

## 2025 年 4 月高等教育自学考试全国统一考试

## 英语阅读（一）

（课程代码 00595）

注意事项：

1. 本试卷分为两部分，第一部分为选择题，第二部分为非选择题。
2. 应考者必须按试题顺序在答题卡（纸）指定位置上作答，答在试卷上无效。
3. 涂写部分必须使用 2B 铅笔，书写部分必须使用黑色字迹签字笔。

## 第一部分 选择题

一、仔细阅读理解：本大题共 20 小题，每小题 2 分，共 40 分。仔细阅读下列短文，从每小题给出的 4 个备选项中选出最佳选项，并在答题卡相应位置上将该项涂黑。

## Passage 1

阅读下面短文，回答 1~5 小题。

There was a time in the early history of man when the days had no names! The reason was quite simple: Man had not invented the week.

In those days, the only division of times was the month, and there were too many days in the month for each of them to have a separate name. But when men began to build cities, they wanted to have a special day on which to trade, a market day. Sometimes these market days were fixed at every tenth day, some every seventh or every fifth day. The Babylonians decided that it should be every seventh day. On this day they didn't work, but met for trade or religious festivals.

The Jews followed their example, but kept every seventh day for religious purposes. On this day the week came into existence. It was space between market days. The Jews gave each of the seven days a name, but it was really a number after the Sabbath day (which was Saturday). For example, Wednesday was called the fourth day (four days after Saturday).

When the Egyptians adopted the seven-day week, they named the days after five planets, the sun and the moon. The Romans used the Egyptian names for their days of the week: the day of the sun, of the moon, of the planet Mars, of Mercury, of Jupiter, of Venus, and of

Saturn.

We get our names for the days not from the Romans but from the Anglo-Saxons, who called most of the days after their own gods, which roughly the same as the gods of the Romans. The day of the sun became Sannandaeg, or Sunday. The day of the moon was called Monandaeg, or Monday. The day of Mars became the day of the *Tiw*, who was their god of war. This became Tiwesdaeg, or Tuesday. Instead of Mercury's name, that of the god Woden was given to Wednesday. The Roman day of Jupiter, the thunder, became the day of the thunder god Thor, and this became Thursday. The next day was named for Frigg, the wife of their god Odin, and so we have Friday. The day of Saturn became Saeterndaeg, a translation from the Roman, and then Saturday.

A day, by the way, used to be counted as the space between sunrise and sunset. The Romans counted it as from Midnight, and most modern nations use this method.

1. In the early days there were no names for the days, because Man \_\_\_\_\_.  
A. had not yet created the idea of grouping seven days in a week  
B. did not know what the word "week" meant  
C. considered it unnecessary to have the names  
D. did not believe it was the time to invent the week
2. In those days \_\_\_\_\_.  
A. the smallest unit of time was the month  
B. the smallest unit of time was the week  
C. the year had been believed to be the only division of times  
D. the months had no names either
3. The week came into existence when the Jews dedicated what to God?  
A. Every tenth day.                      B. Every seventh day.  
C. Every fifth day.                      D. Either A or C.
4. Who first brought forth the concept of seven days in a week?  
A. The Jews.                              B. The Egyptians.  
C. The Romans.                          D. The Babylonians.
5. For the Jews in those days, Thursday was of the week \_\_\_\_\_.  
A. the third day                          B. the first day  
C. the fourth day                          D. the fifth day

## Passage 2

阅读下面短文，回答 6~10 小题。

“The most important day I remember in all my life is the one on which my teacher, Anne Sullivan Macy, came to me. It was the third of March, 1887, three months before I was seven years old.” so wrote Helen Keller.

The morning after the arrival of her teacher, Helen was led into a room and given a doll. After she had played with it for a while, Miss Sullivan slowly spelt the word d-o-l-l onto her hand. At once Helen was interested in this finger play and tried to imitate her teacher. When she finally succeeded in forming the letters correctly, she was pleased and proud. Excitedly she found her way to her mother, held up her hand and wrote the letters “doll”. And in the days that followed, she learned to spell a great many words in this way.

