

# 大学英语

## 新四级 阅读 周计划

大学英语四六级考试命题研究组 编著



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PLAN FOR READING COMPREHENSION

第2版

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“英语周计划系列丛书”是针对我国读者的英语学习特点开发的、以“周”为谋篇布局单位、以“日”为具体实施单元的极具特色的英语辅导用书，具有思维创新、规划科学、目标明确、讲练结合、直击实战等特点。《大学英语新四级阅读周计划》是本系列针对 CET4 的一个分册。

编者从阅读的题型特点和设题规律出发，针对考生复习中经常遇到的问题，为考生提供了一个完整的 CET4 阅读 4 周复习方案。每周学习 6 天，共 24 天。第一周快速阅读，第二周选词填空和简答，第三周篇章阅读；周一至周六每天一项任务，带你夯实基础，掌握技巧，各个击破；第四周精心设计了 5 套模拟自测题，带你在实践中检验自我，巩固提高。4 周的安排，目标明确，科学合理，帮助考生理清复习思路，快速提升阅读能力。

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# 丛书序

“英语周计划系列丛书”的大学英语四级和六级两个系列共8本书自去年问世以来,以其科学的时间安排、精炼的考点讲解、实用的技巧点拨、充足的针对练习、细致的名师点评和贴心的版式编排,赢得了广大读者的好评。同时,各种真诚的建议和中肯的意见也陆续进入作者的脑海。读者提出的建议都非常实用和贴心,让我们真切地体会到了广大读者对本丛书的厚爱,但也加深了心中的那份不安,因为,我们知道,我们肩负着广大读者对我们的期望。

编者深知肩上的这份期望的分量,因此,结合一年来使用本书的考生的反馈,根据第1版面世以后四六级考试出现的各种细微变化,本着精益求精的宗旨,编者对丛书进行了精心的改版,目的是最大限度地满足读者的使用需求,让读者最终能够自信、从容地走进四、六级考场。

相比前一版,第2版主要有以下几个特点:

## 1. 例题更新、更具实用性

删去了陈旧的例题,换之以最新真题,让考生了解最新的试题形式和难度。尤其是《大学英语新四级听力周计划》和《大学英语新六级听力周计划》两本书的例题,充分听取考生的建议,全部增加了录音,这样,考生能边看讲解边听录音,能更深入地领会书中所讲的知识和技巧。

## 2. 讲解更精、更突出重点

针对考生的弱点和考试的重点,对部分考点进行了更加细致的讲解,并对部分知识的讲解进行了重新编排,方便考生更彻底地掌握重点知识和技巧。考生只要跟着周计划走过3~5周,在阅读中理解,在练习中体会,那么听力、阅读、综合测试、写作各个环节的重点和难点自然便可迎刃而解。

## 3. 练习更强、更具针对性

对于练习材料中比较陈旧的题目和过时的设题进行了替换,按照最新真题的标准重新选材、设题,以期让考生在有限的时间里最大限度地熟悉考试的题型和答题的技巧,时刻和考试动态保持同步。

## 4. 解析更细、更加标准化

不管是书中的例题还是练习,第2版的解析更加细致入微。同时,统一

了解析模式，使考生使用起来更方便、更容易理解并掌握所学知识和技巧。

#### **5. 录音更全、更便于备考**

四级和六级的听力增加了所有例题（即真题）的录音后，《大学英语新四级听力周计划》的录音时长达到 420 分钟，《大学英语新六级听力周计划》的录音时长更是达到了 460 分钟。超长的听力训练时间，不仅便于考生对讲解的知识点更深入地了解，而且也能让考生在备考中一直保持足够的量的积累，最终产生质的飞跃。

本丛书在出版前已经多个辅导班学生使用，结果证明，考生如按照本丛书规划认真复习备考，定能有效提高复习效率，取得更加理想的考试成绩！本丛书是一线辅导教师的倾力之作，凝结了我们的大量心血，辅导精华尽现书中，可谓辅导和图书出版的完美结合。编者衷心希望本丛书能让更多考生受益，如是，将深感欣慰！

编者

2010 年 7 月于中国人民大学

# 前 言

阅读一直在四六级考试中占据相当大的比例，也一直是四六级考试的难点。很多考生考试不能顺利过关、不能取得高分的原因就是阅读能力差，尤其是在新题型中增加了快速阅读和选词填空以后，阅读更是成为广大考生四六级通关道路上的一只拦路虎。因此，如何科学地安排复习，切实提高阅读水平，是所有考生必须面对和思考的迫切问题。

