

适合英语（一）考生



陈正康英语
CHEN ZHENG KANG YING YU

2017考研英语（一） SUPER INTENSIVE READING

真题超精读

冲刺篇（2013-2016）

第2分册·文章逐句超精读

主编◎陈正康

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中国政法大学出版社

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2016·北京

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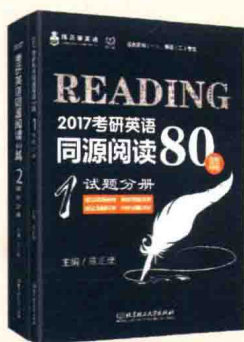
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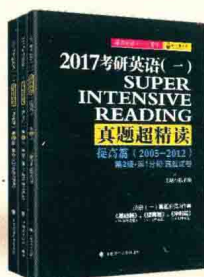
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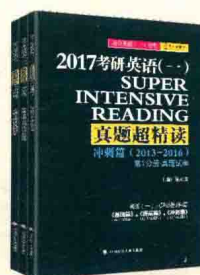
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适合英语（一）



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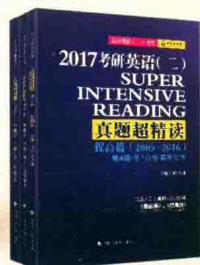
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强化阶段



《考研英语（二）段落翻译与
写作突破》

强化阶段



《考研英语（二）冲刺密训6套卷》

冲刺阶段

P 前言

preface

众所周知,历年真题是考研英语最宝贵的复习资料。历年考研学生也特别注重对真题的研究与学习,但是很多同学的成绩并没有实质性的提高:单词似曾相识但就是想不起来,长难句依然似懂非懂,做错的题目再次做还是错。这是为什么呢?原因很简单,那就是他们并没有真正吃透真题!因此,多年来我始终倡导:要真正搞懂、吃透考研英语历年真题,要想在考研英语中得高分就必须对这些试卷进行“超精读”。所谓超精读,就是超级精细地阅读,就是一字不漏、逐字逐句地精读。要真正做到“超精读”,必须做到如下四点:

第一,没有一个核心单词不认识。在真题中背单词,这种效果是最好的,但有一点大家要注意:考研英语并不要求考生有大量的词汇储备,只是要求考生能掌握核心词汇的一词多义,熟词生义和衍生词,而这些都可以通过真题超精读来实现。

第二,没有一个句子是难句。在备考的过程中,考生如果能做到从考研真题中任意挑出一个句子,就能立刻看懂它,并把它翻译成汉语,那么大家的基本功就非常扎实了。

第三,全文翻译。在掌握了词汇和难句之后,考生可以尝试着对真题文章(尤其是阅读理解Part A)进行翻译,一方面可以提高自己的翻译能力,另一方面也可以加深对文章的理解。但是很多考生翻译完之后感觉自己的译文不是很通顺,与参考答案很难对得上。这是正常的,因为参考答案都是老师翻译的,并且很多地方是“意译”的,考生只要能将文章大意看懂,翻译得准确、流畅即可。

第四,透析命题思路,掌握选项规律,弄清正确选项为什么对,错误选项为什么错。考研英语的选项设置理念就是用一些错误的选项迷惑考生,从而考查考生对文章的理解和推理判断能力。因此,考生要不断地修正自己的做题思路,让自己的思路和命题专家的思路高度一致;不仅要知道正确选项为什么对,而且还要弄清错误选项为什么错。只有经过认真、系统的准备,才能达到眼中只有正确答案的境界!

因此,在考研英语复习的基础阶段(暑假之前),考生应该仔细研读1994到2004年这11年的真题,这11年的真题相对来说比较简单,适合基础阶段使用。在真题中复习核心词汇,复习

核心语法及长难句,掌握命题思路与答题技巧。暑假之后再认真钻研 2005 到 2016 年的真题。考生只有将真题做到超精读,才能真正领会真题的奥秘!