Helen soon learned, however, that things and actions have names. One day, while she was playing with her new doll, Miss Sullivan placed the doll on her lap, made her touch again and wrote the letters d-o-l-l on the palm of her hand. This was repeated several times until Helen associated the word with the object.

“Once, as we were walking down the path to the well, I was attracted by some peculiar smell. I asked, ‘What is that strange smell in the air?’ Miss Sullivan led me to the well. She took my hand and placed it under the spout from which water flew out.” As the cool stream washed Helen’s hand, Miss Sullivan spelt the “water” on her other hand. Suddenly everything came back. She knew then that w-a-t-e-r meant the cool liquid with which she was playing now with both her hands. That living word gave her joy, light and hope. On reaching the house, every familiar object she touched seemed to have a new meaning for her. She was eager to know more. As her education progressed, though not without difficulty for both the teacher and the pupil, Helen was living a new life full of excitement. She now had the key to a language and was keen to use it.

We who have eyes to see and ears to hear can learn easily. But Helen could not, as she was both blind and deaf. She made full use of all the other abilities she had, to such an advantage that she became the world’s famous teacher of the blind and the deaf.

6. The third day of March, 1887, is the most important day in Helen Keller’s life because \_\_\_\_\_.  
A. it was only three months from her seventh birthday  
B. it was the day she first heard of Anne Sullivan  
C. it was the day Anne Sullivan became her teacher  
D. it was the day Anne Sullivan taught her to say the first word

7. Helen Keller learned to spell by \_\_\_\_\_.  
A. imitating what her teacher wrote on her hand  
B. recognizing words shown to her by her teacher  
C. listening to her teacher spelling words and repeating the spellings  
D. playing with toys and spelling the letters
8. After she was able to form the four letters of “d-o-l-l”, she went to her mother and \_\_\_\_\_.  
A. read the word  
B. wrote the word on her mother’s palm  
C. explained the meaning of the word  
D. discussed the word with her
9. “Suddenly everything came back” means that everything \_\_\_\_\_.  
A. returned to its former position      B. reappeared after a period of absence  
C. was shown magically                  D. returned to Helen’s memory
10. Helen Keller had got the key to a language because of \_\_\_\_\_.  
A. her cleverness and curiosity      B. her good studying conditions  
C. her strong will and hard work      D. her ability of doing things

## Passage 3

阅读下面短文，回答 11~15 小题。

Supermarkets have long been suffering as one of the thinnest-margined businesses in existence and one of the least-looked-forward-to places to work or visit. For more than a decade, they have been under attack from e-commerce giants, blamed for making Americans fat, and accused of contributing to climate change.

Supermarkets can technically be defined as giants housing 15,000 to 60,000 different products. The revolutionary idea of a self-service grocery, where people could hunt and gather food from aisles rather than asking a clerk to fetch items from behind a counter, first came about in America. There is some debate about which was the very first, but over the years a consensus has built around King Kullen Supermarket, founded in New York in 1930.

For some 300 years, Americans had fed themselves from small stores and public markets. Shopping for food involved mud, noisy chickens, clouds of flies, nasty smells, bargaining, and getting short-changed. The supermarket imitated the Fordist factory, with its emphasis on efficiency and standardization, and re-imagined it as a place to buy food. Supermarkets may not feel cutting-edge now, but they were a revolution in distribution at the time. They were such strange marvels that, on her first official state visit to the United States in 1957, Queen Elizabeth II insisted on an impromptu (即兴的) tour of a suburban-Maryland Giant Food.



The typical supermarket layout has barely changed over the past 90 years. Most stores open with flowers, fruit and vegetables at the front as a breath of freshness to arouse our appetite. Meanwhile, they keep the milk, eggs, and other daily basics all the way back so you'll travel through as much of the store as possible, and be tempted along the way.