## 考生的问题

总结多年的一线教学经验并通过广大考生的问卷调查统计，我们发现，考生阅读能力低下、阅读分数不高主要由以下几个问题导致：

### 一、复习欠缺规划

阅读能力的提高不是一蹴而就的，它需要科学地计划和安排。但是很多考生的阅读复习都是三天打鱼，两天晒网，缺乏系统性，更没有规划，导致复习效率低下。

### 二、基础掌握不牢

词汇量不够、语法知识不牢、长句难句理解不了，一直是很多考生提高阅读水平的瓶颈。而没有基本的词汇语法基础，其他什么都谈不上。

### 三、做题方法不当

不同的阅读题型有不同的阅读方法，而很多考生的阅读方法千篇一律。对于新增的快速阅读、选词填空题型，仍然采取和篇章阅读同样的阅读方法，这必然导致阅读效率低下，做题准确率不高。

### 四、练习做得不精

很多考生可能都有过这样的感受：阅读练习做了一篇又一篇，成绩就是提不上去，一进考场还是觉得文章难，时间紧，手忙脚乱，这归根到底还是因为平时的训练方法不当。平时读而不精，读而不思，做完题对完答案就算了事，对自己的错误原因没有好好分析，对文章中出现的重点词汇和长句难句也没有好好掌握，对于各类题型的解题技巧更没有好好总结，结果是，这次犯的错误，下次还会再犯。

## 我们的对策

我们从阅读的题型特点和设题规律出发,针对考生复习中经常遇到的问题,精心编写了本书。本书内容安排在4周进行,每周6天,共24天。第一至第三周分题型训练,各个击破;第四周模拟自测,实战演练,全面提升。

本书具有以下特色:

### 一、4周时间,科学规划

第一至三周分题型复习:第一周快速阅读,第二周选词填空和简答,第三周篇章阅读;周一至周六每天一项任务,带你夯实基础,掌握技巧,各个击破;第四周精心设计了5套阅读模拟自测题,带你在实战中检验自我,巩固提高。4周的安排,目标明确,科学合理,帮助考生理清复习思路,快速提升听力能力。

### 二、典型自测,自我诊断

在进入各题型的具体讲解之前,先给出一套典型的阅读试题,并对题目的解题技巧和错误原因进行详尽的点评分析,同时给考生提出合理的复习建议,让考生通过模拟自测找出自己的弱点,明确努力的方向。

### 三、考点精炼,讲解到位

针对各种题型,透析考查重点,提炼必备知识,点拨解题技巧,将每个题型涉及的考点、知识、技巧分成若干模块,安排在每一天里进行透彻讲解,各个击破。

### 四、充分练习,练透练精

每天的讲解都配有专题演练,每周复习结束时都配有各题型的模拟测试题,检验一周的复习效果,让考生学完一个,练透一个,彻底吃透所学知识。最后还配有5套阅读模拟自测题,让考生真正练透,练精。

### 五、词句提炼,重点突出

在每天学习的最后是练习中的重点词句提炼环节,让考生在做练习的同时,掌握阅读的重点词汇和句式,充分利用练习达到巩固知识、拓展知识的目的。

编者

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# ■ 阅读导学 >>>

## 一、四级阅读命题方向

四级阅读部分包括快速阅读 (Skimming and Scanning) 和仔细阅读 (Reading in Depth), 快速阅读一般只有 1 篇, 仔细阅读则包括 2 篇传统的篇章阅读和 1 篇选词填空或简答。阅读部分所占分值比例为 35%, 考试时间为 40 分钟, 其中快速阅读占 10%, 仔细阅读占 25%。

### (一) 快速阅读

#### 1. 测试重点

快速阅读要求考生运用略读和查读两种技能从篇章中获取信息。略读主要考查考生通过快速阅读获取文章主旨大意或中心思想的能力, 查读主要考查学生利用各种提示, 如数字、大写单词、段首或句首词等, 快速查找特定信息的能力。

四级快速阅读的长度一般在 1000 词左右, 而考试时间为 15 分钟, 这就要求考生的阅读速度每分钟至少要达到 100 词。

#### 2. 命题方向

快速阅读部分的题型有三种: 是非判断、多项选择和句子填空。从 2006 年 6 月四级新题型考试开始以来, 除了 2006 年 6 月、2006 年 12 月和 2007 年 6 月三次考试的题型是“7 道是非判断+3 道句子填空”以外, 从 2007 年 12 月到目前为止, 快速阅读都是采用“7 道多项选择+3 道句子填空”的题型。

