

Spark

总主编/马德高

风靡全国 ◆ 畅销十年 ◆ 8000 万读者的选择

考研英语

题型完备 解析详尽 难度进阶
第2册
阅读基础

多功能阅读

阅读基础篇

主 编 马德高



标准难度训练，结合阅读软件自主练习

Unit 6

Part A

Text 3 难度系数:★★★★★ 开始时间:_____ 结束时间:_____

Extraordinary creative activity has been characterized as revolutionary, flying in the face of what is established and producing not what is acceptable but what will become accepted. According to this formulation, highly creative activity transcends the limits of an existing form and establishes a new principle of organization.

内容抢先看

结构导视



discretion [di'skreʃən] *n.* 谨慎,慎重;自行决定权; This is confidential, but I know that I can rely on your discretion. 这是机密,但我知道我可以信赖你的谨慎。

难句分析

1. [原文] Innovative science produces new propositions [in terms of which (主语) (谓语) (宾语) (状语)] diverse phenomena can be related to one another in more coherent ways].



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Foreign Language Education Books, Jilin Publishing Group



阅读基础篇

Multi-Function Reading

本部分包含 7 单元共 42 篇在难度、长度、结构、题材和体裁等方面与考研英语阅读真题相似的文章，并完全按照最新考研题型（包括 Part B 三种新的备选题型）进行编排。为了充分提升这些文章、题目的使用价值，本书还加入了多功能分类索引和阅读、写作技巧小贴士两个部分，真正实现一书多功能。

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如何高效利用本套书的2、3册单元练习?

高效练习思维导图

一 仿真实战考场，做完整套练习

二 核实正确答案，检验真实水平

三 详研每篇练习，弄懂每道习题

① 仔细阅读每篇文章，划出难点词汇，到解析中的“核心词汇”查找并借助例句牢记。

② 对照解析中的“难句分析”，根据句子成分分析和译文，攻克每一句。

③ 对于做错的题目，结合“答案解析”，对各选项一一求证，直至完全理解。针对较难理解的选项，可查看黑色字体标出的各项中文译文。

④ 对照全文翻译通读全文，验证是否已顺利理解全篇。要做到精益求精，充分发挥每篇文章的价值，提升阅读水平。

多 功 能 分 类 索 引 [*]													
单元/节	文章	文 章 主 题	题 材 分 类						体 裁 分 类		难 度 分 类		页码
			商业 经济	社会 生活	环保 科技	教育 人才	文化 人物	医学 心理	说明文	议论文	★★★ ★★☆	★★★ ★★★	
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* 使用说明:

1. 本索引将本册 7 个单元的所有文章按照本书的自然顺序依次列出,方便考生按照顺序查找所需文章。

2. 本索引将每篇文章分别按照题材(6 类)、体裁(2 类)和难度(2 级)进行了分类,并在各栏中用“✓”表示其所属类别,便于考生针对某一专项类别进行集中训练。具体用法举例:

• 要专门训练“医学心理”方面的文章,可从“题材分类”大栏中查找“医学心理”一栏依次向下,可查到 Unit 1 中的 Part A-Text 3, Part B 等都属于此类。

• 要专门训练议论文,可从“体裁分类”大栏中查找“议论文”一栏依次向下,可查到 Unit 1 中的 Part A-Text 1; Unit 2 中的 Part A-Text 1 等都属于此类。

• 难度分类中的★表示难易程度:★★★★★—标准;★★★★★—较难。要专门训练难度较高的文章,可从“★★★★★”一栏中查到 Unit 2 中的 Part C; Unit 3 中的 Part B 等都属于此类。

多 功 能 分 类 索 引 *												
单元/节	文章	文 章 主 题	题 材 分 类					体 裁 分 类		难 度 分 类		页码
			商业 经济	社会 生活	环保 科技	教育 人才	文化 人物	医学 心理	说明文	议论文	★★★ ★★★ ★★★	
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Unit 1

Part A

Text 1 难度系数:★★★★☆ 开始时间:_____ 结束时间:_____

The world's biggest luxury-goods group is benefiting from a flight to quality, but the recession is also prompting questions about the company's breadth and balance.

"There are four main elements to our business model—product, distribution, communication and price," explains an executive at LVMH, the world's largest luxury-goods group. "Our job is to do such a fantastic job on the first three that people forget all about the fourth." ①For decades LVMH's formula has worked like a spell: *seduced* (引诱, 唆使) by beautiful status-symbols, perfect shops and clever advertising, millions of people have swooned forgetfully towards the firm's cash registers. At Louis Vuitton, LVMH's star company, the model's pricing power has yielded consistent profit margins of around 40—45%, the highest of any luxury-goods brand.

