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大学英语

六级阅读

过关必练500题



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前言

大学英语四六级考试(College English Test Band 4/6),于1986年第一次试验举行起,至今已走过29个年头。此间,伴随中国教育改革和国人英语学习热度的升级,四六级考试也经历了数次变化,并逐渐成为全国最具影响力的大学英语能力测试(Language Proficiency Test)。2006年6月17日的四级考试,更是创下全国超过1000万人的单次参考人数纪录,使其当之无愧地成为全球参与人数最多的语言能力测试。

四六级考试巨大的影响力和公信力缘何而来?我认为主要来自以下几点:

第一,在29年里的数次改革中,四六级的考试信度和效度不断与时俱进。1999年,增加口语考试;2005年,采取标准分制;2006年,扩大听力分值;2013年,取消完型填空,提升翻译比重。以上改革使得四六级考试的形式和内容不断靠近国际流行语言能力测试(例如托福和雅思)并同时保持中国特色(例如汉译英题目比重的增加),成为一个不断创新并日臻科学的测试。

第二,20多年来,四六级考试极大地推动了中国大学生英语能力和素质的提高。全国考生在听、读、写、译、完型等各科目的平均成绩一直都在上升。对比2013年12月试卷和上世纪90年代的试卷,测试难度已无法同日而语。另外,四六级考试的数次改革,对中国大学英语教学和大学生英语学习方式产生了巨大的反溅作用(Washback Effects,指测试对学习者学习的反作用)。例如,很多大学生,都开始从过去的“哑巴”英语,到目前普遍重视听力和口语等交流性语言技能的学习。

第三,四六级已经被用人单位广泛认可,成为超越地域、学校和专业的英语能力甚至学习能力标准。我曾经和一位著名国企的HR经理交流,问,你们工作中使用英语的几率不高,为何依然需要应聘者获得四六级成绩呢?他说,是否可以通过四六级,实际反映了应聘者在大学期间的综合学习能力和学习态度。举个例子,如果这名应聘者说,曾经多次尝试考级均以失败告终,我们一定会怀疑其学习能力和规划自控能力。

在2013年12月的新版四六级考试中,听写改为全面考查词汇短语,阅读增加段落信息匹配题,完型被扩展至15%的翻译所取代。建昆老师大学英语四六级考试辅导系列完全按照该改革思路设计内容,为四六级考生提供了针对性极强的辅导参考。辅导系列图书于2013年9月一经推出,即刻占据当当网外语类图书销售冠军位置,而最让读者们感到物超所值的是,书籍内容神奇命中2013年12月四六级原题。其中,四六级翻译重点涉及中国文化“中秋节”“茶叶”“丝绸之路”等考题内容均成为命中内容。另外,四级写作关于科技影响生活的漫画主题以及六级写作关于话语解释型文章的训练,均直接或间接帮助考生顺利答题并提升分数。而在2014年6月四六级考试中,本系列图书的单科品种,如听力和写作,均再次直接或间接命中考题。

应广大考生的要求,针对新一轮四六级考试,我们推出了本系列书籍的新版。经过修订和完善,我们相信,又会有无数考生因为此书而笑傲考场,轻松提分。如果在看书的同时,再听听建昆老师和考神团队的网络直播课程,你的过级几率必然更大。

通过所有考试的法宝有两个：正确的方法和长久的坚持。大学英语四六级考试辅导系列书籍，帮你解决前一半的问题，而后一半，就需要小伙伴们自己努力了。我特别想对一些屡战屡败且屡败屡战的“困难户”们说一句，多次低水平备考（或裸考）导致的失败会折损我们的学习信心和动力。明确计划、按部就班、努力坚持，你一定会迎来笑傲考场的那一刻。

建昆老师将利用新浪微博（@建昆老师）及公共微信（建昆老师）时刻和考生读者保持互动交流。

最后送大家三句我一直鼓励同学们的话，我一直很受用，相信你们也会。

没有失败，只有放弃。

只要提高，永远不晚。

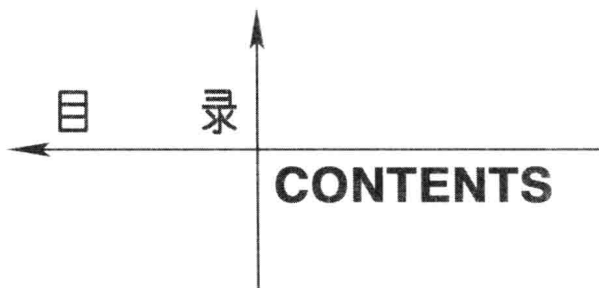
只要改变，就有空间。

祝福各位四六级考生过级成功，学习进步！

建昆老师

于北京

2014年8月



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第
一
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仔细阅读题精讲精练