In the early days, as the supermarket multiplied, so did our suspicion of it. We have long feared that this "revolution in distribution" uses corporate black magic on our appetite. The book *The Hidden Persuaders*, published in 1957, warned that supermarkets were putting women in a "hypnotic trance (催眠恍惚状态)," causing them to wander aisles bumping into boxes and "picking things off shelves at random."

11. What problem have supermarkets been facing?
  - A. They are actually on the way to bankruptcy.
  - B. They have been losing customers and profits.
  - C. They are forced to use e-commerce strategies.
  - D. They have difficulty adapting to climate change.
12. What does the passage say about the idea of a self-service grocery?
  - A. It was put forward by King Kullen.
  - B. It originated in the United States.
  - C. It has been under constant debate.
  - D. It proves revolutionary even today.
13. What did supermarkets do by adopting the Fordist factory approach?
  - A. They modernized traditional groceries in many ways.
  - B. They introduced cutting-edge layout of their stores.
  - C. They improved the quality of the food they sold.
  - D. They revolutionized the distribution of goods.
14. What is the typical supermarket layout intended to do?
  - A. Arouse customers' appetite to buy flowers, fruit and vegetables.
  - B. Provide customers easy access to items they want to buy.
  - C. Induce customers to make more unplanned purchases.
  - D. Enable customers to have a more enjoyable shopping experience.
15. What have people long feared about supermarkets?
  - A. They use tricky strategies to promote their business.
  - B. They are going to replace the local groceries entirely.
  - C. They apply corporate black magic to the goods on display.
  - D. They take advantage of the weaknesses of women shoppers.

#### Passage 4

阅读下面短文，回答16~20小题。

We have all had to work and do things that we did not especially enjoy. Usually, some chirpy (活泼的) person would tell us to be more enthusiastic. "You'll have more fun," they would say. Well, they were partly right. Being enthusiastic about something means being excited about a given project. Enthusiasm entails having a strong interest in the task at hand. If you decided to learn a new language, which is not easy by any account, you would have to dedicate yourself wholehearted to the cause. Anything less would result in failure.

What is real enthusiasm? In your quest for success, enthusiasm means that you believe deeply in what the company is doing. You also believe that your job is important and contributes to the cause. It means that you're willing to work your butt off (努力做某事) to achieve the company's goals. Real enthusiasm is when you leap out of bed in the morning and attack your day with gusto (热忱). You have zeal for the work you do and the people you work with. This pushes you to improve and become a better person. Enthusiasm means that you are stimulated by your work, and are able to find new challenges and keep growing professionally. Furthermore, most jobs have some elements that are less fun and more difficult to carry out. This is where passion really comes into play. When you love what you do, it isn't too difficult to get psyched up and get the job done. The hard part is performing equally well in those less interesting tasks.

Passion helps you get ahead. Enthusiasm about a job or project usually translates into positive energy. That is, if you are excited about a project, you will be anxious to get started and get results. The mere fact of looking forward to your work will help make you more productive and effective. You will plan more effectively and pay careful attention to detail. You will carry out your plan more carefully and aim for the best results possible. Another important point is that passionate people are usually those that are thrust into positions of leadership. A leader must have zest if people are to follow him and achieve the corporate mission. A leader must inspire his troops. To inspire them, he needs to exude enthusiasm. In leaders, this translates into charisma (领袖人物的超凡魅力). Being fervent (狂热的) about your work shows a willingness to do more and learn more. This will definitely help you stand out from the crowd and get top management's attention.

Increasing your enthusiasm. Most men aren't born great—they become great. Similarly, not everyone is the enthusiastic type that falls in love with their work. However, do not despair; there are ways to become more passionate. One good way to boost your gusto is by



reading about successful people, it will help you realize that you too can make it happen. Reading about real success stories often illustrates that people much like yourself have become business leaders. In most cases, they all share one trait: enthusiasm. If you want to succeed, you should be excited about your work, your life and your coworkers.