These days customers are finding it far harder to forget about price. The seriously rich, of course, are still spending freely. But much of the industry's rapid growth in the past decade came from middle-class people, often buying on credit or on the back of rising house prices. According to a research, 60% of the luxury market is now based on demand from "aspirational" customers rather than from the wealthy elite. The recession has quickly reversed the trend to trade up, and people are delaying expensive purchases. Bain & Company, a consulting firm, expects the industry's sales to fall by a tenth in 2009, to 153 billion (\$ 225 billion).

Some executives even expect a lasting shift in customers' preferences, towards discretion and value. Bernard Arnault, chairman and chief executive of LVMH, believes that the whole industry needs to rebrand itself. "The word luxury suggests triviality and showing off, and the time for all that has gone," he says. ②Brands which sold "blingy" easy-to-sell products, milking old names, he says, will fare particularly badly in the new environment. LVMH, by contrast, has never taken such an approach, he says, instead emphasising quality, innovation and creativity.

To underline these values, the group is going back to basics in its daily operations. "Before the crisis, we were putting a lot of energy into beautiful stores, but now we care a bit less about expanding our network and even more about design and price," says an executive. A few years ago, for instance, at the height of the boom, one LVMH brand was putting diamonds all over its watches, so that it was almost difficult to tell the time. "Now we are getting back to what really matters, which is nice movements and design," he says.

(414 words)

1. By saying that LVMH's formula has worked like a spell (Line 4, Para. 2), the author means _____.

- [A] there's something magic in LVMH's formula
- [B] consumers are shocked by LVMH's strategy
- [C] the staff in this group has done a good job
- [D] people are seduced by the goods, forgetting the high prices

2. From the passage, we can infer that the main customers of the luxury goods are _____.

- [A] the seriously rich
- [B] the middle class
- [C] the wealthy elite
- [D] people with high tastes

注:数字①②等所在的句子为本篇文章的难句,具体句子结构分析和中文译文请见“参考答案与详解”中的“难句分析”板块。

3. The word "aspirational" (Line 4, Para. 3) most probably means _____.
 [A] desperate [B] hysterical
 [C] crazy [D] desired
4. According to paragraph 4, we can conclude that _____.
 [A] luxury suggests detail
 [B] owning luxury goods enables people to show off to others
 [C] luxury-goods dealers should hold to their old strategy
 [D] luxury goods should adapt themselves to the preferences of the customers
5. From the example of the diamond watch in the last paragraph, we can infer that LVMH tries to _____.
 [A] care more about design and price
 [B] expand their network
 [C] decorate their stores
 [D] put diamonds all over its watches

Text 2 难度系数:★★★★☆ 开始时间: 结束时间:

America is not a Christian nation. We are a nation founded by Christians, and according to a 2008 survey, 76 percent of us continue to identify as Christian, which is the lowest percentage in American history. Of course, we are not a Hindu—or Muslim, or Jewish, or Wiccan—nation, either. ①But recent poll data show that conceptually, at least, we are slowly becoming more like Hindus and less like traditional Christians in the ways we think about God, our selves, each other, and eternity.

The Rig Veda, the most ancient Hindu scripture, says this: "Truth is one, but the sages speak of it by many names." None is better than any other; all are equal. The most traditional, conservative Christians have not been taught to think like this. They learn in Sunday school that their religion is true, and others are false. Jesus said, "I am the way, the truth, and the life. No one comes to the father except through me."

Americans are no longer buying it. ②According to a 2008 Pew Forum survey, 65 percent of us believe that "many religions can lead to eternal life"—including 37 percent of white evangelicals(福音派教徒), the group most likely to believe that salvation is theirs alone. In the meantime, the number of people who seek spiritual truth outside church is growing, according to a 2009 *Newsweek* Poll. Stephen Prothero, religion professor at Boston University, says "You're not picking and choosing from different religions, because they're all the same. It isn't about orthodoxy. It's about whatever works."

Then there's the question of what happens when you die. Christians traditionally believe that bodies and souls are sacred, that together they comprise the "self," and that at the end of time they will be reunited in the Resurrection. Hindus believe no such thing. At death, the body burns on a pyre, while the spirit—where identity resides—escapes. In reincarnation, central to Hinduism, selves come back to earth again and again in different bodies. So here is another way in which Americans are becoming more Hindu: 24 percent of Americans say they believe in reincarnation, according to a 2008 Harris poll. So agnostic(不可知的) are we about the ultimate fates of our bodies that we're burning them—like Hindus—after death. More than a third of Americans now choose cremation, according to the Cremation Association of North America. (401 words)