第一章 阅读理解基础篇

Passage 1

Paid Media and Self-owned Media

The rough guide to marketing success used to be that you got what you paid for. No longer. While traditional “paid” media—such as television commercials and print advertisements—still play a major role, companies today can exploit many alternative forms of media. Consumers passionate about a product may create “owned” media by sending E-mail alerts about products and sales to customers registered with its Web site. The way consumers now approach the broad range of factors beyond conventional paid media.

Paid and owned media are controlled by marketers promoting their own products. For earned media, such marketers act as the initiator for users’ responses. But in some cases, one marketer’s owned media become another marketer’s paid media—for instance, when an e-commerce retailer sells ad space on its Web site. We define such sold media as owned media whose traffic is so strong that other organizations place their content or e-commerce engines within that environment. This trend, which we believe is still in its infancy, effectively began with retailers and travel providers such as airlines and hotels and will no doubt go further. Johnson & Johnson, for example, has created BabyCenter, a stand-alone media property that promotes complementary and even competitive products. Besides generating income, the presence of other marketers makes the site seem objective, gives companies opportunities to learn valuable information about the appeal of other companies’ marketing, and may help expand user traffic for all companies concerned.

The same dramatic technological changes that have provided marketers with more (and more diverse) communications choices have also increased the risk that passionate consumers will voice their opinions in quicker, more visible, and much more damaging ways. Such hijacked media are the opposite of earned media: an asset or campaign becomes hostage to consumers, other stakeholders, or activists who make negative allegations about a brand or product. Members of social networks, for instance, are learning that they can hijack media to apply pressure on the businesses that originally created them.

If that happens, passionate consumers would try to persuade others to boycott



products, putting the reputation of the target company at risk. In such a case, the company's response may not be sufficiently quick or thoughtful, and the learning curve has been steep. Toyota Motor, for example, alleviated some of the damage from its recall crisis earlier this year with a relatively quick and well-orchestrated social-media response campaign, which included efforts to engage with consumers directly on sites such as Twitter and the social-news site Digg.

1. Consumers may create “earned” media when they are _____.

- A. obsessed with online shopping at certain Web sites
- B. inspired by product-promoting e-mails sent to them
- C. eager to help their friends promote quality products
- D. enthusiastic about recommending their favorite products

2. According to Paragraph 2, sold media feature _____.

- A. a safe business environment
- B. random competition
- C. strong user traffic
- D. flexibility in organization

3. The author indicates in Paragraph 3 that earned media _____.

- A. invite constant conflicts with passionate consumers
- B. can be used to produce negative effects in marketing
- C. may be responsible for fiercer competition
- D. deserve all the negative comments about them

4. Toyota Motor's experience is cited as an example of _____.

- A. responding effectively to hijacked media
- B. persuading customers into boycotting products
- C. cooperating with supportive consumers
- D. taking advantage of hijacked media

5. Which of the following is the text mainly about?

- A. Alternatives to conventional paid media.
- B. Conflict between hijacked and earned media.
- C. Dominance of hijacked media.
- D. Popularity of owned media.

词汇注释

act as 担当, 充任

allegation [ˌæliˈɡeɪʃn] *n.* 断言, 指控

asset [ˈæset] *n.* ① 资产, 财产 ② 宝贵的人才

complementary [ˌkɒmplɪˈmentəri] *adj.* 补充的, 互补的

exploit [ɪkˈsplɔɪt] *v.* ① 利用 ② 剥削

generate [ˈdʒenəreɪt] *v.* ① 造成, 引起 ② 产生, 发生(热、电、光等)