总结近几年的命题规律, 加上对几种题型的特点分析可知, 将来快速阅读的题型仍然会倾向于“多项选择+句子填空”的组合。

### (二) 选词填空

#### 1. 测试重点

四级选词填空的出题形式是在一篇长度为 250 词左右的文章中删去 10 个词汇, 要求考生从所提供的 15 个词中选出最合适的词填入空格处, 使短文恢复完整。备选单词中每个单词最多只能选择一次。

选词填空所考查的词汇范围不包括冠词、介词等虚词, 而只针对名词、动

词、形容词和副词这几类实词进行考查。从表面上看来是对词汇的考查，其实重点是测试考生对篇章语境中词汇的理解和运用能力。

尽管该题型没有直接考查语法，但备选项中各单词的词性和形式不尽相同，需要在空格处填入符合句子语法要求的词，这就要求考生能够正确分析句子语法结构并准确判断空格处的词性及形式。

## 2. 命题方向

尽管大纲中规定选词填空与简答题作为二选一题型出现，但迄今为止，每次四级考试考的都是选词填空，而简答题一次都没有出现过。因此，考生在复习时要有所侧重。

## （三）简答

### 1. 测试重点

四级简答题的文章长度为300~350词，文章后设有若干问题，传统题型中有时是8道题，有时是5道题，目前的题型比较倾向于5道题。

简答题要求考生根据对文章的理解用最简短的表达（少于10个词）回答问题或补全句子。它和篇章阅读一样，测试考生在不同层面上的阅读理解能力，包括理解主旨大意和重要细节以及综合分析和推理判断的能力。

## 2. 命题方向

前面提到过，简答题与选词填空作为二选一题型出现，但在目前的四级新题型考试中，简答题尚未考过，因此考生只要熟悉该题型的出题形式并掌握其正确的解题步骤和方法就可以了。

## （四）篇章阅读

### 1. 测试重点

相比较而言，篇章阅读理解是考生最为熟悉的一种题型，新题型中的篇章阅读在内容和难度方面并没有什么变化，体裁仍旧是以说明文和议论文为主，出题形式也仍然是四选一的多项选择题。

四级篇章阅读每篇长度约为300~350词，每篇后设5道题目，共10题。它测试考生多个层面的阅读理解能力，题型主要包括主旨题、语义题、观点题、细节题和推理题。

## 2. 命题方向

尽管篇章阅读已经由原来的4篇缩减为2篇，但它仍然是四级阅读部分测试的重点题型，也应该是考生复习的重点。

## 二、典型试题自测

### Part II Reading Comprehension ( Skimming and Scanning ) ( 15 minutes )

**Directions:** *In this part, you will have 15 minutes to go over the passage quickly and answer the questions on Answer Sheet 1.*

*For questions 1-7, choose the best answer from the four choices marked A), B), C) and D).*

*For questions 8-10, complete the sentences with the information given in the passage.*

#### Media Selection for Advertisements

After determining the target audience for a product or service, advertising agencies must select the appropriate media for the advertisement. We discuss here the major types of media used in advertising. We focus our attention on seven types of advertising: television, newspapers, radio, magazines, out-of-home, Internet and direct mail.

#### Television

Television is an attractive medium for advertising because it delivers mass audience to advertisers. When you consider that nearly three out of four Americans have seen the game show *Who Wants to Be a Millionaire?* you can understand the power of television to communicate with a large audience. When advertisers create a brand, for example, they want to impress consumers with the brand and its image. Television provides an ideal vehicle for this type of communication. But television is an expensive medium, and not all advertisers can afford to use it.

Television's influence on advertising is four-fold. First, narrowcasting means that television channels are seen by an increasingly narrow segment of the audience. The Golf Channel, for instance, is watched by people who play golf. Home and Garden Television is seen by those interested in household improvement projects. Thus, audiences are smaller and more *homogeneous* (具有共同特点的) than they have been in the past. Second, there is an increase in the number of television channels available to viewers, and thus, advertisers. This has also resulted in an increase in the sheer number of advertisements to which audiences are exposed. Third, digital recording devices allow audience members more control over which commercials they watch. Fourth, control over programming is being passed from the networks to local cable

operators and satellite programmers.

### Newspapers

After television, the medium attracting the next largest annual ad revenue is newspapers. *The New York Times*, which reaches a national audience, accounts for \$1 billion in ad revenue annually. It has increased its national *circulation* (发行量) by 40% and is now available for home delivery in 168 cities. Locally, newspapers are the largest advertising medium.

Newspapers are a less expensive advertising medium than television and provide a way for advertisers to communicate a longer, more detailed message to their audience than they can through television. Given new production techniques, advertisements can be printed in newspapers about 48 hours, meaning newspapers are also a quick way of getting the message out. Newspapers are often the most important form of news for a local community, and they develop a high degree of loyalty from local readers.