6. In view of their beliefs, Americans _____.
 [A] mostly do not identify themselves as Christians
 [B] are tending to change their views spiritually
 [C] are building their Hindu nation
 [D] may not have their religious beliefs gradually
7. The sentence "Truth is one, but the sages speak of it by many names." (Line 1, Para. 2) indicates that _____.
 [A] a Hindu believes there are many paths to truth
 [B] Jesus is the only way to God and truth
 [C] Hindu rather than Christ is the only way to truth
 [D] Hindus' religion is true and others are false
8. It can be learned from the third paragraph that _____.
 [A] Americans believe in many religions now

- [B] white evangelicals are most probably pursuing eternal life
 [C] white evangelicals are most unlikely to shift from Christ to Hindu
 [D] most nonreligious Americans seek spiritual truth
9. Different from Christians, Hindus believe that _____.
 [A] bodies and souls will reunite in reincarnation
 [B] spirit escapes before they die
 [C] their ultimate fates can be expected before death
 [D] spirit reincarnates in another body after they die
10. Which of the following is TRUE according to the text?
 [A] Hinduism is more rational compared with Christianity.
 [B] American people are less religious than before.
 [C] Most Americans believe in Hinduism rather than Christianity.
 [D] Americans are becoming more Hindu recently.

Text 3 难度系数:★★★★☆ 开始时间:_____ 结束时间:_____

A 60-year-old Mississippi woman who had been blind for nine years can now see again after doctors implanted one of her teeth into her eye. ①Two weeks after several sessions of intensive surgery, she now has 20/70 vision in one of her eyes, which is predicted to continue improving as it heals.

In 2000, Sharon Thornton was diagnosed with Stevens-Johnson syndrome, a rare disease that can destroy skin and corneal cells. Even after she recovered from the disease, brought on by a reaction to her medication, her corneas—the surface of the eye—were too scarred to allow her to see, or obtain a transplant. After stem cell treatment failed to restore her vision, doctors went looking for alternatives. Victor Perez, an associate professor of ophthalmology, decided to attempt *modified osteo-odonto keratoprosthesis* (MOOKP) (骨齿人工角膜手术), what he called a procedure “of last resort” in a prepared statement.

②To begin the months-long process, doctors removed one of Thornton’s *canine teeth* (尖牙) along with part of the jaw and cut it all down to a shape small enough to replace the cornea. The doctors then drilled a hole into it to insert a lens. In order for the tooth to bind to the lens sufficiently, the implant spent a couple months in the patient’s body. In Thornton’s case, it was implanted near her shoulder. To prep the eye to receive the tooth and lens, the doctors placed a cheek graft over the eye to promote moisture. The final tooth-lens product was removed from Thornton’s shoulder and placed in the center of the eye, in line with the retina.

The MOOKP procedure was developed in Italy in 1963, and has been more common in Europe and Asia, but only about 600 operations have been undertaken. Given the small number of treatments, its safety remains unconfirmed, and other doctors have their reservations. “It requires a sizable team and several operations,” Ivan Schwab of the American Academy of Ophthalmology said. “It’s just an extreme variation on techniques we’re already doing.” The procedure also requires the cheek-tissue graft to remain over the eye surface, which gives it a strange, skin-like appearance. Doctors, however, can often use a cosmetic eye shell to make it look more natural.

For some, however, the procedure might represent a new chance at vision. Even in patients who qualify for a corneal transplant, the body occasionally rejects the foreign tissue. Using a piece of the person’s own body makes it more likely to accept the necessary lens. After a patch was removed from her eye on Labor Day, Thornton could begin to make out faces for the first time since 2000. (437 words)

11. The Mississippi woman became blind because _____.
 [A] sessions of intensive surgery were not successful
 [B] her corneas were marred due to the reaction to medication
 [C] she did not recover from Stevens-Johnson syndrome
 [D] Stevens-Johnson syndrome destroyed her eyeballs
12. In the Mississippi woman’s case, _____.
 [A] stem cell treatment was the last step to restore her vision
 [B] the cornea substituted for canine teeth
 [C] the tooth and lens were implanted near the shoulder to groom
 [D] the implant was not sufficiently prepared

13. According to the text, modified osteo-odonto keratoprosthesis _____.
- [A] is used for the first time in the US
[B] has healed only about 600 patients
[C] could not be guaranteed in terms of its safety
[D] is an advanced technology that only few doctors master
14. Corneal transplant can not always be applied to the qualified patients because _____.
- [A] their bodies may be alien to the foreign tissue
[B] it can not make the eyes look more natural
[C] the cheek tissue graft is left over the eye surface
[D] corneal transplant requires a sizable team and several operations
15. It can be concluded from the text that _____.
- [A] corneal transplant is suitable for the Mississippi woman
[B] an eye-tooth for an eye transplant is still in its test session
[C] modified osteo-odonto keratoprosthesis is more effective than corneal transplant
[D] modified osteo-odonto keratoprosthesis seems to be risky