16. Which of the following is not included in the interpretation of real enthusiasm?
- A. Your true belief in the company's aim.
  - B. Showing much interest in the task at hand.
  - C. Trying to avoid challenges in the project.
  - D. Going to work with great zeal every morning.
17. Enthusiasm about a job or project means the following EXCEPT that you \_\_\_\_\_.  
A. will be anxious to get it started  
B. should overwork everyday  
C. must have a detailed plan and implement it effectively  
D. should try your best to get the best result possible
18. We need to do our work passionately because \_\_\_\_\_.  
A. this can distinguish us from the rest of the people and get senior officials' attention  
B. this can help us make a fortune  
C. this puts us in a good mood when working  
D. our colleagues may appreciate this
19. Why must a leader have zeal?  
A. Because he wants to show off.  
B. Because he needs to inspire his men.  
C. Because it is important for his future.  
D. Because of the fierce competition of the society.
20. By reading remarkable people's stories, we may realize that \_\_\_\_\_.  
A. most people are born great  
B. passion can surely bring about success  
C. the more careful you are, the more successful you will be  
D. we can also be successful

二、快速阅读理解：本大题共10小题，每小题1分，共10分。快速阅读下列短文，从每小题给出的4个备选项中选出最佳选项，并在答题卡相应位置上将该项涂黑。

### Passage 5

阅读下面短文，回答21~25小题。

In one very long sentence, the introduction to the U.N. Charter expresses the ideals and the common aims of all the peoples whose governments joined together to form the U.N.

"We the peoples of the U.N. determined to save succeeding generations from the scourge (灾难) of war, which twice in our lifetime has brought untold suffering to mankind, and to reaffirm faith in fundamental rights, in the dignity and worth of the human person, in the equal rights of men and women and of nations large and small, and to establish conditions under which justice and respect for the obligations arising from treaties and other sources of international law can be maintained, and to promote social progress and better standards of life in larger freedom, and for these ends, to practice tolerance and live together in peace with one another as good neighbors, and to unite our strength to maintain international peace and security, and to ensure, by the acceptance of principles and the institution (建立) of methods, that armed forces shall not be used, save (除了) in the common interest, and to employ international machinery for the promotion of economic and social advancement of all peoples, have resolved to combine our efforts to accomplish these aims."

The name "United Nations" is accredited to (归功于) U.S. President Franklin D. Roosevelt, and the first group of representatives of member states met and signed a declaration of common intent (目的) on New Year's Day in 1942. Representatives of five powers worked together to draw up proposals, completed at Dumbarton Oaks in 1944. Their proposals, modified after deliberation at the conference on International Organization in San Francisco which began in April 1945, were finally agreed on and signed as the U.N. Charter by 50 countries on 26 June 1945. Poland, not represented at the conference, signed the Charter later and was added to the list of original members. It was not until that autumn, however, after the Charter had been ratified (签署, 认可) by China, France, the U.S.S.R., the U.K. and the U.S. and by a majority of the other participants that the U.N. officially came into existence. The date was 24 October, now universally celebrated as United Nations Day.

The essential functions of the U.N. are to maintain international peace and security, to develop friendly relations among nations, to cooperate internationally in solving international economic, social, cultural and human problems, promoting respect for human rights and fundamental freedoms and to be a center for coordinating the actions of nations in attaining these common ends.



No country takes precedence over (优于) another in the U.N. Each member's rights and obligations are the same. All must contribute to the peaceful settlement of international disputes, and members have pledged to refrain from the threat or use of force against other states. Though the U.N. has no right to intervene (干涉) in any state's internal affairs, it tries to ensure that non-member states act according to its principles of international peace and security. U.N. members must offer every assistance in an approved U.N. action and in no way assist states against which the U. N. is taking preventive or enforcement action.