为了便于大家用超精读的方法复习,结合多年授课经验,我特意编写了《考研英语真题超精读(基础篇)》(1994 到 2004 年真题)、《考研英语(一)真题超精读(提高篇)》(2005 到 2012 年真题)和《考研英语(一)真题超精读(冲刺篇)》(2013 到 2016 年真题),每篇文章均给出了核心词汇详解、文章逐句超精讲、英汉互译及思路透析。这三本书是我多年授课经验精华的总结,与市面上的真题书相比:文章讲解最详细,选项分析最彻底,考点把握最到位。考生只要严格按照科学的方法复习,认真吃透本书,英语成绩一定会有质的飞跃!因排版原因,我对试题内容进行了一些调整。此外,由于时间与精力有限,疏漏之处在所难免,欢迎大家批评指正。考生可以通过关注我的微博:陈正康老师(新浪微博)及公共微信号:czkkaoyanyingyu 进行英语复习中相关问题的交流与答疑。最后祝大家考研成功,金榜题名!

陈正康

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Section II Reading Comprehension

Part A

Directions:

Read the following four texts. Answer the questions below each text by choosing [A], [B], [C] or [D]. Mark your answers on the ANSWER SHEET. (40 points)

Text 1

In the 2006 film version of *The Devil Wears Prada*, Miranda Priestly, played by Meryl Streep, scolds her unattractive assistant for imagining that high fashion doesn't affect her. Priestly explains how the deep blue color of the assistant's sweater descended over the years from fashion shows to department stores and to the bargain bin in which the poor girl doubtless found her garment.

This top-down conception of the fashion business couldn't be more out of date or at odds with the feverish world described in *Overdressed*, Elizabeth Cline's three-year indictment of "fast fashion." In the last decade or so, advances in technology have allowed mass-market labels such as Zara, H&M, and Uniqlo to react to trends more quickly and anticipate demand more precisely. Quicker turnarounds mean less wasted inventory, more frequent releases, and more profit. These labels encourage style-conscious consumers to see clothes as disposable—meant to last only a wash or two, although they don't advertise that—and to renew their wardrobe every few weeks. By offering on-trend items at dirt-cheap prices, Cline argues, these brands have hijacked fashion cycles, shaking an industry long accustomed to a seasonal pace.

The victims of this revolution, of course, are not limited to designers. For H&M to offer a \$5.95 knit miniskirt in all its 2,300-plus stores around the world, it must rely on low-wage overseas labor, order in volumes that strain natural resources, and use massive amounts of harmful chemicals.

Overdressed is the fashion world's answer to consumer-activist bestsellers like Michael Pollan's *The Omnivore's Dilemma*. "Mass-produced clothing, like fast food, fills a hunger and need, yet is non-durable and wasteful," Cline argues. Americans, she finds, buy roughly 20 billion garments a year—about 64 items per person—and no matter how much they give away, this excess leads to waste.

Towards the end of *Overdressed*, Cline introduced her ideal, a Brooklyn woman named Sarah Kate Beaumont, who since 2008 has made all of her own clothes—and beautifully. But as Cline is the first to note, it took Beaumont decades to perfect her craft; her example can't be knocked off.

Though several fast-fashion companies have made efforts to curb their impact on labor and the

environment—including H&M, with its green Conscious Collection line—Cline believes lasting change can only be effected by the customer. She exhibits the idealism common to many advocates of sustainability, be it in food or in energy. Vanity is a constant; people will only start shopping more sustainably when they can't afford not to.

Paragraph One

① In the 2006 film version of *The Devil Wears Prada*, Miranda Priestly, played by Meryl Streep, scolds her unattractive assistant for imagining that high fashion doesn't affect her.
② Priestly explains how the deep blue color of the assistant's sweater descended over the years from fashion shows to department stores and to the bargain bin in which the poor girl doubtless found her garment.

【必考词详解】

注:黑体和加下划线的部分为需要同学们重点把握的内容。

version ['vɜːʃn] n. ①版本;②变体

scold [skəʊld] v. 责备,责骂

unattractive [ˌʌnə'træktɪv] a. ①不吸引人的;

②无吸引力的

descend [dɪ'send] v. ①下降;②起源;③相传;

④屈尊

department [dɪ'pɑːtm(ə)nt] n. ①部门;②部;
③系;④科;⑤局

bargain ['bɑːɡən] n. 廉价品,处理品 v. 讨价还价

bin [bɪn] n. ①箱子,容器;②垃圾箱

doubtless ['daʊtləs] a./ad. 毫无疑问

garment ['ɡɑːmənt] n. 衣服,服装

【逐句超精讲】

① In the 2006 film version of *The Devil Wears Prada*, Miranda Priestly, played by Meryl Streep, scolds her unattractive assistant for imagining that high fashion doesn't affect her.

