CEB 长喜英语

考研自反书

2011考研英语

命题人教你做真题

前考研英语试题命题人 许 鸣 解析辅导

完形，空前后哪些线索，已经在提示答案，你知道吗？
阅读，读文章读些什么，做题目分析什么，你知道吗？
作文，面对要求往哪想，透过图画想什么，你知道吗？

旁白式提示，体验式做题，全景式解析
引导你真正学会如何准确做题快速做题

篇章阅读 延伸设题

书内为 10套真题＋2套预测
网上赠 15年真题＋标准答案

一作文题 两篇范文

華藝出版社
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CEB 长喜英语

考研指纹书

2011考研英语

命题人教你做真题

前考研英语试题命题人 许 鸣 解析辅导

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作 者 的 话

我们认为，演练真题，不仅为了做题，还要学会如何做题，做题中间，学会如何思考，形成清晰做题思路——

完形填空，空前空后，哪些隐含信息，已在提示空处答案？这些信息，读时如何分析，才能一下敏锐发现？

阅读试题，读文章时，应该读些什么，才能切实读懂读透？做题目时，应该分析什么，才能准确拎出答案？

作文试题，面对要求，可以想到什么，从而丰富作文内容？透过图片，应该往哪去想，从而确定作文主题？

这些问题，考生在想，我们也在设计，设计一种好的形式，简单直观，提示考生方法，引导考生学会做题。

一些试卷，只重解析，说得头头是道，可若考生不会做题，面对题目，不知往哪去想，解析再好又有何益？

还有一些，方法技巧，也是解析时说，做完题了才去灌输，这个时候，脱离做题过程，考生还能学会多少？

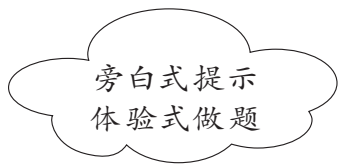
考研试题，每个题型，均有做题方法，学会方法至关重要，很多考生，不知怎么做题，所以成绩迟迟不前。

做题之时，大脑活跃，这时适时指点，引导考生怎么做题，往哪去想，考生最易领悟，一些思路也易培养。

题目右侧，旁白提示，在你做题之时，适时引导如何做题，往哪去想，应该想些什么，慢慢形成清晰思路。

本书独创，旁白提示，在你做题中间，适时引导如何做题，体验学习，让你潜移默化，做题中间领会方法。

旁白提示，体验做题，全面激活思维，让你真正学会做题。深入进去，你会很快发现，做题其实充满趣味。



见下页

旁白式提示 体验式学习

完形填空

Research on animal intelligence always makes us wonder just how smart humans are. __1__ the fruit-fly experiments described by Carl Zimmer in the *Science Times*. Fruit flies who were taught to be smarter than the average fruit fly __2__ to live shorter lives. This suggests that __3__ bulbs burn longer, that there is a(n) __4__ in not being too bright.

Intelligence, it __5__, is a high-priced option. It takes more upkeep, burns more fuel and is slow __6__ the starting line because it depends on learning — a(n) __7__ process — instead of instinct. Plenty of other species are able to learn, and one of the things they've apparently learned is when to __8__.

Is there an adaptive value to __9__ intelligence? That's the question behind this new research. Instead of casting a wistful glance __10__ at all the species we've left in the dust I.Q.-wise, it implicitly asks what the real __11__ of our own intelligence might be. This is __12__ the mind of every animal we've ever met.

Research on animal intelligence also makes us wonder what experiments animals would __13__ on humans if they had the chance. Every cat with an owner, __14__, is running a small-scale study in operant conditioning. We believe that __15__ animals ran the labs, they would test us to __16__ the limits of our patience, our faithfulness, our memory for locations.

1. [A] Suppose [B] Consider [C] Observe [D] Imagine
2. [A] tended [B] feared [C] happened [D] threatened
3. [A] thinner [B] stabler [C] lighter [D] dimmer
4. [A] tendency [B] advantage [C] inclination [D] priority
5. [A] insists on [B] sums up [C] turns out [D] puts forward
6. [A] off [B] behind [C] over [D] along
7. [A] incredible [B]spontaneous [C]inevitable [D] gradual
8. [A] fight [B] doubt [C] stop [D] think
9. [A] invisible [B] limited [C] indefinite [D] different
10. [A] upward [B] forward [C] afterward [D] backward
11. [A] features [B] influences [C] results [D] costs
12. [A] outside [B] on [C] by [D] across
13. [A]deliver [B] carry [C] perform [D] apply
14. [A]by chance [B] in contrast [C] as usual [D] for instance
15. [A]if [B] unless [C] as [D] lest
16. [A] moderate [B] overcome [C] determine [D] reach

提示你分析空前空后，发现做题线索。

【做题提示】

1. described的限定对本空有提示作用。
2. 本空所在句描述了实验结果。
3. 本空句由前句引申，前句对比关系对本空有提示。

第一段讲_____。

5. 本句实承上段，对本空有提示作用。
6. starting提示本空。

7. slow和instinct提示本空。
8. 本空后省略宾语，易选。

第二段讲_____。

9. 本句承上，对本空有提示作用。
10. 空后从句时态提示本空。
12. 注意搭配。

第三段讲_____。

上两段一实一虚进一步延伸第一段。

转换话题。

13. 注意空格宾语为experiments。
14. cat是animal的特例，提示本空。

16. 后句与本句并列，decide可提示。

阅 读 理 解

Habits are a funny thing. We reach for them mindlessly, setting our brains on auto-pilot and relaxing into the unconscious comfort of familiar routine. "Not choice, but habit rules the unreflecting herd," William Wordsworth said in the 19th century. In the ever-changing 21st century, even the word "habit" carries a negative implication.