Text 4 难度系数:★★★★☆ 开始时间: 结束时间:

① Parents can easily come down with an acute case of *schizophrenia* (精神分裂症) from reading the contradictory reports about the state of the public schools. One set of experts asserts that the schools are better than they have been for years. Others say that the schools are in terrible shape and are responsible for every national problem from urban poverty to the trade deficit. One group of experts looks primarily at such indicators as test scores, and they cheer what they see: all the indicators—reading scores, minimum competency test results, the Scholastic Aptitude Test scores—are up, some by substantial margins. Students are required to take more academic courses—more mathematics and science, along with greater stress on basic skills, including knowledge of computers. More than forty state legislatures have mandated such changes.

But in the eyes of another set of school reformers such changes are at best superficial and at worst counterproductive. ② These experts say that merely toughening requirements, without either improving the quality of instruction or, even more important, changing the way schools are organized and children are taught makes the school worse rather than better. They challenge the nature of the tests mostly multiple choice or true or false, by which children's progress is measured; they charge that raising the test scores by drilling pupils to come up with the right answers does not improve knowledge, understanding and the capacity to think logically and independently. In addition, these critics fear that the get-tough approach to school reform will cause more of the youngsters at the bottom to give up and drop out. This, they say, may improve national scores but drain even further the nation's pool of educated people.

The way to cut through the confusion is to understand the different yardsticks used by different observers.

③ Compared with what schools used to be like "in the good old days", with lots of drill and uniform requirements, and the expectation that many youngsters who could not make it would drop out and find their way into unskilled jobs—by those yardsticks the schools have measurably improved in recent years. But by the yardsticks of those experts who believe that the old school was deficient in teaching the skills in modern world, today's schools have not become better. These educators believe that rigid new mandates may actually have made the schools worse.

(393 words)

16. The assertion of the experts who think schools are doing better is based on _____.
- [A] qualification of the teachers
[B] test scores
[C] reading ability of the children
[D] basic skills of the children
17. People who think schools are not doing any better base their judgement on _____.
- [A] non-substantial margins of the scores
[B] toughened requirements of state legislation
[C] nature of the tests

- [D] ability of students to think logically
18. According to the author the drop-out rate of school children is often caused by .
- [A] inability of the children
[B] school reforms
[C] easy access to unskilled jobs
[D] tough requirements of the schools
19. The word "yardsticks" (Line 3, Para. 4) probably means .
- [A] standard [B] opinion [C] angle [D] score
20. The author's purpose in writing this article is to .
- [A] show a positive attitude towards schools in the United States
[B] show a negative attitude towards schools in the United States
[C] present two opposing views on the quality of schools for readers to judge
[D] offer the way to cut through the confusion about the quality of schools

Part B

难度系数:★★★★☆

开始时间:_____

结束时间:_____

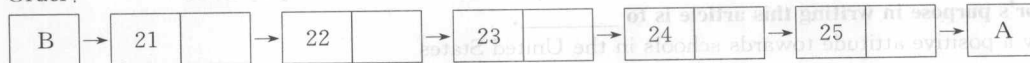
Directions: The following paragraphs are given in a wrong order. For Questions 21—25, you are required to reorganize these paragraphs into a coherent article by choosing from the list A—G to fill in each numbered box. The first and the last paragraphs have been placed for you in Boxes.

- [A] Insomnia is the most common sleep complaint at any age, according to the National Institute on Aging (NIA). It is defined as taking a long time to fall asleep, such as more than 30 to 45 minutes, waking up many times during the night, waking up too early, and being unable to get back to sleep and waking up feeling tired. Besides sleeping pills, other ways to coax sleep, according to the NIA, are to go to sleep and get up at the same time and to try not to nap during the day. Experts also advise those with insomnia to avoid caffeinated beverages late in the day and not to drink alcohol before bed, which can disrupt sleep. Developing a daily bedtime routine, such as reading a book, soaking in a warm tub, or watching television, can also help.
- [B] A new pill helps older insomniacs sleep longer and more soundly at night and cuts down on their daytime napping, new research has found. The drug, called eszopiclone, is a derivative of an older medicine called zopiclone, said Dr. W. Vaughn McCall, chairman of psychiatry and behavioral medicine at Wake Forest University Baptist Medical Center. He was to present the research May 6 at the annual meeting of the American Psychiatric Association in New York City. Eszopiclone (brand name Estorra) has not yet been approved for marketing by the US Food and Drug Administration.
- [C] The drug group slept better and longer and napped less during the day, he said. "During the course of two weeks of treatment, the people who were on placebo were awake about 75 minutes per night (after having fallen asleep), and eszopiclone reduced that to about 63 minutes. It was a small but statistically significant difference."
- [D] "It sounds like a very good report," said William Wohlgenuth, a psychologist and assistant clinical professor of psychiatry at Duke University Medical Center. "As people get older, they have more difficulty maintaining sleep," he said. If the new sleeping pill helps them stay asleep and maintain daytime functioning without getting sleepy, "that is exactly what you want in a sleeping pill."
- [E] Total sleep time improved, too. "In the placebo group, it was 350 minutes a night (or about 5.8 hours). The drug-treated group got 25 more minutes a night on average," McCall said. Those taking the sleeping pill also napped less during the day. "Of those who napped—and that was about 50 percent of both groups—those who were on placebo typically napped three times a week, and in those on eszopiclone it was reduced to two times a week," McCall said.
- [F] The newer drug is similar to Ambien (zolpidem) and Sonata (zaleplon), two commonly prescribed sleep-