【精讲】本句为复合句,划线部分是句子的主干。in the 2006 film...是介词短语作状语;played by Meryl Streep 是过去分词短语作后置定语,修饰 Miranda Priestly;for imagining that...作原因状语,其中 that 引导的宾语从句作 imagining 的宾语。

【译文】在 2006 年电影版《穿普拉达的女王》里,由梅丽尔·斯特里普扮演的米兰达·普利斯特里责备其助理毫无魅力,因为助理认为高端时尚并没有影响到她。

② Priestly explains how the deep blue color of the assistant's sweater descended over the years from fashion shows to department stores and to the bargain bin in which the poor girl doubtless found her garment.

【精讲】本句为复合句,划线部分是句子的主干。how 引导的宾语从句作 explains 的宾语。该宾语从句中,主语是 the deep blue color of the assistant's sweater;谓语是 descended;介词短语 from...to...and to...作状语;which 引导的定语从句修饰前面的名词 the bargain bin, which 充当介词 in 的宾语。

【译文】普利斯特里解释了助理所着套衫的那种深蓝色这些年来是如何从时装秀淘汰到百货商店继而又淘汰到特价柜上的,毫无疑问,这个可怜的女孩就是在特价柜上买的衣服。

Paragraph Two

① This top-down conception of the fashion business couldn't be more out of date or at odds with the feverish world described in *Overdressed*, Elizabeth Cline's three-year indictment of "fast

fashion.” ②In the last decade or so, advances in technology have allowed mass-market labels such as Zara, H&M, and Uniqlo to react to trends more quickly and anticipate demand more precisely. ③Quicker turnarounds mean less wasted inventory, more frequent releases, and more profit. ④These labels encourage style-conscious consumers to see clothes as disposable—meant to last only a wash or two, although they don't advertise that—and to renew their wardrobe every few weeks. ⑤By offering on-trend items at dirt-cheap prices, Cline argues, these brands have hijacked fashion cycles, shaking an industry long accustomed to a seasonal pace.

【必考词详解】

top-down [ˌtɒpˈdaʊn] a. 自上而下的

conception [kənˈsepʃn] n. ①思想, 概念; ②受孕, 怀孕

feverish [ˈfi:vəriʃ] a. ①狂热的; ②发烧的

anticipate [ænˈtɪsɪpeɪt] v. ①预期; ②预料; ③预先考虑并满足(请求、需要等)

turnaround [ˈtɜ:nəraʊnd] n. ①(观点、态度或方法的)彻底转变; ②周转, 周转时间; ③好转, 起色

inventory [ˈɪnvəntri] n. ①详细目录, 清单; ②储备, 存货

disposable [dɪˈspəʊzəbl] a. ①一次性的; ②(收

入)可自由支配的, 可处理的

advertise [ˈædvətaɪz] v. ①宣传, 为……做广告; ②引起对……的注意

wardrobe [ˈwɔ:drəʊb] n. ①衣柜; ②衣帽间

hijack [ˈhaɪdʒæk] v. ①抢劫; ②劫持; ③强行控制

[常考搭配]

out of date 过时的, 陈旧的

at odds with 与……不合, 与……意见不一致

react to 对……做出反应

be accustomed to 习惯于

【超纲词速查】

indictment [ɪnˈdɪktmənt] n. ①谴责, 控告; ②起诉书

【逐句超精讲】

① This top-down conception of the fashion business couldn't be more out of date or at odds with the feverish world described in *Overdressed*, Elizabeth Cline's three-year indictment of “fast fashion.”

【精讲】本句为简单句, 划线部分是句子的主干。This conception 是主语; 谓语部分中, couldn't be more... 表示“再……不过, 非常”; or 连接的两个并列的介词短语作表语。described in *Overdressed* 是过去分词短语作后置定语, 修饰 world; Elizabeth Cline's three-year indictment of “fast fashion” 作 *Overdressed* 的同位语, 对其进行解释和说明。

【译文】时装界这种从高端到低端演变的思想已经非常过时了, 它与《着装过度》里所描述的那个狂热世界是完全相悖的, 该部作品是伊丽莎白·克莱因对“快速时尚”所进行的长达三年的批判。

② In the last decade or so, advances in technology have allowed mass-market labels such as Zara, H&M, and Uniqlo to react to trends more quickly and anticipate demand more precisely.