So it seems paradoxical to talk about habits in the same context as creativity and innovation. But brain researchers have discovered that when we consciously develop new habits, we create parallel paths, and even entirely new brain cells, that can jump our trains of thought onto new, innovative tracks.

Rather than dismissing ourselves as unchangeable creatures of habit, we can instead direct our own change by consciously developing new habits. In fact, the more new things we try — the more we step outside our comfort zone — the more inherently creative we become, both in the workplace and in our personal lives.

But don't bother trying to kill off old habits; once those ruts of procedure are worn into the brain, they're there to stay. Instead, the new habits we deliberately press into ourselves create parallel pathways that can bypass those old roads.

"The first thing needed for innovation is a fascination with wonder," says Dawna Markova, author of *The Open Mind*. "But we are taught instead to 'decide,' just as our president calls himself 'the Decider'." She adds, however, that "to decide is to kill off all possibilities but one. A good innovational thinker is always exploring the many other possibilities."

All of us work through problems in ways of which we're unaware, she says. Researchers in the late 1960s discovered that humans are born with the capacity to approach challenges in four primary ways: analytically, procedurally, relationally (or collaboratively) and innovatively. At the end of adolescence, however, the brain shuts down half of that capacity, preserving only those modes of thought that have seemed most valuable during the first decade or so of life.

The current emphasis on standardized testing highlights analysis and procedure, meaning that few of us inherently use our innovative and collaborative modes of thought. "This breaks the major rule in the American belief system — that anyone can do anything," explains M. J. Ryan, author of the 2006 book *This Year I Will...* and Ms. Markova's business partner. "That's a lie that we have perpetuated, and it fosters commonness. Knowing what you're good at and doing even more of it creates excellence." This is where developing new hab[illegible]

提示你理解隐含语义。

【阅读提示】

引言小结上句，理解清，易设题。

末句承上句，且引出下一段。

But转折后往往是观点重点，注意。

提示你注意文章语气、态度变化处。

上两段先抑后扬，结论____。

本段说，新习惯可_____旧习惯，旧习惯不必____。

提示你理解文章层次。

上四段先抑后扬，在说____。

理解清decide, possibility, wonder, in[illegible]关系。

提示你一些细节注意处。

本段说，创新的关键是____。

本段引出解决问题的方法_____。

引言观点明确，注意理解，易设题。

本段说，标准测试造就____。

提示你做题时分析哪里，往哪里去想。

21. In Wordsworth's view, "habit" is characterized by being
[A] casual. [B] familiar.
[C] mechanical. [D] changeable.

22. Brain researchers have discovered that the formation of new habit can be
[A] predicted. [B] regulated.
[C] traced. [D] guided.

23. The word "ruts" (Line 1, Para. 4) is closest in meaning to
[A] tracks. [B] series.
[C] characteristics. [D] connections.

【做题提示】

21. 注意首段末句承Wordsworth观点，其中negative提示答案。

22. 找到原文出处，注意发现同义词帮助判断。

23. 注意该词所在句与下句对应关系。

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24. Dawna Markova would most probably agree that [A] ideas are born of a relaxing mind. [B] innovativeness could be taught. [C] decisiveness derives from fantastic ideas. [D] curiosity activates creative minds. 25. Ryan's comments suggest that the practice of standardized testing [A] prevents new habits from being formed. [B] no longer emphasizes commonness. [C] maintains the inherent American thinking mode. [D] complies with the American belief system.	24. 通过人名线索快速找到原文。 25. Suggest说明此题答案要从Ryan的评论中适当推导。

应 用 文

提示你如何分析要求，丰富内容。

Directions:

You are supposed to write for the Postgraduates' Association a notice to recruit volunteers for an international conference on globalization. The notice should include the basic qualifications for applicants and other information which you think is relevant.

You should write about 100 words on ANSWER SHEET 2.