ing pills, said McCall, whose study was funded by Sepracor Inc., eszopiclone's maker. No sleeping pill is meant for long-term use, he warned. "Currently the FDA labeling requires that sleeping pills be prescribed not more than two to three weeks and then the patient is re-evaluated," he said.

[G] McCall's research team assigned 264 insomniacs, aged 65 to 85, to a placebo group or a group receiving eszopiclone nightly for two weeks. They then measured the quality and quantity of their slumber in a sleep lab.

Order:



Part C

难度系数:★★★★☆

开始时间:

结束时间:

The world's tropical rainforests comprise some 6% of the Earth's land area and contain more than half of all known life forms, or a conservative estimate of about 30 million species of plants and animals. (26) Some experts estimate there could be two or even three times as many species hidden within these complex and fast-disappearing ecosystems—scientists will probably never know for certain so vast is the amount of study required. Time is running out for biological research. (27) Commercial development is responsible for the loss of about 17 million hectares of virgin rainforest each year—a figure approximating 1% of what remains of the world's rainforests.

The current devastation of once impenetrable rainforest is of particular concern because, although new tree growth may in time repopulate felled areas, the biologically diverse storehouse of flora and fauna is gone forever. (28) Losing this bountiful inheritance, which took millions of years to reach its present highly evolved state, would be an unparalleled act of human stupidity. (29) Chemical compounds that might be extracted from yet-to-be-discovered species hidden beneath the tree canopy could assist in the treatment of disease or help to control fertility. Conservationists point out that important medical discoveries have already been made from material found in tropical rainforests. The drug aspirin, now synthesised, was originally found in the bark of a rainforest tree. Two of the most potent anti-cancer drugs derive from the rosy periwinkle discovered in the 1950s in the tropical rainforests of Madagascar.

The rewards of discovery are potentially enormous; yet the outlook is bleak. Timber-rich countries mired in debt, view potential financial gain decades into the future as less attractive than short-term profit from logging. Cataloguing species and analysing newly-found substances takes time and money, both of which are in short supply. The developed world takes every opportunity to lecture countries which are the guardians of rainforest. Rich nations exhort them to preserve and care for what is left, ignoring the fact that their wealth was in large part due to the exploitation of their own natural world.

It is often forgotten that forests once covered most of Europe. Large tracts of forest were destroyed over the centuries for the same reason that the remaining rainforests are now being felled—timber. (30) As well as providing material for housing, it enabled wealthy nations to build large navies and shipping fleets with which to continue their plunder of the world's resources. Besides, it is not clear that developing countries would necessarily benefit financially from extended bioprospecting of their rainforests. Pharmaceutical companies make huge profits from the sale of drugs with little return to the country in which an original discovery was made. (445 words)

参考答案与详解

Part A

Text 1

结构导视

奢侈品行业的重新定位

1. LVMH集团的经营模式 (Para.1, 2)

four main elements to business model

LVMH's formula has worked like a spell
yielded consistent profit margins

2. 经济衰退环境下, 人们对奢侈品消费持观望态度 (Para.3)

based on demand from "aspirational" customers
people are delaying expensive purchases

3. 奢侈品行业应重新定位以适应购买者的需求转变 (Para.4, 5)

a lasting shift in customers' preferences
the whole industry needs to rebrand itself
more about design and price
getting back to what really matters