【精讲】本句为简单句, 划线部分是句子的主干。谓语部分为 allow sb. to do sth. 结构, 不定式短语 to react to trends and anticipate demand 为宾语补足语。in the last decade or so 是介词短语作时间状语; in technology 作主语 advances 的后置定语; such as Zara, H&M, and Uniqlo 是对宾语 mass-market labels 的举例说明; more quickly 和 more precisely 作状语, 分别修饰 react 和 anticipate。

【译文】在过去十年左右的时间里, 技术进步使得一些大众市场品牌, 比如 Zara, H&M 和

Uniqlo(优衣库)能够更迅速地对时装趋势作出反应,并且更准确地预见消费需求。

③ Quicker turnarounds mean less wasted inventory, more frequent releases, and more profit.

【精讲】本句为简单句,划线部分是句子的主干。宾语由 and 连接的三个并列的名词短语构成: ... inventory, ... releases, and ... profit。

【译文】更快的推陈出新意味着更少的库存浪费、更频繁的发行新品以及更丰厚的利润。

④ These labels encourage style-conscious consumers to see clothes as disposable—meant to last only a wash or two, although they don't advertise that—and to renew their wardrobe every few weeks.

【精讲】本句为复合句,划线部分是句子的主干。and 连接的两个并列的不定式短语 to see clothes as disposable and to renew their wardrobe 作宾语补足语。破折号中间的部分是一个插入成分,对前面的 disposable 进行解释说明;其中,although 引导让步状语从句。

【译文】这些品牌鼓励追随时尚的消费者把衣服看作是一次性的——意味着衣服只洗一两次就丢掉,尽管他们并没有这样宣扬——并且鼓励消费者每隔几周就要更换他们衣柜里的衣服。

⑤ By offering on-trend items at dirt-cheap prices, Cline argues, these brands have hijacked fashion cycles, shaking an industry long accustomed to a seasonal pace.

【精讲】本句为简单句,划线部分是句子的主干。By offering on-trend items at dirt-cheap prices 为介词短语作方式状语;Cline argues 为插入语;后面的 shaking an industry long accustomed to a seasonal pace 为现在分词短语作伴随状语,其中的 long accustomed to a seasonal pace 为过去分词短语作后置定语,修饰 an industry。

【译文】克莱因认为,通过以极其低廉的价格来销售时尚物品,这些品牌已经强行控制了时装周,这动摇了长期以来已经适应于季节周期的整个产业。

Paragraph Three

① The victims of this revolution, of course, are not limited to designers. ② For H&M to offer a \$ 5.95 knit miniskirt in all its 2,300-plus stores around the world, it must rely on low-wage overseas labor, order in volumes that strain natural resources, and use massive amounts of harmful chemicals.

【必考词详解】

victim ['vɪktɪm] n. ①受害者;②牺牲品

strain [streɪn] v. ①过度使用;②使紧张;③拉紧

revolution [ˌrevə'ljuːʃn] n. 革命

massive ['mæsɪv] a. ①大块的;②大量的;③大规模

knit [nɪt] n. ①编织;②针织品 v. ①编织;②(骨折)愈合

模的

chemical ['kemɪkl] n. 化学制品

volume ['vɒljʊm] n. ①量,大量;②体积;③音量;④卷

【常考搭配】

be limited to 局限于,受制于

【逐句超精讲】

① The victims of this revolution, of course, are not limited to designers.

【精讲】本句为简单句,划线部分是句子的主干。of course 是插入语。

【译文】当然,这场革命的受害者不仅仅是设计师。

② For H&M to offer a \$ 5.95 knit miniskirt in all its 2,300-plus stores around the world, it must rely on low-wage overseas labor, order in volumes that strain natural resources, and use massive amounts

of harmful chemicals.