in one's infancy 在初始阶段

initiator [ɪˈnɪʃieɪtə] *n.* 发起人, 创始者

learning curve 学习曲线

题目解析

1. D Consumers passionate about a product may, for example, create “earned” media by willingly promoting it to friends, 迷恋某种产品的消费者可能会通过心甘情愿地向朋友宣传该产品, 而创建“免费”媒介。所以 D 为正确答案。
2. C We define such sold media as owned media whose traffic is so strong that other organizations place their content or e-commerce engines within that environment. 说明 sold media 的访问量很大, 才可以把自己的广告空间卖给想要的客户。所以本题 C 为正确答案。A 选项文章中没有强调 safe 的含义。B 和 D 是无中生有, 主观推导。
3. B 文章中强调了 earned media 也可以被用来攻击 a brand or product。即 earned media 是一把双刃剑, earned media 会出现消极评论, 它就会转变为 hijacked media。
4. A Toyota Motor, for example, alleviated some of the damage from its recall crisis earlier this year with a relatively quick and well-orchestrated social-media response campaign, which included efforts to engage with consumers directly on sites such as Twitter and the social-news site Digg. 丰田汽车公司在今年早些时候的汽车召回危机中, 利用比较快速和精心策划的社交媒体应对活动, 包括在一些网站(如 Twitter 和社会新闻网站 Digg)直接与消费者接触的努力, 减轻了这次危机造成的一些损害。可以看出 Toyota 是个积极有效的正面的例子。
5. A 本文第一段引出了付费媒体(Paid Media)、免费媒体(Earned Media)、自有媒体(Owned Media), 第二段引出出售媒体(Sold Media), 第三段引出劫持媒体(Hijacked Media); 第四段讲针对劫持媒体的对策。所以本文主要谈论付费媒体之外的其他新名词。

参考译文

付费媒体和自有媒体

过去市场营销要取得成功的大概指导方针常常是投入多少, 收获多少。但今非昔比了。虽然传统上的付费媒体仍然还是重要的——比如电视商业广告或广告印刷品——但如今的企业也可以利用许多其他形式的媒体。迷恋某种产品的消费者可能会通过心甘情愿地向朋友宣传该产品, 而创建“免费”媒介; 而一家企业可以通过发送电子邮件, 提请注意相关产品的情况, 并将产品销售给在其网站注册的用户, 来利用“自有”媒介。事实上, 现在消费者做出购买决策的方式意味着, 市场营销的影响力不仅来自传统付费媒体, 更来自于其他广泛的因素。

市场营销商可以控制付费媒介和自有媒介宣传自己的产品。对于免费媒介, 这些营销商则要充当用户反应的最初催化剂。但在某些情况下, 例如, 当一个电子商务零售商出售其网站上的广告空间时——一个营销商的自有媒介就会成为另一个营销商的付费媒介。我们将这种出售媒体定义为一种自有媒介, 由于其访问流量如此之大, 以至于其他组织也希望将其内容或电子商务引擎放置在该环境中。我们认为, 这种趋势目前仍处于起步阶段, 它有效地肇始于零售商和旅游服务提供商(如航空公司和酒店), 并且无疑在这方面它们将会走得更远。例如, 强生公司创建了宝宝中心网(BabyCenter), 它

是一家独立的媒体性质的网站,用于宣传一些具有互补性甚至竞争性的产品。其他商家的存在除了能产生收入以外,还使该网站显得比较客观,使一些企业有机会了解到关于其他企业营销诉求的有价值信息,而且,该网站可能会帮助所有相关企业增大用户流量。

同样是这些为营销人员提供了更多(以及更多样化)沟通选择的重大技术变革,也增大了风险,一些充满激情的消费者将会以更快捷、更明显和更具杀伤力的方式利用这些相同的技术变革,表达他们的意见。这些劫持媒介与免费媒介正好相反:一项资产或一个活动会变为“人质”,会成为消费者、其他利益相关者,或对一种品牌或产品持否定偏激评论者的“人质”。例如,各种社交网的成员们正在认识到,他们可以通过劫持媒介,来向当初创建这些媒介的企业施加压力。

这种事情如果发生,那么充满激情的消费者就会努力说服其他人来抵制某种产品,从而危及到目标企业的声誉。这种情况下,企业的反应有可能不够迅速,或没有考虑周全,而且一直处于学习阶段。例如,丰田汽车公司在今年早些时候的汽车召回危机中,利用比较快速和精心策划的社交媒介应对活动,包括在一些网站(如 Twitter 和社会新闻网站 Digg)直接与消费者接触的努力,减轻了这次危机造成的一些损害。

Passage 2

Raising Children Is Happiness

It's no surprise that Jennifer Senior's insightful, provocative magazine cover story, "I love My Children, I Hate My Life" is arousing much chatter—nothing gets people talking like the suggestion that child rearing is anything less than a completely fulfilling, life-enriching experience. Rather than concluding that children make parents either happy or miserable, Senior suggests we need to redefine happiness: instead of thinking of it as something that can be measured by moment-to-moment joy, we should consider being happy as a past-tense condition. Even though the day-to-day experience of raising kids can be soul-crushingly hard, Senior writes that "the very things that in the moment dampen our moods can later be sources of intense gratification and delight".