核心词汇

aspirational [æspə'reɪʃənəl] *a.* 渴望的, 渴求的: The aspirational consumers for luxury goods are desperate to own them. 这些对奢侈品极其渴求的顾客不顾一切地想要拥有它们。

discretion [dɪ'skreʃən] *n.* 谨慎, 慎重; 自行决定权: This is confidential, but I know that I can rely on your discretion. 这是机密, 但我知道我可以信赖你的谨慎。

margin ['mɑ:dʒɪn] *n.* 利润; 空白页边, 余地; by a narrow margin 勉强, 以微弱的…… || What are your average operating margins? 你的平均营业利润是多少?

prompt [prɒmpt] *v.* 促使, 导致; 鼓励, 提示: The discovery of the bomb prompted an increase in security. 此次发现炸弹促使有关各方加强了安保工作。 *a.* 立即的, 迅速的; 准时的: Prompt action was required as the fire spread. 鉴于火势蔓延, 需要立即采取行动。

recession [rɪ'seʃən] *n.* 经济衰退, 经济萎缩; 退后, 撤回: The economy is in deep recession. 经济正处于严重的衰退之中。

reverse [rɪ'veɪs] *v.* 颠倒, 彻底转变; 撤销, 废除: The government has failed to reverse the economic decline. 政府未能扭转经济滑坡的趋势。 *n.* 相反: We suffered some serious financial reverse. 我们在财务上受到了严重的挫折。 *a.* 相反的: The winners are announced in reverse order. 获胜者是按逆序宣布的。

seduce [sɪ'dju:s] *v.* 引诱, 唆使: The promise of huge profits seduced him into parting with his money. 高额利润的许诺诱使他把钱出了手。

triviality [ˌtrɪvɪ'æləti] *n.* 细节; 琐事: People loving luxuries usually attach much importance to the trivialities in them. 喜爱奢侈品的人往往看重其中的细节。

难句分析

1. [原文] [For decades] LVMH's formula has worked [like a spell]: [seduced by beautiful status-symbols, (状语 1) (主语 1) (谓语 1) (状语 2) (状语 3)]

perfect shops and clever advertising], millions of people have swooned [forgetfully] [towards the
(主语 2) (谓语 2) (状语 4) (状语 5)
firm's cash registers].

[解析] 本句由两个分句组成,两个句子由冒号隔开,可以看作并列结构,第二个分句是对第一个分句的进一步解释说明。

[译文] 几十年来,LVMH 集团的经营方案简直就是咒语一样:被那些美丽的、象征着地位的标志、精美的店铺和时髦的广告所吸引,成百上千万的人们为它的产品痴迷,不顾一切地涌向交款处。

2. [原文] Brands (which sold "blingy" easy-to-sell products, milking old names), he says, will fare [parti-
(主语) (定语从句) (谓语)
cularly badly] [in the new environment].
(状语 1) (状语 2)

[解析] 本句的主体结构是主谓结构,其中 which 引导定语从句,修饰主语 brands。

[译文] 这些品牌借着过去的名声轻而易举地卖掉那些珠光宝气的产品,在新环境中它们的处境将变得相当艰难,他说。

答案解析

1. [D] **人们被这些商品所吸引,忘记了昂贵的价钱。** 本题考查根据语境进行推断的能力。首先,要正确理解 spell 在这里的意思,即“魔力,咒语”。由下文的阐述可知,成千上万的人们被商品漂亮的包装及广告所吸引并为之疯狂,纷纷前去购买。可以推出答案为[D]。
- [避错] [A] LVMH 集团的销售方案中有魔力。这是字面理解,作者此处并不是指他们的经营方案真的有魔法;[B] 消费者对 LVMH 集团的销售策略感到震惊。此选项容易排除;[C] 该集团的员工做得很好。作者主要强调消费者被这些奢侈品所象征的社会地位及包装营销手段所吸引,并没有提到其员工所起到的作用,此项应排除。
2. [B] **中产阶级。** 本题为细节考查题。根据选项内容,可以找到与之相对应的第三段。根据第三句 much of the industry's rapid growth in the past decade came from middle-class people(过去十年中这一产业的迅速增长主要得益于中产阶级),可知答案为[B]。
- [避错] [A] 非常富有的人。第三段第二句提到 The seriously rich, of course, are still spending freely。即真正富有的人依然大把地消费,从这里看该选项似乎符合题意。但下文 but 引导的句子表明,在过去十年中,奢侈品行业得以迅速发展主要依靠的是中产阶级;[C] 财富精英们。这一选项虽然在第三段第四句中被提到,但是用在 rather than 这个短语后面,表明主要力量并不是他们;[D] 非常有品位的人。文中没有提及。
3. [D] **渴望的,热切的。** 本题考查对单词的掌握及根据语境推断词义的能力。这里是说,对奢侈品 60% 的需求都来自于那些极度渴望的消费者,故选[D]。
- [避错] [A] 不顾一切的;[B] 歇斯底里的;[C] 疯狂的。
4. [D] **奢侈品应该对自身做出调整,以适应顾客的喜好。** 第四段的开头即指出,消费者的喜好会有一个转变。接下来作者又引用 Bernard Arnault 的话,他认为 the whole industry needs to rebrand itself,即整个奢侈品业应该对自身进行重新定位。
- [避错] [A] 奢侈品代表着重视细节;[B] 拥有奢侈品的人可以向别人炫耀。在 Bernard Arnault 的话中确实提到以上这两点: The word luxury suggests triviality and showing off,即奢侈品象征着注重细节和炫耀。但紧接着,后面的 and the time for all that has gone “那个时代已经一去不复返了”,表明这两项均为错误选项;[C] 奢侈品的经营者们应该坚持他们故有的营销策略。此选项与文中表达的意思相反。
5. [A] **更加关注产品的设计和价格。** 根据题干和选项内容,定位到末段第二句的 now we care a bit less about expanding our network and even more about design and price(现在我们较少关注如何扩大营销网络,而更加关心设计和价格),根据这里的 less 和 more 可知,他们现在看重的到底是什么。
- [避错] [B] 扩大他们的销售网络。根据上文分析可知,这是他们现在不太重视的东西;[C] 装饰他们的商店。根据选项中的内容,我们可以将其定位到 Before the crisis, we were putting a lot of energy into beautiful stores。此处明确指出,这是危机前他们会投入很大精力去做的事情,现在情况已然不同了;[D] 在手表上镶满钻石。根据 at the height of the boom, one LVMH brand was putting diamonds all over its watches 可以得知,这是经济繁荣时期的做法,现在这样做已经不合适了。