【精讲】本句为简单句,划线部分是句子的主干。句首的 For H&M to offer a \$5.95 knit miniskirt...(for sb. to do sth.) 为不定式的复合结构,作目的状语;主语 it 指代前面的名词 H&M;谓语中包含 and 连接的两个并列的动词短语: rely on... and use..., 前一个动词短语中,宾语包含并列的两部分: ... labor, order...; that 引导定语从句,修饰前面的名词 volumes。

【译文】对 H&M 公司而言,为了在全球 2 300 多家连锁店出售一款 5.95 美元的针织迷你裙,它必须依靠廉价的海外劳动力和耗费大量自然资源的大批量订购,并且使用大量的有害化学物质。

Paragraph Four

① *Overdressed* is the fashion world's answer to consumer-activist bestsellers like Michael Pollan's *The Omnivore's Dilemma*. ② "Mass-produced clothing, like fast food, fills a hunger and need, yet is non-durable and wasteful," Cline argues. ③ Americans, she finds, buy roughly 20 billion garments a year—about 64 items per person—and no matter how much they give away, this excess leads to waste.

【必考词详解】

activist ['æktivist] n. ①激进主义分子; ②积极分子

a. 过量的, 额外的

bestseller ['best'selə] n. ①畅销书; ②畅销商品

mass-produced a. 大量生产的, 批量生产的

roughly ['rʌfli] ad. 粗略地, 大致上

non-durable a. 不耐用的

excess ['ik'ses] n. ①超过; ②超额量, 多余量

【常考搭配】

give away ①赠送, 捐赠; ②泄露(秘密)

【逐句超精讲】

① *Overdressed* is the fashion world's answer to consumer-activist bestsellers like Michael Pollan's *The Omnivore's Dilemma*.

【精讲】本句为简单句,划线部分是句子的主干。介词短语 to consumer-activist bestsellers 是 answer 的后置定语; like Michael Pollan's *The Omnivore's Dilemma* 是对 consumer-activist bestsellers 的列举。

【译文】《着装过度》是时装界对诸如迈克尔·波伦所著的《杂食者的困境》等一系列消费者维权积极分子的畅销书作出的一个回应。

② "Mass-produced clothing, like fast food, fills a hunger and need, yet is non-durable and wasteful," Cline argues.

【精讲】本句为复合句,划线部分是句子的主干,引号内的部分是直接引语。直接引语部分的谓语由 yet 连接的两个并列部分构成: fills a hunger and need, yet is non-durable and wasteful, like fast food 作插入语,对主语 mass-produced clothing 进行类比说明。

【译文】克莱因认为,“批量生产的服装,如快餐一样,填补了饥饿和需要,然而它并不耐用,还造成了浪费。”

③ Americans, she finds, buy roughly 20 billion garments a year—about 64 items per person—and no matter how much they give away, this excess leads to waste.

【精讲】本句为并列句,包含 and 连接的两个并列分句,划线部分是句子的主干。第一个分句中, she finds 作插入语;破折号中间的部分也是插入语,是对前面的 20 billion garments 的补充说明。

明。第二个分句中, no matter how 引导让步状语从句。

【译文】她发现, 美国人一年大约购买 200 亿件衣服——每个人大约 64 件——而不管他们最后会把多少件送人, 这种过度消费都导致了浪费。

Paragraph Five

①Towards the end of *Overdressed*, Cline introduced her ideal, a Brooklyn woman named Sarah Kate Beaumont, who since 2008 has made all of her own clothes—and beautifully. ②But as Cline is the first to note, it took Beaumont decades to perfect her craft; her example can't be knocked off.

【必考词详解】

perfect [pə'fekt] v. ①使完美; ②使精通 [常考搭配]

['pɜ:fɪkt] a. ①完美的; ②精通的

knock off ①击败; ②下班; ③完成, 做到; ④获得

craft [kra:ft] n. ①手艺; ②诡计; ③飞行器

【逐句超精讲】

①Towards the end of *Overdressed*, Cline introduced her ideal, a Brooklyn woman named Sarah Kate Beaumont, who since 2008 has made all of her own clothes—and beautifully.

【精讲】本句为复合句, 划线部分是句子的主干。Towards the end of...是介词短语作状语; a Brooklyn woman named...是 her ideal 的同位语, 其中 named...是过去分词短语作后置定语, 修饰 woman; who 引导非限制性定语从句, 修饰 Sarah Kate Beaumont; 破折号后面的 and beautifully 是对前面 made all of her own clothes 的补充说明。

【译文】在《着装过度》这部作品的结尾, 克莱因介绍了她的偶像, 即一位名叫莎拉·凯特·博蒙特的布鲁克林女人, 这位女性自 2008 年起就缝制自己所有的衣服, 而且做得非常漂亮。

②But as Cline is the first to note, it took Beaumont decades to perfect her craft; her example can't be knocked off.