### Radio

Advertising on radio continues to grow. Radio is often used in conjunction with outdoor *bill-boards* (广告牌) and the Internet to reach even more customers than television. Advertisers are likely to use radio because it is a less expensive medium than television, which means advertisers can afford to repeat their ads often. Internet companies are also turning to radio advertising. Radio provides a way for advertisers to communicate with audience members at all time of the day. Consumers listen to radio on their way to school or work, at work, on the way home, and in the evening hours.

Two major changes — satellite and Internet radio — will force radio advertisers to adapt their methods. Both of these radio forms allow listeners to tune in stations that are more distant than the local stations they could receive in the past. As a result, radio will increasingly attract target audiences who live many miles apart.

### Magazines

Newsweeklies, women's titles, and business magazines have all seen increases in advertising because they attract the high-end market. Magazines are popular with advertisers because of the narrow market that they deliver. A broadcast medium such as network television attracts all types of audience members, but magazine audiences are more homogeneous. If you read *Sports Illustrated*, for example, you will have much in common with the magazine's other readers. Advertisers see magazines as an efficient way of reaching target audience members.

Advertisers using the print media — magazines and newspapers — will need to

adapt to two main changes. First, the Internet will bring larger audience to local newspapers. These audiences will be more diverse and geographically *dispersed* (分散) than in the past. Second, advertisers will have to understand how to use an increasing number of magazines for their target audiences. Although some magazines will maintain national audiences, a large number of magazines will entertain narrower audiences.

### Out-of-home advertising

Out-of-home advertising, also called place-based advertising, has become an increasingly effective way of reaching consumers, who are more active than ever before. Many consumers today do not sit at home and watch television. Using billboards, newsstands, and bus shelters for advertising is an effective way of reaching these on-the-go consumers. More consumers travel longer distances to and from work, which also makes out-of-home advertising effective. Technology has changed the nature of the billboard business, making it more effective medium than in the past. Using digital printing, billboard companies can print a billboard in 2 hours, compared with 6 days previously. This allows advertisers more variety in the types of messages they create because they can change their messages more quickly.

### Internet

As consumers become more comfortable with online shopping, advertisers will seek to reach this market. As consumers get more their news and information from the Internet, the ability of television and radio to get the word out to consumers will decrease. The challenge to Internet advertisers is to create ads that audience members remember.

Internet advertising will play a more prominent role in organizations' advertising in the near future. Internet audiences tend to be quite homogeneous, but small. Advertisers will have to adjust their methods to reach these audiences and will have to adapt their persuasive strategies to the online medium as well.

### Direct mail

A final advertising medium is direct mail, which uses mailings to consumers to communicate a client's message. Direct mail includes newsletters, postcards, and special promotions. Direct mail is an effective way to build relationships with consumers. For many businesses, direct mail is the most effective form of advertising.

1. Television is an attractive advertising medium in that \_\_\_\_\_.  
 A) it has large audiences  
 B) it appeals to housewives

- C) it helps build up a company's reputation  
D) it is affordable to most advertisers
2. With the increase in the number of TV channels, \_\_\_\_\_.  
A) the cost of TV advertising has decreased  
B) the number of TV viewers has increased  
C) advertisers' interest in other media has decreased  
D) the number of TV ads people can see has increased
3. Compared with television, newspapers as an advertising medium \_\_\_\_\_.  
A) earn a larger annual ad revenue  
B) convey more detailed messages  
C) use more production techniques  
D) get messages out more effectively
4. Advertising on radio continues to grow because \_\_\_\_\_.  
A) more local radio stations have been set up  
B) modern technology makes it more entertaining  
C) it provides easy access to consumers  
D) it has been revolutionized by Internet radio
5. Magazines are seen by advertisers as an efficient way to \_\_\_\_\_.  
A) reach target audiences  
B) appeal to educated people  
C) attract diverse audiences  
D) convey all kinds of messages
6. Out-of-home advertising has become more effective because \_\_\_\_\_.  
A) billboards can be replaced within two hours  
B) consumers travel more now than ever before  
C) such ads have been made much more attractive  
D) the pace of urban life is much faster nowadays
7. The challenge to Internet advertisers is to create ads that are \_\_\_\_\_.  
A) quick to update                      B) pleasant to look at  
C) easy to remember                    D) convenient to access
8. Internet advertisers will have to adjust their methods to reach audiences that intend to be quite \_\_\_\_\_.
9. Direct mail is an effective form of advertising for business to develop \_\_\_\_\_.
10. This passage discusses how advertisers select \_\_\_\_\_ for advertisements.