Do not sign your own name at the end of the notice. Use "Postgraduates' Association" instead. (10 points)

【做题提

1. notice说明本文题材应该是_____，注意相应的格式。
2. 写作事由是_____。
3. 包含的两点内容是_____和_____。
4. 署名为_____。
5. 本文可安排：第一段_____；第二段_____；第三段或第一段____；第二段_____。

短 文 写 作

提示你如何分析图画，往哪儿去想。

Directions:

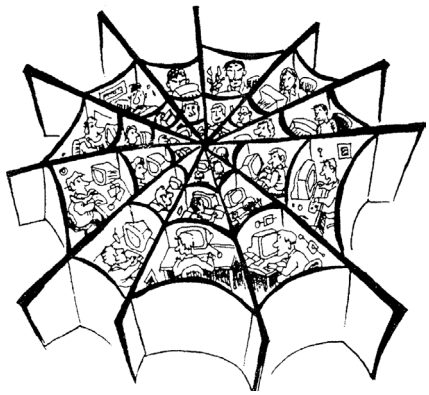
Write an essay of 160~200 words based on the following drawings. In your essay, you should

1) describe the drawing briefly,

2) explain its intended meaning, and then

3) give your comments.

You should write neatly on ANSWER SHEET 2. (20 points)



网络的"近"与"远"

【做题提

1. 图片下文字对理解图片有明确引导、提示作用。图片在说____，其一方面____（"近"），另一方面____（"远"），最终想表达____。

2. 图画引发的思考是____，可从____、____、____方面展开。

3. 本文可安排：第一段_____;第二段_____；第三段____。

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2010年考研英语全真试题

Section I Use of English

Directions: *Read the following text. Choose the best word(s) for each numbered blank and mark [A], [B], [C] or [D] on ANSWER SHEET 1. (10 points)*

In 1924 America's National Research Council sent two engineer to supervise a series of experiments at a telephone-parts factory called the Hawthorne Plant near Chicago. It hoped they would learn how shop-floor lighting __1__ workers' productivity. Instead, the studies ended __2__ giving their name to the "Hawthorne effect", the extremely influential idea that the very __3__ of being experimented upon changed subjects' behavior.

The idea arose because of the __4__ behavior of the women in the plant. According to __5__ of the experiments, their hourly output rose when lighting was increased, but also when it was dimmed. It did not __6__ what was done in the experiment; __7__ something was changed, productivity rose. A(n) __8__ that they were being experimented upon seemed to be __9__ to alter workers' behavior __10__ itself.

After several decades, the same data were __11__ to econometric analysis. The Hawthorne experiments had another surprise in store. __12__ the descriptions on record, no systematic __13__ was found that levels of productivity were related to changes in lighting.

It turns out that peculiar way of conducting the experiments may have led to __14__ interpretations of what happened. __15__, lighting was always changed on a Sunday. When work started again on Monday, output __16__ rose

1. [A] affected [B] achieved [C] extracted [D] restored
2. [A] at [B] up [C] with [D] off
3. [A] truth [B] sight [C] act [D] proof
4. [A] controversial [B] perplexing [C] mischievous [D] ambiguous
5. [A] requirements [B] explanations [C] accounts [D] assessments
6. [A] conclude [B] matter [C] indicate [D] work
7. [A] as far as [B] for fear that [C] in case that [D] so long as
8. [A] awareness [B] expectation [C] sentiment [D] illusion
9. [A] suitable [B] excessive [C] enough [D] abundant
10. [A] about [B] for [C] on [D] by
11. [A] compared [B] shown [C] subjected [D] conveyed
12. [A] Contrary to [B] Consistent with [C] Parallel with [D] Peculiar to
13. [A] evidence [B] guidance [C] implication [D] source
14. [A] disputable [B] enlightening [C] reliable [D] misleading
15. [A] In contrast [B] For example [C] In consequence [D] As usual
16. [A] duly [B] accidentally [C] unpredictably [D] suddenly

【做题提示】

1. how 和 workers' productivity 对本空起限定作用。
2. 注意搭配。
3. 空后介词短语的修饰限定作用提示本空。

第一段讲_____。

4. 下句的描述提示本空。
5. 空后介词短语的修饰限定作用提示本空。
6. 固定结构。
7. 分号后分句内部逻辑提示本空。
8. that 从句为所填词的同位语。
9. 注意搭配。
10. 固定搭配。

第二段承上段讲，_____。话题转换。

11. 动宾搭配提示本空。
12. surprise 提示本空。
13. systematic 的修饰限定作用提示本空。

第三段讲_____。

16. on Monday 暗示一种规律性。

compared with the previous Saturday and __17__ to rise for the next couple of days. __18__, a comparison with data for weeks when there was no experimentation showed that output always went up on Monday. Workers __19__ to be diligent for the first few days of the week in any case, before __20__ a plateau and then slackening off. This suggests that the alleged "Hawthorne effect" is hard to pin down.

17. [A] failed [B] ceased
[C] started [D] continued
18. [A] Therefore
[B] Furthermore
[C] However
[D] Meanwhile
19. [A] attempted [B] tended
[C] chose [D] intended
20. [A] breaking [B] climbing
[C] surpassing [D] hitting

17. and 表示的顺承关系提示本空。
18. 注意前后句的逻辑关系。

19. 注意表示时间的短语和副词。
20. 注意动宾搭配。

第四段讲_____。
前两段谈_____。

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 ANSWER SHEET 1. (40 points)*

Text 1

Of all the changes that have taken place in English-language newspapers during the past quarter-century, perhaps the most far-reaching has been the inexorable decline in the scope and seriousness of their arts coverage.