【精讲】本句是并列句, 包含分号隔开的两个并列分句, 划线部分是句子的主干。第一个分句中, 主句为 it takes sb. some time to do sth. 句型, 其中 it 为形式主语, 不定式短语 to perfect her craft 为真正主语; as Cline is the first to note 是 as 引导的非限定性定语从句, 修饰 it took... craft 整个句子。第二个分句是简单句。

【译文】但是克莱因第一个注意到, 事实上博蒙特花了数十年来完善她的技艺; 她的例子难以被复制。

Paragraph Six

①Though several fast-fashion companies have made efforts to curb their impact on labor and the environment—including H&M, with its green Conscious Collection line—Cline believes lasting change can only be effected by the customer. ②She exhibits the idealism common to many advocates of sustainability, be it in food or in energy. ③Vanity is a constant; people will only start shopping more sustainably when they can't afford not to.

【必考词详解】

curb [kɜ:b] v. 制止, 控制

effect [ɪ'fekt] v. 使发生, 引起, 实现 n. ①影响,

作用;②效果

exhibit [ɪɡ'zɪbɪt] v. ①展示;②呈现;③证明,表明

idealism [aɪ'di:əlizəm] n. 理想主义,唯心主义

advocate ['ædvəkət] n. ①提倡者;②拥护者

['ædvəkət] v. 主张,提倡

sustainability [sə'stenə'bɪləti] n. ①持续性;②永

久性

vanity ['vænəti] n. 虚荣心

constant ['kɒnstənt] a. 不断的,持续的 n. ①常数,常量;②不变的事物

【常考搭配】

make efforts to do sth. 努力做某事

【逐句超精讲】

① Though several fast-fashion companies have made efforts to curb their impact on labor and the environment—including H&M, with its green Conscious Collection line—Cline believes lasting change can only be effected by the customer.

【精讲】本句为复合句,划线部分是句子的主干。lasting change can only be effected by the customer 是省略引导词 that 的宾语从句,作 believes 的宾语。though 引导让步状语从句;破折号之间的内容为介词短语作 companies 的后置定语。

【译文】尽管一些快速时尚公司已经努力控制其对劳工和环境的影响——包括 H&M 公司,它推出了“环保自觉行动”系列——但是克莱因相信只有消费者才能带来持久的改变。

② She exhibits the idealism common to many advocates of sustainability, be it in food or in energy.

【精讲】本句为简单句,划线部分是句子的主干。common to many advocates of sustainability 为形容词短语作 the idealism 的后置定语;be it in food or in energy 是一个表示让步的虚拟倒装句,实则是一个省略引导词 whether 的让步状语从句,补充完整即为 whether it is in food or in energy。

【译文】她展示了许多倡导可持续性发展的人所共有的一种理念,不管是在食品还是能源方面。

③ Vanity is a constant; people will only start shopping more sustainably when they can't afford not to.

【精讲】本句为并列句,包含分号隔开的两个并列分句,划线部分是句子的主干。第一个分句是简单句。第二个分句中,more sustainably 作状语,修饰 shopping;when 引导时间状语从句,该句是一个省略句,完整的句子应该是 when they can't afford not to start shopping more sustainably。

【译文】虚荣心会持续存在,只有当人们负担不起时,他们才会开始采用更加可持续性的购物方式。

Text 2

An old saying has it that half of all advertising budgets are wasted—the trouble is, no one knows which half. In the internet age, at least in theory, this fraction can be much reduced. By watching what people search for, click on and say online, companies can aim “behavioral” ads at those most likely to buy.

In the past couple of weeks a quarrel has illustrated the value to advertisers of such fine-grained information: Should advertisers assume that people are happy to be tracked and sent behavioral ads? Or should they have explicit permission?

In December 2010 America's Federal Trade Commission (FTC) proposed adding a “do not track” (DNT) option to internet browsers, so that users could tell advertisers that they did not want to be followed. Microsoft's Internet Explorer and Apple's Safari both offer DNT; Google's Chrome is due to do so this year. In February the FTC and Digital Advertising Alliance (DAA)

agreed that **the industry** would get cracking on responding to DNT requests.