The magazine cover showing an attractive mother holding a cute baby is hardly the only Madonna-and-child image on newsstands this week. There are also stories about newly adoptive—and newly single—mom Sandra Bullock, as well as the usual "Jennifer Aniston is pregnant" news. Practically every week features at least one celebrity mom, or mom-to-be, smiling on the newsstands.

In a society that so persistently celebrates procreation, is it any wonder that admitting you regret having children is equivalent to admitting you support kitten-killing? It doesn't seem quite fair, then, to compare the regrets of parents to the regrets of the children. Unhappy parents rarely are provoked to wonder if they shouldn't have had kids, but unhappy childless folks are bothered with the message that

children are the single most important thing in the world; obviously their misery must be a direct result of the gaping baby-size holes in their lives.

Of course, the image of parenthood that celebrity magazines like *U. S. Weekly* and *People* present is hugely unrealistic, especially when the parents are single mothers like Bullock. According to several studies concluding that parents are less happy than childless couples, single parents are the least happy of all. No shock there, considering how much work it is to raise a kid without a partner to lean on; yet to hear Sandra and Britney tell it, raising a kid on their “own” (read: with round-the-clock help) is a piece of cake.

It's hard to imagine that many people are dumb enough to want children just because Reese and Angelina make it look so glamorous: most adults understand that a baby is not a haircut. But it's interesting to wonder if the images we see every week of stress-free, happiness-enhancing parenthood aren't in some small, subconscious way contributing to our own dissatisfactions with the actual experience, in the same way that a small part of us hoped getting "the Rachel" might make us look just a little bit like Jennifer Aniston.

1. Jennifer Senior suggests in her article that raising a child can bring _____.
 - A. temporary delight
 - B. enjoyment in progress
 - C. happiness in retrospect
 - D. lasting reward
2. We learn from Paragraph 2 that _____.
 - A. celebrity moms are a permanent source for gossip
 - B. single mothers with babies deserve greater attention
 - C. news about pregnant celebrities is entertaining
 - D. having children is highly valued by the public
3. It is suggested in Paragraph 3 that childless folks _____.
 - A. are constantly exposed to criticism
 - B. are largely ignored by the media
 - C. fail to fulfill their social responsibilities
 - D. are less likely to be satisfied with their life
4. According to Paragraph 4, the message conveyed by celebrity magazines is _____.
 - A. soothing
 - B. ambiguous
 - C. compensatory
 - D. misleading
5. Which of the following can be inferred from the last paragraph?
 - A. Having children contributes little to the glamour of celebrity moms.
 - B. Celebrity moms have influenced our attitude towards child rearing.
 - C. Having children intensifies our dissatisfaction with life.
 - D. We sometimes neglect the happiness from child rearing.

词汇注释

- adoptive** [ə'dɒptɪv] *adj.* ①有收养关系的 ②收养的
- chatter** ['tʃætə] *n.* ①唠叨,喋喋不休 ②(牙齿)打颤
- cute** [kjut] *adj.* ①可爱的 ②精明的
- dumb** [dʌm] *adj.* 愚蠢的,愚笨的
- equivalent** [i'kwɪvələnt] *adj.* 相等的,等值的
- fulfilled** [ful'fild] *a.* 令人高兴的,令人满意的
- glamorous** ['glæməərəs] *adj.* 富有魅力的,迷人的
- insight** ['ɪnsaɪt] *n.* 深刻见解,洞察力
- persistent** [pə'sɪstənt] *adj.* 固执的,坚持的
- procreation** [ˌprəʊkri'eɪʃən] *n.* 生产,生殖