全文精译

全球最大的奢侈品集团一直注重以质取胜并从中获益,但是在整个经济衰退的环境下,公司的发展和收支平衡也面临着问题。

“我们的商业模式中有四个要素:明星产品,运营流通,沟通和价格”,LVMH 集团是世界最大的奢侈品集团,它的执行官这样说道,“我们的任务就是把前三项做到最好,这样人们就会忘记价格这回事。”(1)几十年来,LVMH 集团的经营方案简直就像是咒语一样:被那些美丽的、象征着地位的标志、精美的店铺和时髦的广告所吸引,成百上千万的人们为它的产品痴迷,不顾一切地涌向交款处。路易·威登,这家集团的星级公司,一直坚持高端的定价路线,给公司带来了 40%到 45%的高额利润,这一利润在所有奢侈品品牌中是最高的。

近来,消费者发现他们很难再忽视价格了。那些极其富有的人当然还是很潇洒地购买他们想要的东西。(2)但是,奢侈品行业在过去十年中迅速壮大主要得益于中产阶级。这些人往往都是信贷消费,或者由于房价不断上涨他们才转而购买奢侈品。(3)根据一项研究表明,60%的奢侈品市场的成交额源于那些内心渴望拥有的消费者,而不是财富精英们。经济衰退导致贸易成交量下滑,人们对奢侈品消费也持观望的态度。一家名叫“贝恩”的咨询公司认为,2009 年奢侈品行业的销售量会下降 10%,即 1 530 亿欧元(约 2 250 亿美元)。

一些执行官甚至认为,消费者的喜好会出现一个持续的转变,变得低调谨慎并且看重价值。贝纳德·阿努特是 LVMH 集团的主席和首席执行官。(4)他认为,整个行业都应进行重新定位。“奢侈品这个词曾经意味着注重细节和炫耀,可那个时代一去不复返了。”这些品牌借着过去的名声轻而易举地卖掉那些珠光宝气的产品,在新环境中它们的处境将变得相当艰难,他说。LVMH 集团从不投机取巧,一直注重产品的质量、革新和创造性。

为了强调这些价值,整个集团的日常运作都将从基本做起。(5)“在危机之前,我们会把大量的精力投入到美丽的店铺中,但是现在我们不会过分注重扩大经营网络,而是更加看重产品的设计和价格”,一位执行官这样说道。例如,几年前经济繁荣的时候,一个 LVMH 集团的品牌曾经在它生产的手表周围镶满了钻石,连时间都不容易看清楚。“现在我们会注重那些真正重要的东西,那就是手表走起来流畅,设计优良”,他说。

Text 2

结构导图

美国人宗教信仰的新变化

1.美国人在观念上越来越接近印度教徒 (Para.1)

the lowest percentage in American history
slowly becoming more like Hindus

2.印度教义与基督教义的不同 (Para.2)

Hindu scripture: Truth is one, but the sages speak of it by many names
Christians: their religion is true, and others are false