It is difficult to the point of impossibility for the average reader under the age of forty to imagine a time when high-quality arts criticism could be found in most bit-city newspapers. Yet a considerable number of the most significant collections of criticism published in the 20th century consisted in large part of newspaper reviews. To read such books today is to marvel at the fact that their learned contents were once deemed suitable for publication in general-circulation dailies.

We are even farther removed from the unfocused newspaper reviews published in England between the turn of the 20th century and the eve of World War Ⅱ, at a time when newsprint was dirt-cheap and stylish arts criticism was considered an ornament to the publications in which it appeared. In those far-off days, it was taken for granted that the critics of major papers would write in detail and at length about the events they covered. Theirs was a serious business, and even those reviewers who wore their learning lightly, like George Bernard Shaw and Ernest Newman, could be trusted to know what they were about. These men believed in journalism as a calling, and were proud to be published in the daily press. "So few authors have brains enough or literary gift enough to keep their own end up in journalism," Newman wrote, "that I am tempted to define 'journalism' as 'a term of contempt applied by writers who are not read to writers who are'."

Unfortunately, these critics are virtually forgotten. Neville Cardus, who wrote for the *Manchester Guardian* from 1917 until shortly before his death in 1975, is now known solely as a writer of essays on the game of cricket. During

【阅读提示】
注意关键词 English-language newspapers。
首段提出话题_____。

when 引导的时间状语从句需注意,易设题。
本句指出_____的事实。
本段进一步说明_____现象。

注意时间关键词。

提到人物名,注意人物观点。

注意长难句的理解。

本段主要介绍_____时期的报纸。
Unfortunately 提示转折,注意所述事实。
举了 Neville Cardus 的例子,

his lifetime, though, he was also one of England's foremost classical-music critics, and a stylist so widely admired that his *Autobiography* (1947) became a best-seller. He was knighted in 1967, the first music critic to be so honored. Yet only one of his books is now in print, and his vast body of writings on music is unknown save to specialists.

Is there any chance that Cardus's criticism will enjoy a revival? The prospect seems remote. Journalistic tastes had changed long before his death, and postmodern readers have little use for the richly uphostered Vicwardian prose in which he specialized. Moreover, the amateur tradition in music criticism has been in headlong retreat.

21. It is indicated in Paragraphs 1 and 2 that
[A] arts criticism has disappeared from big-city newspapers.
[B] English-language newspapers used to carry more arts reviews.
[C] high-quality newspapers retain a large body of readers.
[D] young readers doubt the suitability of criticism on dailies.

22. Newspaper reviews in England before World War Ⅱ were characterized by
[A] free themes. [B] casual style.
[C] elaborate layout. [D] radical viewpoints.

23. Which of the following would Shaw and Newman most probably agree on?
[A] It is writers' duty to fulfill journalistic goals.
[B] It is contemptible for writers to be journalists.
[C] Writers are likely to be tempted into journalism.
[D] Not all writers are capable of journalistic writing.

24. What can be learned about Cardus according to the last two paragraphs?
[A] His music criticism may not appeal to readers today.
[B] His reputation as a music critic has long been in dispute.
[C] His style caters largely to modern specialists.
[D] His writings fail to follow the amateur tradition.

25. What would be the best title for the text?
[A] Newspapers of the Good Old Days
[B] The Lost Horizon in Newspapers
[C] Mournful Decline of Journalism
[D] Prominent Critics in Memory

【延伸设题】

1. What can we know about Ernest Newsman?
[A] He is a colleague of George Bernard.
[B] He is more famous than Bernard.
[C] He is one of the famous reviewers before World War Ⅱ.
[D] Journalistic tastes had changed long before his death.

2. Which of the following is true according to Para. 4?
[A] Neville Cardus is the editor of the *Manchester Guardian*.
[B] Neville Cardus wrote as an cricket for more than 50 years.
[C] Neville Cardus' Autobiography which was a best-seller is now in print.
[D] Only some specialists know Neville Cardus' most writings on music.

注意所证明的事实。

本段举例说明_____。
前两句自问自答,指出_____。

以上两段主要通过例子证明_____。

【做题提示】

21. 注意把握首段信息。

22. 注意时间和地点的限制。

23. 考查人物观点,根据人名定位。

24. 有关 Cardus 的细节为关键信息。

25. 从文章整体基调进行判断。

2. 注意寻找关于 Cardus 的写作生涯和著作情况的细节信息。

三

Text 2

Over the past decade, thousands of patents have been granted for what are called business methods. Amazon.com received one for its "one-click" online payment system. Merrill Lynch got legal protection for an asset allocation strategy. One inventor patented a technique for lifting a box.