题目解析

1. C Jennifer Senior 在她文章中主要表达的是养孩子是辛苦的,但回顾起来有幸福感。所以选 C。A 和 B 增加了 temporary 和 in progress, D 无中生有。
2. D A 的 gossip 无中生有, B 的 deserve attention 也是无中生有。C 以名人的生育作为新闻其实是让大家有事情可以关心娱乐一下而已,这是表面推导,其实和第一段联系起来,就可以发现 D 更正确,杂志是映射人们心理的。
3. A 文章第三段强调了在我们的社会中不可能不要孩子,文章没有 B、C 选项的内容,虽然 A 和 D 似乎都像答案, D 选项的 less likely to be satisfied 类似原文 unhappy, 而 A 选项 exposed to criticism 类似于原文的 childless folks are bothered, 由于本段主要强调人们认为有孩子重要, 没有孩子的人肯定会受影响、受干扰, 所以这里选 A 更合适。
4. D 与第四段第一句话中的 unrealistic 一词相对应的是 D 选项。
5. B A 错, 本段主要不是讲明星妈妈; C 不对, 本段主要说我们养孩子和明星父母养孩子的对照, 并没有强调养孩子这件事会强化我们对生活的不满; D 不符合原文, 本段强调了养孩子会对现实不满, 养孩子不比做头发那么简单, 没有强调有幸福。所以排除法选 B。

参考译文

养育孩子的幸福感

毋庸置疑, Jennifer Senior 撰写的“我爱我的孩子,但我讨厌我的生活”是一篇挑衅的同时又有深度的杂志封面文章。该文引起了人们的广泛讨论,没有什么观点能让人们如此有兴趣去谈论,这种观点认为养孩子根本不是一个令人完全满意、生活感到充实的经历。Senior 建议我们需要重新定义幸福:幸福不是可以用一次次开心来衡量的东西,我们应该把幸福视为过去时态,而不是断言孩子要么使父母感到幸福要么使他们感到痛苦。即使抚养孩子的日子漫长难熬,令人筋疲力尽,但是 Senior 撰文写到正是那些一时让我们沮丧的事情带来了日后由衷的欣喜。

该杂志的封面是一位漂亮妈妈抱着一个可爱的婴儿。本周报摊上这种圣母与圣子的照片可不止 Jennifer Senior 的这一张。杂志上也会报道刚收养了孩子的母亲——有时

是刚变成单身母亲的人——Sandra Bullock,以及那种很常见的“Jennifer Aniston 怀孕了”的新闻。实际上,每周报摊上都会刊登出至少一位笑容可掬的明星妈妈或者准妈妈。

在一个一直庆祝生育的社会中,你承认自己后悔要了孩子就相当于你承认支持虐杀宠物猫一样,这有什么可奇怪的?而后来,把父母的后悔与孩子的后悔相提并论,这显然并不公平。几乎没有什么事情会让不幸福的父母反思自己他们是否本不应该要孩子,但是那些没有孩子生活也不幸福的人却被“孩子是世上唯一最重要的东西”这样的信息所烦恼:显然,他们的痛苦肯定是生活中缺少了孩子的后果。

当然,在类似《美国周刊》和《人民》这样的名人杂志上刊登出的父母亲形象是很不真实的。特别是报道像 Bullock 这样的单身母亲时更是如此。多项研究表明,没有孩子的夫妇要比有孩子的父母更快乐,而单亲父亲或母亲是最不幸福的。不足为奇,想想看,没有帮手一个人拉扯一个孩子要做多少事情。然而,你听听 Sandra 和 Britney 怎么说的:自己“一个人”带孩子(24 小时的保姆帮助),只是小菜一碟而已。

很难想象有的人生孩子就只是很傻很天真。因为 Reese 和 Angelina 这种名流使这种行为变的很光鲜——多数成年人其实理解:养孩子可不是剪头发那样简单。但这确实有趣:反思一下我们每周看到的无忧无虑,幸福诱人的为人父母的生活会不会从一种微小的,无意识的方面加剧我们对于现实生活的不满。这种方式就好像:我们有那种想成为“the Rachel”(《老友记》中的单身妈妈)的心理,这种心理,使得我们看上去有点像詹尼弗·安尼斯顿(Rachel 的扮演者)。

Passage 3

The Newspaper's Literary Reported Range Is Shrinking

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 big-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 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 upholstered Vicwardian prose in which he specialized. Moreover, the amateur tradition in music criticism has been in headlong retreat.

1. 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
2. Newspaper reviews in England before World War II were characterized by _____.
 - A. free themes
 - B. casual style
 - C. elaborate layout
 - D. radical viewpoints
3. 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.
4. 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.
5. 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