3.美国人宗教信仰新变化的表现 (Para.3, 4)

many religions can lead to eternal life
people who seek spiritual truth outside church
24 percent of Americans believe in reincarnation
more than a third of Americans now choose cremation

核心词汇

- comprise** [kəm'praɪz] *v.* 构成;包含: Women comprise 44% of hospital medical staff. 医护人员包括 44% 的妇女。
- conceptually** [kən'septʃuəli] *ad.* 概念地,观念上: Conceptually, the idea is quite simple. 从概念上讲,这个思想很单纯。
- conservative** [kən'sɜ:vətɪv] *a.* 保守的,守旧的: Old people are usually more conservative than young people. 老

年人通常比年轻人保守。 n. 保守者,守旧者;防腐剂;保守党党员: The new judge is 50-year-old David Suitor who's regarded as a conservative. 50 岁的新任法官 David Suitor 是一位保守党党员。

identify [aɪ'dentɪfaɪ] v. 识别,鉴定;认同;一致: One cannot identify happiness with wealth. 幸福和财富不能混为一谈。

poll [pəʊl] n. 民意测验;投票,选举: The result of the poll has now been declared. 选举结果已经公布。
v. 对……进行民意测验;投票,表态: Of those polled, seven out of ten said they preferred brown bread. 那些被调查者中 70% 的人说他们比较爱吃黑面包。

reside [rɪ'zaɪd] v. 居住;属于;存在于: Supreme authority resides in the State. 最高权力属于国家。

survey ['sɜːveɪ] n. 调查;民意调查,调查报告: Surveys show that 75% of people approve of the new law. 民意测验表明, 75% 的人赞成新颁布的法规。 [sə'veɪ] v. 调查,测量;审视,勘定: In this book, the author surveys recent developments in linguistics. 作者在本书中概述了语言学目前的发展情况。

ultimate ['ʌltəməɪt] a. 终极的;根本的: Management must take ultimate responsibility for the strike. 管理方对此罢工应该负完全的责任。

难句分析

1. [原文] But recent poll data show that [conceptually], (at least), we are slowly becoming more like Hindus and less like traditional Christians [in the ways (we think about God, our selves, each other, and eternity)].
- (主语) (谓语) (状语 1) (插入语) (宾语从句)
(状语 2) (定语从句)

[解析] 本句的主体结构是主谓宾结构。句中 that 引导的是宾语从句,用来说明调查数据的相关情况,其中含有状语和插入语,第二个状语结构中嵌入一个定语从句,修饰 ways,来说明具体在哪些方面。

[译文] 但是,最近的民意调查数据表明,至少在观念上,我们在对待上帝、自身、彼此和永生方面,慢慢地接近印度教徒,而越来越不像基督教徒了。

2. [原文] [According to a 2008 Pew Forum survey], 65 percent of us believe that "many religions can lead to eternal life"—[including 37 percent of white evangelicals, {the group (most likely to believe that salvation is theirs alone)}].
- (状语) (主语) (谓语) (宾语从句 1)
(状语) (同位语) (后置定语)
(宾语从句 2)

[解析] 本句的主体结构是主谓宾结构。that 分别引导两个宾语从句,用来陈述 believe 的内容;状语部分包含一个同位语,用来进一步解释 white evangelicals。

[译文] 根据 2008 年佩尤论坛的调查,65% 的美国人认为“很多宗教信仰都能走向永生”——其中包括 37% 的白人福音派教徒,这些人最有可能相信基督的拯救是通向永生的唯一道路。

答案解析

6. [B] 倾向于改变他们的精神信仰。本题是推断题。文章第一段通过数据例证了美国人信仰的变化,即信仰基督教的人越来越少,而越来越倾向于信仰印度教。选项[B]是对这一事实的总结。
- [避错] [A]大部分美国人不再认为自己是基督教徒。根据第一段的... the lowest percentage in American history 可知,信仰基督教的人的比例降到了历史最低,但仍占 76%,故大部分美国人还是信仰基督教的;[C]正在建立他们印度教的国家。文章第一段首先否认了美国是基督教国家,也否认了是印度教国家,尽管美国人的信仰在变化,但这并不意味着他们要建立印度教的国家;[D]或许会逐渐失去宗教信仰。文章旨在表明美国人信仰的变化,该项内容文章未提及。
7. [A] 印度教徒认为有多种道路可以通向真理。文章在第二段对此做出解释:这些道路都是平等的,无所谓哪一个更好。并把印度教徒和基督教徒对待真理的态度做了对比,即基督教徒认为他们的信仰是真理,别人的信仰是错的,而印度教徒却不这样认为。

[避错] [B]基督耶稣是通向真理和上帝的唯一途径。由上文分析可知,这是基督教的信条;[C]印度教而