Now the nation's top patent court appears completely ready to scale back on business-method patents, which have been controversial ever since they were first authorized 10 years ago. In a move that has intellectual-property lawyers a-buzz, the U.S. Court of Appeals for the Federal Circuit said it would use a particular case to conduct a broad review of business-method patents. *In re Bilski*, as the case is known, is "a very big deal", says Dennis D. Crouch of the University of Missouri School of Law. It "has the potential to eliminate an entire class of patents."

Curbs on business-method claims would be a dramatic about-face, because it was the Federal Circuit itself that introduced such patents with its 1998 decision in the so-called State Street Bank case, approving a patent on a way of pooling mutual-fund assets. That ruling produced an explosion in business-method patent filings, Initially by emerging Internet companies trying to stake out exclusive rights to specific types of online transactions. Later, more established companies raced to add such patents to their files, if only as a defensive move against rivals that might beat them to the punch. In 2005, IBM noted in a court filing that it had been issued more than 300 business-method patents despite the fact that it questioned the legal basis for granting them. Similarly, some Wall Street investment films armed themselves with patents for financial products, even as they took positions in court cases opposing the practice.

The Bilski case involves a claimed patent on a method for hedging risk in the energy market. The Federal Circuit issued an unusual order stating that the case would be heard by all 12 of the court's judges, rather than a typical panel of three, and that one issue it wants to evaluate is whether it should "reconsider" its State Street Bank ruling.

The Federal Circuit's action comes in the wake of a series of recent decisions by the Supreme Court that has narrowed the scope of protections for patent holders. Last April, for example, the justices signaled that too many patents were being upheld for "inventions" that are obvious. The judges on the Federal Circuit are "reacting to the anti-patient trend at the Supreme Court", says Harole C. Wegner, a patent attorney and professor at George Washington University Law School.

26. Business-method patents have recently aroused concern because of
- [A] their limited value to business.
- [B] their connection with asset allocation.
- [C] the possible restriction on their granting.
- [D] the controversy over authorization.

【阅读提示】

首句引出全文论述的话题。
给出例证。

第一段讲_____。
段落主题句引出_____。

联邦巡回上诉法院的态度是_____。
例证处有特殊符号,极易成为设题点。
第二段讲_____。
特殊句型又包含因果关系,易设题。

巡回法院的判决造成的影响。
Later 后进一步讲_____。
例证处,易设题。

Similarly 引出又一例证。

第三段讲_____。
与第二段末尾的例证呼应。
order 的异乎寻常之处在于_____。
第四段讲_____。
前三段讲_____。
段落主题句。

末句引言进一步解释段首句。

第五段讲_____。

【做题提示】

26. business-method patents 是文章论述的主题,注意寻找其引起关注的原因。

需要全本请访问

27. Which of the following is true of the Bilski case?
[A] Its ruling complies with the court decisions.
[B] It involves a very big business transaction.
[C] It has been dismissed by the Federal Circuit.
[D] It may change the legal practices in the U.S.

28. The word "about-face" (Line 1, Para. 3) most probably means
[A] loss of good will. [B] increase of hostility.
[C] change of attitude. [D] enhancement of dignity.

29. We learn from the last two paragraphs that business-method patents
[A] are immune to legal challenges.
[B] are often unnecessarily issued.
[C] lower the esteem for patent holders.
[D] increase the incidence of risks.

30. Which of the following would be the subject of the text?
[A] A looming threat to business-method patents.
[B] Protection for business-method patent holders.
[C] A legal case regarding business-method patents.
[D] A prevailing trend against business-method patents.

27. Bilski case 是一个例证，了解例证目的有助于解题。

28. 注意通过分析该词所在主句与从句的关系确定答案。

29. 注意最后两段中有关 business-method patents 的内容，一一排除。

30. 从作者对 business-method patents 的态度也能推断文章主题。

【延伸设题】

1. What's the author's attitude towards narrowing the range of business-method patent?
[A] Supportive. [B] Neutral.
[C] Prejudiced. [D] Contradictory.

2. Why do some investment films apply for patents?
[A] Because they can benefit a lot from those patents.
[B] Because they welcome those patents with applause.
[C] Because they have to take precaution measures.
[D] Because those patent applications are lawful.

1. 注意从作者的用词中寻找其对论述对象的态度。

2. 例证处设题，明确例证目的有助于解题。

Text 3

In his book *The Tipping Point*, Malcolm Gladwell argues that "social epidemics" are driven in large part by the actions of a tiny minority of special individuals, often called influentials, who are unusually informed, persuasive, or well connected. The idea is intuitively compelling, but it doesn't explain how ideas actually spread.

The supposed importance of influentials derives from a plausible-sounding but largely untested theory called the "two-step flow of communication": Information flows from the media to the influentials and from them to everyone else. Marketers have embraced the two-step flow because it suggests that if they can just find and influence the influentials, those select people will do most of the work for them. The theory also seems to explain the sudden and unexpected popularity of certain books, brands, or neighborhoods. In many such cases, a cursory search for causes finds that some small group of people was wearing, promoting, or developing whatever it is before anyone else paid attention. Anecdotal

【阅读提示】

引用一本书开篇，引用的目的常考。

对上句观点做出评价，注意 but 转折处易考。

第一段引出_____。

段首句包含因果关系(derive from)、转折关系(but)、否定词(untested)、特殊标点符号(引号和冒号)，故本句可能为考点。

also 提示本句承接上句，继续讨论此理论的影响。

五

evidence of this kind fits nicely with the idea that only certain special people can drive trends.