21. United Nations Day is celebrated on \_\_\_\_\_.  
A. 24 October  
B. 24 April  
C. 26 October  
D. 26 June
22. Under its Charter, the U.N. guarantees \_\_\_\_\_.  
A. never to use arms  
B. to employ international machines  
C. to better standards of life  
D. to promote economic and social advancement
23. It was President Roosevelt who \_\_\_\_\_.  
A. probably devised the name "The United Nations"  
B. gave the name "The League of Nations"  
C. established "The United Nations"  
D. was a credit to "The United Nations"
24. Dumbarton Oaks was the place where \_\_\_\_\_.  
A. the U.N. first met  
B. representatives of five powers formulated basic suggestions  
C. the final proposals were agreed upon and the Charter signed  
D. 50 countries signed the U.N. Charter
25. The U.N. came into existence fully in \_\_\_\_\_.  
A. 1942  
B. 1944  
C. 1945  
D. 1940

### Passage 6

阅读下面短文，回答 26~30 小题。

When we think of communication, we normally think of using words—talking face to face, writing messages and so on. But in fact, we communicate far more in other ways. Our eyes and facial expressions usually tell the truth even when our words do not.

Then there are gestures, often unconscious: raising the eyebrows, rubbing the nose, shrugging the shoulders, tapping the fingers, nodding and shaking the head. There is also the even more subtle "body language" of posture. Are you sitting—or standing—with arms or legs crossed? Is that person standing with hands in pockets, held in front of the body or hidden behind? Even the way we dress and colours we wear communicate things to others.

So, do animals communicate? Not in words, although a parrot might be trained to repeat words and phrases which it doesn't understand. But, as we have learnt, there is more to communication than words.

Take dogs for example. They bare their teeth to warn, wag their tails to welcome and stand firm, with hair erect (竖起) to challenge. These signals are surely canine (犬的) equivalent of the human body language of facial expression, gesture and posture.

Colour can be an important means of communication for animals. Many birds and fish change colours, for example, to attract partners during the mating (交配) season. And mating itself is commonly preceded by a special dance in which both partners participate.

Here again, there are striking similarities to youngsters who dress up to meet partners at discotheques (迪斯科舞厅), where the music is often too loud for verbal communication. Communication there takes place through appearance and movements.

The most elaborate (复杂的) dances in the animal kingdom are those which bees use to communicate. With body movements alone they can tell other bees the direction and distance of a newly discovered food source.

All these examples may suggest instinctive rather than intelligent communication. But human body language is largely instinctive, too. And, in many ways, body language says far more than intelligent, verbal communication ever can.

26. Body language includes \_\_\_\_\_.  
A. facial expressions  
B. gestures  
C. postures  
D. all of the above

27. Dogs wag their tails to \_\_\_\_\_.  
 A. warn B. welcome  
 C. challenge D. ask for food
28. The main difference between man and other animals, according to the author, is that \_\_\_\_\_.  
 A. man can use postures to communicate with each other  
 B. man can use facial expressions to communicate with each other  
 C. man can use colours to attract other's attention  
 D. man can communicate by speaking to one another
29. According to the passage, intelligent communication refers to \_\_\_\_\_.  
 A. facial expressions B. body language  
 C. posture D. verbal communication
30. At discotheques, youngsters communicate through \_\_\_\_\_.  
 A. colour B. music  
 C. loud noise D. appearance and movements

## 第二部分 非选择题

三、完形补文：本大题共 10 小题，每小题 1 分，共 10 分。下面短文选自教材，阅读下面短文，根据短文内容选出能填入空白处的最佳选项（只需用到其中 10 个选项），并将其写在答题卡相应的位置上。

Education is not an end, but a means to an end. In other words, we do not educate children only for the aim of educating them. Our purpose is to (31) \_\_\_\_\_. Life is varied; so is education. As soon as we realize the fact, we will understand that it is very important to choose a proper system of education.