On May 31st Microsoft set off the row. It said that Internet Explorer 10, the version due to appear with windows 8, would have DNT as a default.

Advertisers are horrified. Human nature being what it is, most people stick with default settings. Few switch DNT on now, but if tracking is off it will stay off. Bob Liodice, the chief executive of the Association of National Advertisers, says consumers will be worse off if the industry cannot collect information about their preferences. People will not get fewer ads, he says. "They will get less meaningful, less targeted ads."

It is not yet clear how advertisers will respond. Getting a DNT signal does not oblige anyone to stop tracking, although some companies have promised to do so. Unable to tell whether someone really objects to behavioral ads or whether they are sticking with Microsoft's default, some may ignore a DNT signal and press on anyway.

Also unclear is why Microsoft has gone it alone. After all, it has an ad business too, which it says will comply with DNT requests, though it is still working out how. If it is trying to upset Google, which relies almost wholly on advertising, it has chosen an indirect method: There is no guarantee that DNT by default will become the norm. DNT does not seem an obviously huge selling point for windows 8—though the firm has compared some of its other products favorably with Google's on that count before. Brendon Lynch, Microsoft's chief privacy officer, blogged: "we believe consumers should have more control." Could it really be that simple?

Paragraph One

①An old saying has it that half of all advertising budgets are wasted—the trouble is, no one knows which half. ②In the internet age, at least in theory, this fraction can be much reduced. ③By watching what people search for, click on and say online, companies can aim "behavioral" ads at those most likely to buy.

【必考词详解】

budget ['bʌdʒɪt] n. ① **预算**; ② 财政收支状况

学的

v. 做预算

[常考搭配]

age [eɪdʒ] n. ① **时代**, 年代; ② 年龄 v. **变老**, 老化

search for 搜索, 搜寻

fraction ['frækʃn] n. ① **小部分**; ② 破碎; ③ 片段;

click on 点击

④ 分数

aim at 瞄准, 针对, 以……为目标

behavioural [bɪ'heɪvjərəl] n. ① **行为的**; ② 行为科

【逐句超精讲】

①An old saying has it that half of all advertising budgets are wasted—the trouble is, no one knows which half.

【精讲】本句为复合句, 划线部分是句子的主干。it 为形式宾语, 而 that 引导的宾语从句 that half of all advertising budgets are wasted 是真正的宾语。破折号后面的句子是对前面句子的补充说明; 其表语部分发生了省略, 补全形式是 no one knows which half of all advertising budgets are wasted.

【译文】有句老话是这样说的, 一半的广告预算都被浪费掉了——问题是, 还没有人清楚是哪一

半。

② In the internet age, at least in theory, this fraction can be much reduced.

【精讲】本句为简单句，划线部分是句子的主干。介词短语 in the internet age 和 at least in theory 均作状语。

【译文】在互联网时代，至少在理论上，浪费的这部分广告费用是可以被大大缩减的。

③ By watching what people search for, click on and say online, companies can aim “behavioral” ads at those most likely to buy.

【精讲】本句为复合句，划线部分是句子的主干。By watching...为方式状语；其中，what 引导宾语从句，作 watching 的宾语，该宾语从句包含 and 连接的三个并列谓语：search for, click on and say；形容词短语 most likely to buy 是 those 的后置定语。

【译文】通过观察人们在网络上搜索、点击的内容以及他们的言论，公司可以针对那些最有可能购买产品的人投放“行为”广告。

Paragraph Two

In the past couple of weeks a quarrel has illustrated the value to advertisers of such fine-grained information: Should advertisers assume that people are happy to be tracked and sent behavioral ads? Or should they have explicit permission?

【必考词详解】

quarrel ['kwɒrəl] n. ① 争吵；② 不和 v. ① 争吵；

② 挑剔

illustrate ['ɪləstreɪt] v. 说明，阐明

fine-grained [faɪn'greɪnd] a. 细密的，成细粒的

assume [ə'sju:m] v. ① 假定，认为；② 承担

track [træk] v. ① 追踪；② 留下足迹 n. ① 小路，小径；② 足迹，痕迹；③ 思路

explicit [ɪk'splɪt] a. ① 明确的；② 清晰的；③ 坦率的

permission [pə'mɪʃn] n. ① 允许；② 批准

【逐句超精讲】

In the past couple of weeks a quarrel has illustrated the value to advertisers of such fine-grained information: Should advertisers assume that people are happy to be tracked and sent behavioral ads? Or should they have explicit permission?