In their recent work, however, some researchers have come up with the finding that influentials have far less impact on social epidemics than is generally supposed. In fact, they don't seem to be required at all.

The researchers' argument stems from a simple observation about social influence: With the exception of a few celebrities like Oprah Winfrey — whose outsize presence is primarily a function of media, not interpersonal, influence — even the most influential members of a population simply don't interact with that many others. Yet it is precisely these non-celebrity influentials who, according to the two-step-flow theory, are supposed to drive social epidemics, by influencing their friends and colleagues directly. For a social epidemic to occur, however, each person so affected must then influence his or her own acquaintances, who must in turn influence theirs, and so on; and just how many others pay attention to each of these people has little to do with the initial influential. If people in the network just two degrees removed from the initial influential prove resistant, for example, the cascade of change won't propagate very far or affect many people.

Building on the basic truth about interpersonal influence, the researchers studied the dynamics of social influence by conducting thousands of computer simulations of populations, manipulating a number of variables relating to people's ability to influence others and their tendency to be influenced. They found that the principal requirement for what is called "global cascades" — the widespread propagation of influence through networks — is the presence not of a few influentials but, rather, of a critical mass of easily influenced people.

31. By citing the book *The Tipping Points*, the author intends to
[A] analyze the consequences of social epidemics.
[B] discuss influentials' function in spreading ideas.
[C] exemplify people's intuitive response to social epidemics.
[D] describe the essential characteristics of influentials.

32. The author suggests that the "two-step-flow theory"
[A] serves as a solution to marketing problems.
[B] has helped explain certain prevalent trends.
[C] has won support from influentials.
[D] requires solid evidence for its validity.

33. What the researchers have observed recently shows that
[A] the power of influence goes with social interactions.
[B] interpersonal links can be enhanced through the media.
[C] influentials have more channels to reach the public.
[D] most celebrities enjoy wide media attention.

34. The underlined phrase "these people" in Paragraph 4 refers to the ones who
[A] stay outside the network of social influence.
[B] have little contact with the source of influence.
[C] are influenced and then influence others.

第二段介绍_____。
承上启下句，however 转折后是重要观点。
第三段转而提出_____。
阐述提出新观点的依据。
注意冒号的解释作用。

用强调句来加强语气。

转折处、长难句处常常易设题。

举例阐述上句观点。

第四段指出_____。

介绍研究发现，即提出新观点。
第五段得出结论：_____。
前三段通过_____提出_____。

【做题提示】

31. 注意本题考查作者引用书的意图，与文章的主题和发展脉络有关。

32. 前三个选项重在描述这种理论的影响，大体持肯定态度，最后一个选项是怀疑态度。从文中找作者对这一理论的描述和评价。

33. 联系研究内容用排除法快速答题。

34. 找到短语所在句，注意借助 then 与 in turn 答题。

[D] are influenced by the initial influential.

35. What is the essential element in the dynamics of social influence?

[A] The eagerness to be accepted.

[B] The impulse to influence others.

[C] The readiness to be influenced.

[D] The inclination to rely on others.

35. 由 dynamics of social influence 快速定位原文，注意 essential element 是对原文中 principal requirement 的替换。

【延伸设题】

1. Malcolm Gladwell would most probably agree that

[A] the "two-step flow theory" is intuitively convincing.

[B] influentials have the impulse to influence others.

[C] the presence of a few influentials spreads ideas.

[D] the majority of people are easily influenced.

1. 本题实际考查 Malcolm Gladwell 的观点。注意题干中的 agree 同义替换原文首句的 argues。

2. What do we know about Oprah Winfrey from the text?

[A] She has far less impact on trends than is generally supposed as an influential.

[B] She deals with and influences so many people that she drives social epidemics.

[C] She serves as an evidence of the "two-step flow of communication" theory.

[D] She exerts influence on others mainly through media.

2. 根据题干关键词 Oprah Winfrey 找到原文出处，推断该例子用于说明什么。

Text 4

【阅读提示】

Bankers have been blaming themselves for their troubles in public. Behind the scenes, they have been taking aim at someone else: the accounting standard-setters. Their rules, moan the banks, have forced them to report enormous losses, and it's just not fair. These rules say they must value some assets at the price a third party would pay, not the price managers and regulators would like them to fetch.

in public 和 Behind the scenes 构成对比。

第一段谈到了银行家们_____。

体会 Unfortunately 的感情色彩。

but 后易设题。

Unfortunately, banks' lobbying now seems to be working. The details may be unknowable, but the independence of standard-setters, essential to the proper functioning of capital markets, is being compromised. And, unless banks carry toxic assets at prices that attract buyers, reviving the banking system will be difficult.