In some countries with advanced industries, they have free education for all. Under this system, people, no matter whether they are rich or poor, clever or foolish, (32) \_\_\_\_\_. They have for some time thought, by free education for all, they can (33) \_\_\_\_\_. But we can already see that free education for all is not enough. We find in such countries a far larger number of people with university degrees than there are jobs for them to fill. As a result of their degrees, they (34) \_\_\_\_\_, in fact, to work with one's hands is thought to be dirty and shameful in such countries.

But we have only to think a moment to understand that the work of a completely uneducated farmer is as important as that of a professor. We can live without education, but

we should (35) \_\_\_\_\_. If no one cleaned our streets and took the rubbish away from our houses, we should (36) \_\_\_\_\_. If there were no service people, because everyone was ashamed to do such work, the professors would have to (37) \_\_\_\_\_.

On the other hand, if all the farmers were completely uneducated, their production would remain low. As the population grows larger and larger in the modern world, we would die if we (38) \_\_\_\_\_.

In fact, when we say all of us must be educated to fit ourselves for life, it means that all (39) \_\_\_\_\_: firstly, to realize that everyone can do whatever job is suited to his brain and ability; secondly, to understand that all jobs are necessary to society and that it is bad to be ashamed of one's own work or to look down upon someone else's; thirdly, to master all the necessary know-how (技能) to do one's job well. Only such education can (40) \_\_\_\_\_.

- A. solve all the problems of a society and build a perfect nation
- B. die if none of us grew crops
- C. like to do housework
- D. have a chance to be educated at universities or colleges
- E. fit them for life
- F. be called valuable to society
- G. waste much of their time doing housework
- H. can't go to university
- I. refuse to do what they think is "low" work
- J. must be educated
- K. get terrible diseases in our towns
- L. did not have enough food

四、单词填空：本大题共 10 小题，每小题 1 分，共 10 分。用括号内所给单词的适当形式填空，并将答案写在答题卡相应的位置上。

- 41. (influence) Lusaka is one of the most famous and \_\_\_\_\_ thinkers in the 20th century.
- 42. (ordinary) The task requires \_\_\_\_\_ patience and endurance.
- 43. (achieve) It was a remarkable \_\_\_\_\_ for such a young player.
- 44. (able) This also makes it easy to \_\_\_\_\_ certain things on legacy browsers or other unsupported mobile devices.
- 45. (relate) Tom has a very good \_\_\_\_\_ with his classmates.
- 46. (appear) The sun \_\_\_\_\_ from view.



47. (demand) The mother said that would only make the child needy and overly \_\_\_\_\_.  
 48. (courage) One \_\_\_\_\_ to reading is that books are expensive.  
 49. (please) Watching sports gave him great \_\_\_\_\_.  
 50. (free) Given the choice, we prefer right-to-work because it allows much more \_\_\_\_\_ for our employees.

五、选词填空：本大题共 10 小题，每小题 1 分，共 10 分。下面短文选自教材。根据短文内容，从方框中选择恰当的单词，并用其正确形式填空（只需用到其中 10 个单词），将答案写在答题卡相应的位置上。

ill-prepare	attract	control	take one's place
lead to	deliver	approve	unlike
represent	beautiful	come into force	catch

The President of the USA has more power than any other president in the democratic world — except the French President. It is he who formulates foreign policy and prepares laws for the home front. He is leader of the nation and Commander-in-Chief of the Armed Forces. He (51) \_\_\_\_\_ the USA and, since the USA is a super power, the eyes of the whole world are on him. The fate of the world is in his hands, or so many people believe, and one careless, (52) \_\_\_\_\_ speech by him could precipitate (促成) a crisis.

