

Part 1

I. Choose the most suitable word for each gap in the text below.

Text messaging

adapted from "No text please, we're American" in "The Economist"

Every day more than a billion messages are zapped from one mobile phone to another. However, although texting has become (1) in Europe and Asia, it has failed to (2) off in America. Globally, the average number of messages sent or received each month (3) a mobile subscriber is now around 30, or one message per day. In some parts of Asia, such as Singapore and the Philippines, where large numbers of free messages are thrown in with monthly (4) plans, the number of messages sent per subscriber per month is as high as 200. But the (5) for America is just over seven, according to the Cellular Telecommunication's Internet Association. Why is such a high-tech nation eschewing texting?

The short answer is that in America talk is cheap. Because local calls on land lines are usually free, wireless operators have to (6) big "bundles" of minutes to (7) subscribers to use mobile phones instead.

American telecoms regulations, which encouraged different mobile operators to choose different, (8) technologies, are also responsible for the dearth of texting. (9) last year did the largest American operators agree to pass text messages between their networks, an agreement still only patchily (10) Moreover, texting is not (11) as standard in most subscription packages in America, but as an extra for which customers must pay a few dollars per month. "You have to pay for it, most people's phones don't have it, and I don't know how many of my friends have it (12) ," says Vince Tobkin, an analyst at Bain & Company in San Francisco. In text-crazed Europe, in (13) all these conditions are (14) by default and you can be pretty sure that your message will get (15)

1. **A** familiar **B** commonplace **C** prosaic **D** basic
2. **A** take **B** get **C** keep **D** show
3. **A** by **B** to **C** from **D** off
4. **A** invoicing **B** cost **C** billing **D** pricing
5. **A** numeral **B** figure **C** score **D** rate
6. **A** suggest **B** recommend **C** propose **D** offer
7. **A** affect **B** press **C** persuade **D** make
8. **A** incompatible **B** unsuitable **C** modern **D** incompatible
9. **A** Just **B** Only **C** Already **D** About
10. **A** imposed **B** implemented **C** restricted **D** announced
11. **A** rejected **B** involved **C** comprised **D** included
12. **A** empowered **B** installed **C** enabled **D** purchased
13. **A** contrast **B** particular **C** spite **D** itself
14. **A** met **B** made **C** followed **D** overruled
15. **A** by **B** through **C** into **D** ahead