第二段讲_____。

FASB 改变了_____。

These 指代_____。

After a bruising encounter with Congress, America's Financial Accounting Standards Board (FASB) rushed through rule changes. These gave banks more freedom to use models to value illiquid assets and more flexibility in recognizing losses on long-term assets in their income statements. Bob Herz, the FASB's chairman, cried out against those who "question our motives". Yet bank shares rose and the changes enhance what one lobbying group politely calls "the use of judgment by management".

yet 提示意思出现转折。

第三段讲_____。

首句为段落中心句，指出_____。

European ministers instantly demanded that the International Accounting Standards Board (IASB) do likewise. The IASB says it does not want to act without overall planning, but the pressure to fold when it completes its reconstruction of rules later this year is strong. Charlie McCreevy, a European com-

引言处，易设题。

missioner, warned the IASB that it did "not live in a political vacuum" but "in the real world" and that Europe could yet develop different rules.

It was banks that were on the wrong planet, with accounts that vastly overvalued assets. Today they argue that market prices overstate losses, because they largely reflect the temporary illiquidity of markets, not the likely extent of bad debts. The truth will not be known for years. But banks' shares trade below their book value, suggesting that investors are skeptical. And dead markets partly reflect the paralysis of banks which will not sell assets for fear of booking losses, yet are reluctant to buy all those supposed bargains.

To get the system working again, losses must be recognized and dealt with. America's new plan to buy up toxic assets will not work unless banks mark assets to levels which buyers find attractive. Successful markets require independent and even combative standard-setters. The FASB and IASB have been exactly that, cleaning up rules on stock options and pensions, for example, against hostility from special interests. But by giving in to critics now they are inviting pressure to make more concessions.

本段讲欧洲_____。
第二、三、四段谈到_____。
强调句表明作者观点，易设题。
because 引出了_____的原因。
本段表达作者_____。
难句，易设题。
段尾转折处，易设题。
本段作者认为_____。
最后两段作者谈及_____。

36. Bankers complained that they were forced to
[A] follow unfavorable asset evaluation rules.
[B] collect payments from third parties.
[C] cooperate with the price managers.
[D] reevaluate some of their assets.

37. According to the author, the rule changes of the FASB may result in
[A] the diminishing role of the management.
[B] the revival of the banking system.
[C] the banks' long-term asset losses.
[D] the weakening of its independence.

38. According to Paragraph 4, McCreevy objects to the IASB's attempt to
[A] keep away from political influences. [B] evade the pressure from their peers.
[C] act on their own in rule-setting. [D] take gradual measures in reform.

39. The author thinks the banks were "on the wrong planet" in that they
[A] misinterpreted market price indicators.
[B] exaggerated the real value of their assets.
[C] neglected the likely existence of bad debts.
[D] denied booking losses in their sale of assets.

40. The author's attitude towards standard-setters is one of
[A] satisfaction. [B] skepticism. [C] objectiveness. [D] sympathy.

【做题提示】

36. 注意 complained 和 were forced to 为突破口。

37. 联系第二、三段，仔细辨认选项。

38. 找 McCreevy 的观点，放在第四段的上下文中理解。

40. 尾段为突破口，再联系上文带感情色彩的词句。

【延伸设题】

1. Which of the following is true about FASB's rule changes?
[A] They were highly favored by banks.
[B] Banks were entitled to evaluate their own illiquid assets.
[C] They gave banks more flexibility in pricing their own assets.
[D] Banks would be less controlled by models used for valuing illiquid assets.

1. 利用 rule changes 快速定位。

2. The word "combative" (Line 4, Para. 6) is closest in meaning to
[A] commanding. [B] aggressive. [C] influential. [D] creative.

2. 前面的 and even 有提示作用，注意理解上下文。

Part B

Directions: *For Questions 41-45, choose the most suitable paragraphs from the list [A]-[G] and fill them into the numbered boxes to form a coherent text. Paragraph E has been correctly placed. There is one paragraph which dose not fit in with the text. Mark your answers on ANSWER SHEET1. (10 points)*

[A] The first and more important is the consumer's growing preference for eating out: consumption of food and drink in places other than homes has risen from about 32 percent of total consumption in 1995 to 35 percent in 2000 and is expected to approach 38 percent by 2005. This development is boosting wholesale demand from the food service segment by 4 to 5 percent a year across Europe, compared with growth in retail demand of 1 to 2 percent. Meanwhile, as the recession is looming large, people are getting anxious. They tend to keep a tighter hold on their purse and consider eating at home a realistic alternation.

[B] Retail sales of food and drink in Europe's largest markets are at a standstill, leaving European grocery retailers hungry for opportunities to grow. Most leading retails have already tried e-commerce, with limited success, and expansion aboard. But almost all have ignored the big, profitable opportunity in their own backyard: the wholesale food and drink trade, which appears to be just the kind of market retailers need.