【精讲】本句为简单句，划线部分是句子的主干。in the past couple of weeks 为时间状语；介词短语 to advertisers of such fine-grained information 是 the value 的后置定语。冒号后面的两个疑问句相当于 a quarrel 的同位语，对 a quarrel 进行解释说明；第一个疑问句中，that 引导宾语从句，作 assume 的宾语。

【译文】在过去几周里，一场争辩已经阐明了这样的精确信息对广告商的价值：广告商可以假定人们乐意被追踪并且被发送行为广告吗？还是他们应当得到用户明确的许可呢？

Paragraph Three

① In December 2010 America's Federal Trade Commission (FTC) proposed adding a “do not track” (DNT) option to internet browsers, so that users could tell advertisers that they did not want to be followed. ② Microsoft's Internet Explorer and Apple's Safari both offer DNT; Google's Chrome is due to do so this year. ③ In February the FTC and Digital Advertising Alliance (DAA) agreed that the industry would get cracking on responding to DNT requests.

【必考词详解】

federal ['federal] a. ①联邦(制)的; ②同盟的

n. ①联邦主义者; ②同盟盟友

propose [prə'pəʊz] v. ①提议, 建议; ②打算, 计

划; ③推荐, 提名; ④求婚

option ['ɒpʃn] n. ①选项; ②选择权

browser ['braʊzə] n. 浏览器

digital ['dɪdʒɪtl] a. ①数字的; ②数据的

alliance [ə'laɪəns] n. ①结盟, 联盟; ②联姻

[常考搭配]

be due to do 按期去做

get cracking ①开始工作; ②行动起来

respond to 对……做出反应

【超纲词速查】

Chrome [krəʊm] n. 谷歌浏览器

【逐句超精讲】

① In December 2010 America's Federal Trade Commission (FTC) proposed adding a "do not track" (DNT) option to internet browsers, so that users could tell advertisers that they did not want to be followed.

【精讲】本句为复合句, 划线部分是句子的主干。主语是专有名词 America's Federal Trade Commission (FTC), 谓语动词是 proposed, 宾语是动名词短语 adding... to...。so that 引导目的状语从句; 该从句中包含一个 that 引导的宾语从句, 作 tell 的直接宾语, advertisers 为 tell 的间接宾语。

【译文】2010年12月, 美国联邦贸易委员会(FTC)提议给互联网浏览器增加一个“不跟踪”(DNT)选项, 以使用户能够告诉广告商他们不想被跟踪。

② Microsoft's Internet Explorer and Apple's Safari both offer DNT; Google's Chrome is due to do so this year.

【精讲】本句为并列句, 包含由分号连接的两个并列分句。第一个分句中, 主语由 and 连接的两部分构成; both 是主语的同位语; 第二个分句中, do so 指代第一个分句中提到的 offer DNT。

【译文】微软的 IE 浏览器和苹果的 Safari 浏览器都提供了“不跟踪”选项, 谷歌的 Chrome 浏览器也计划在今年这样做。

③ In February the FTC and Digital Advertising Alliance (DAA) agreed that the industry would get cracking on responding to DNT requests.

【精讲】本句为复合句, 划线部分是句子的主干。that 引导宾语从句, 作 agreed 的宾语。

【译文】二月份, 联邦贸易委员会和数字广告联盟达成一致意见: 这一行业将会快速展开行动来响应“不跟踪”的要求。

Paragraph Four

① On May 31st Microsoft set off the row. ② It said that Internet Explorer 10, the version due to appear with windows 8, would have DNT as a default.

【必考词详解】

version ['vɜːʃn] n. ①版本; ②译文, 译本

[常考搭配]

default [di'fɔːlt] n. ①默认值; ②违约; ③缺乏

set off ①出发; ②动身; ③引起

v. ①不履行; ②拖欠

【逐句超精讲】

① On May 31st Microsoft set off the row.

【精讲】本句是简单句, 划线部分是句子的主干。row 可以表示“争吵, 争论”, set off the row