy tuck)	Both	3147	3375	2989	3466
	Men	108	<b>29</b>	107	123
	Women	3039	3251	2882	3343

有著作權・不准翻印



25. Which procedure in 2012 is among the top three ones for both male and female?

(A) Face lift.

(B) Blepharoplasty.

(C) Breast augmentation.

(D) Breast reduction.
26. Which procedure was performed only by men in UK in 2018?)

(A) Eyelid surgery.

(B) Liposuction.

(C) Breast reduction.

(D) Ear correction.
27. How many cosmetic surgery procedures were performed in the UK in 2018?

(A) More than thirty thousand.

(B) Around twenty one thousand.

(C) More than half a million.

(D) Less than ten thousand.
28. What is the correct number in blank 28?
29. What is the correct number in blank 29?

六、寫作測驗 (23%)

- (A) 合併及改寫句子 (8%)

30. What made me feel offended and annoyed was Zoe’s negative remarks.  
(請用分裂句改寫句子。)
31. The new bridge collapsed all of a sudden.  
It collapsed mainly because of the poor construction quality  
(請將畫底線的部分用分裂句來合併句子。)(4%)
- (B) 整句式翻譯 (15%)

32. 如果最終犧牲了你的家庭與健康，得到名聲與財富有什麼用呢？

33. 人們被告知這致命的疾病已奪去將近兩千條人命時，都嚇到說不出話。

34. 簡言之，只要你堅持這項節食計畫，對你來說減重是有可能的。
- 普通型高中英文第三冊實力評量
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