[C] Will such variations bring about a change in overall structure of the food and drink market? Definitely not. The functioning of the market is based on flexible trends dominated by potential buyers. In other words, it is up to the buyer, rather than the seller, to decide what to buy. At any rate, this change will ultimately be acclaimed by an ever-growing number of both domestic and international consumers, regardless of how long the current consumer pattern will take hold.

[D] All in all, this clearly seems to be a market in which big retailers could profitably apply their gigantic scale, existing infrastructure, and proven skills in the management of product ranges, logistics, and marketing intelligence. Retailers that master the intricacies of wholesaling in Europe may well expect to rake in substantial profits thereby. At least, that is how it looks as a whole. Closer inspection reveals important differences among the biggest national markets, especially in their customer segments and wholesale structures, as well as the competitive dynamics of individual food and drink categories. Big retailers must understand these differences before they can identify the segments of European wholesaling in which their particular abilities might unseat smaller but entrenched competitors. New skills and unfamiliar business models are needed too.

[E] Despite variations in detail, wholesale markets in the countries that have been closely examined — France, Germany, Italy, and Spain — are made out of the same building blocks. Demand comes mainly from two sources: independent mom-and-pop grocery stores, which, unlike large retail chains are too small to buy straight from producers, and food service operators that cater to consumers when they don't eat at home. Such food service operators

【做题提示】

The first and more important 是信息词，表明本句是在列举或举例，上段末可能有总述句。

Meanwhile 句是本段第二处列举。

本段列举了_____。

But 表转折，由描述现象转入提出看法。据此推测下段可能谈到原因，即为什么批发业对零售商是一个有利可图的机遇。

本段提出_____观点。

such 表明 variations 在上段出现过。

该段主要讲_____。

All in all 表明该句是对上文的总结，通过逆向思维，从该句判断上段讲到_____。

too 表明末句与上一句是并列关系，由两句的谓语动词 must understand 与 are needed 可看出这两句都在讲_____。

该段前半部分讲_____，后半部分讲_____。

本句出现 variations，注意辨别是否与[C]项的 variations 内涵相同。

range from snack machines to large institutional catering ventures, but most of these businesses are known in the trade as "horeca": hotels, restaurants and cafes. Overall, Europe's wholesale market for food and drink is growing at the same sluggish pace as the retail market, but the figures when added together, mask two opposing trends.

but 转折后往往是重点，two opposing trends 可能会在接下来的段落中有所体现。

本段主要讨论_____。

[F] For example, wholesale food and drink sales came to $268 billion in France, Germany, Italy, Spain, and the United Kingdom in 2000 — more than 40 percent of retail sales. Moreover, average overall margins are higher in wholesale than in retail; wholesale demand from the food service sector is growing quickly as more Europeans eat out more often; and changes in the competitive dynamics of this fragmented industry are at last making it feasible for wholesalers to consolidate.

For examples 是信息提示词，结合数据看出举例是为了说明_____。

Moreover 进一步补充。

本段举例说明_____。

[G] However, none of these requirements should deter large retailers (and even some large food producers and existing wholesalers) from trying their hand, for those that master the intricacies of wholesaling in Europe stand to reap considerable gains.

these 提示 requirements 在上段被提到过。

此句与[D]项第二句如出一辙。

Order: 41.[ ] → 42.[ ] → 43.[ ] → 44.[ ] → E → 45.[ ]

Part C

Directions: *Read the following text carefully and then translate the underlined segments into Chinese. Your translation should be written neatly on ANSWER SHEET 2. (10 points)*

One basic weakness in a conservation system based wholly on economic motives is that most members of the land community have no economic value. Yet these creatures are members of the biotic community and, if its stability depends on its integrity, they are entitled to continuance.

When one of these non-economic categories is threatened and, if we happen to love it, we invent excuses to give it economic importance. At the beginning of the century, songbirds were supposed to be disappearing. 46) Scientists jumped to the rescue with some distinctly shaky evidence to the effect that insects would eat us up if birds failed to control them. The evidence had to be economic in order to be valid.

It is painful to read these round about accounts today. We have no land ethic yet, 47) but we have at least drawn nearer the point of admitting that birds should continue as a matter of intrinsic right, regardless of the presence or absence of economic advantage to us.

A parallel situation exists in respect of predatory mammals and fish-eating birds. 48) Time was when biologists somewhat overworked the evidence that these creatures preserve the health of game by killing the physically weak, or that they prey only on "worthless species".

Some species of trees have been "read out of the party" by economics-minded foresters because they grow too slowly, or have too low a sale value to pay as timber crops. 49) In Europe, where forestry is ecologically more advanced, the non-commercial tree species are recognized as members of native forest community, to be preserved as such, within reason.

【做题提示】

首句关键词 conservation system 与 economic motives 提示文章主题。

本句举了_____的例子。

46 题注意同位语从句和 if 引导的条件句的翻译。

47 题 that 从句和 regardless of 短语需注意。

parallel situation 提示本段续接上文。

48 题注意 "worthless species"指代的内容。

read out of the party 意为_____。

49 题提到欧洲的情况。

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