Actually, a great deal of the President's power is (53) \_\_\_\_\_ by Congress, the American name for "parliament". It is Congress that declares war, not the President. Unlike the Prime Minister of Great Britain, or of Germany, he can make a treaty with a foreign power. But this treaty must be debated and agreed by Congress before it (54) \_\_\_\_\_. The same control applies to laws at home. Congress has on several occasions refused to ratify (批准) treaties or given (55) \_\_\_\_\_ to laws proposed by the President. The USA is the only country, apart from France, where a president can rule with a parliament, the majority of whose members do not belong to his own political party.

Some Americans have the feeling that idealism has gone out of politics and that personal ambition and money have (56) \_\_\_\_\_. The election campaign for the Presidency is unique in the amount of money poured into it. The wooing (争取; 说服) of voters lasts for months. But before the campaign for the election of the President can begin, each political party has to choose its candidate for the Presidency. This can (57) \_\_\_\_\_ some very close contests. Men aspiring to be elected as the party candidate employ top public relations and advertising men, who invent clever catch phrases (口号) and set about "selling" their man. There are whistle

stop (竞选总统时在小城镇作短暂停留) tours by train, by plane, by car. The candidate (58) \_\_\_\_\_ countless speeches and shakes countless hands. This razzamatazz (令人眼花缭乱的動作或場面) typifies American enthusiasm and extravagance.

Big money is necessary to support a presidential candidate's campaign (鋪張), and the candidate himself must be rich enough to pay his share. An (59) \_\_\_\_\_ wife is an advantage, too. Money is also needed to become the Governor of a state, or a successful Senator, or member of the House of Representatives. Yet from this small group many excellent men have become President, and the same is true of members of Congress.

It is very (60) \_\_\_\_\_ that the President could ever become a dictator, Congress, the press and the people between them rule out such a possibility.

(From *President of the United States*)

六、简答题：本大题共 2 小题，每小题 5 分，共 10 分。请再次阅读前面第 4 篇短文 (Passage 4)，根据短文内容用英文简要回答下列问题，将答案写在答题卡相应的位置上。

61. Why can enthusiasm lead to success?  
 62. According to the passage, how can we become more passionate?

七、英译汉：本大题共 5 小题，每小题 2 分，共 10 分。下面短文选自教材。阅读下面短文，将文中划线句子翻译成中文，并将答案写在答题卡相应的位置上。

The right to pursue happiness is issued to us all with our birth, but no one seems quite sure what it is.

A holy man (献身于宗教的人) in India may think that happiness is in himself. It is in needing nothing from outside himself. In wanting nothing, he lacks nothing. (63) He sits still there with all attention to his religious contemplation (沉思), free even of his own body, or nearly free of it. If some admirers bring him food he eats it; if not, he starves all the same. What is the outside world is nothing to him. His religious contemplation is his joy, the accomplishment of which is itself a joy within himself.

(64) We Westerners, however, are taught that the more we have from outside ourselves, the happier we will be, and then we are made to want. We are even told it is our duty to want. Advertising, one of our major industries, exists not to satisfy these desires but to create them—and to create them faster than any man's money in his pocket can satisfy them. It was only a few years ago, for example, that car dealers across the United States were flying banners that read "Your Happiness Is Right Here! You Auto Buy Now!" (65) They were calling upon Americans, as an act of showing the loving feeling towards the country, to buy at

once, with money they did not have, automobiles they did not really need. Or watch your TV for a few minutes. Then there must be someone, a lady or a gentleman, coming up to tell you: “Try it! The everlasting beauty and happiness must be yours!”

(66) Obviously no half-foolish person can be completely persuaded either by such flying banners in the streets or by such ads on the TV. Yet someone is obviously trying to buy the dream of happiness as offered and spending millions upon millions every year in the attempt. Clearly the happiness-market is not running out of customers.

I doubt the holy man’s idea of happiness, and I doubt the dreams of happiness-market, too. (67) Whatever happiness may be, I believe, it is neither in having nothing nor in having more, but in changing—in changing the world and mankind into pure states.

(From *What is Happiness?*)