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2015年

考研英语

阅读理解高分强化训练100篇

主编 / 白 洁

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- ✔ 单元设计 每一套题为一单元，完全体现真题的命题思路
- ✔ 考查全面 在深度分析真题出题角度的基础上，总结设计出17种常考问题
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2015年

考研英语阅读理解

高分强化训练100篇

主 编 白 洁
编 者 韩满玲 刘启升 唐启明
王 红 赵艳萍

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编者 韩满玲 刘启升 唐启明 王红 赵艳萍
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前言

“考研成败在英语，英语成败在阅读，得阅读者得天下”，这是广大考研学子自己总结出来的复习经验，这足以说明阅读在整个英语考试中的分量。阅读之所以重要，一是它的权重大、分值高——占全卷内容的50%；二是与其他题型密切相关——完形填空考查在阅读理解基础上语法词汇的运用，翻译测试在阅读理解基础上的语言转换，写作水平更是依赖于阅读理解。阅读训练除了可以提高阅读能力本身外，还可以更高效地帮助考生记忆单词、培养语感、了解外国人的思维方式和写作模式，从整体上提高英语水平。

众所周知，英语是一门实践性很强的科目，阅读尤为如此。对广大考生而言，阅读成绩上不去的原因无非是：词汇认知能力差、句子结构框架把握不准、阅读速度慢、意思理解不到位、缺乏阅读技巧。而这几个层面能力提高的有效方法就是扩大阅读量，并且有针对性地做一定量的阅读练习，这是必由之路。

为了帮助考生突破阅读理解大关，我们编写了《2015年考研英语阅读理解高分强化训练100篇》一书，本书具有以下几个方面的特点。

1. 精选题源。本书中所使用的文章全部来自《经济学家》、《新闻周刊》、《时代周刊》、《纽约时报》、《泰晤士报》、《英国卫报》等历年考研英语真题来源刊物，与真题选材保持高度一致。文章内容涉及经济、文化、环境、人口、教育、科普、社会等多领域背景。

2. 单元设计。每一套题为一单元，包括4篇传统四选一题型和1篇新题型。文章长度和难度、题目数量、出题角度、问题设置、考查重点、干扰项设计等完全体现真题的命题思路。

3. 考查全面。在深度分析阅读真题出题角度的基础上，总结设计出17种常考问题，即词义推测题、细节分析题、段落大意题、段落理解题、全文主旨题、文章主题题、作者态度题、作者观点题、例证意图题、引语理解题、局部细节理解题、反向推断题（虽然现在已不多见）、例证作用题、信息正误判断题、推断引申题、难句理解题、标题确定题。

4. 解析详细。题解部分包括文章体裁结构分析、试题解析、核心词与超纲词、长难句分析、全文翻译等，每篇文章都从词、句、章进行全方位深度解析，新题型还增加了干扰选项分析，让考生明白干扰项的设计角度，以保证答题的正确率，提高答题速度。

参加本书的编写人员均是中国人民大学一线教师，他们不仅非常熟悉考研试题与大学英语教学在难度上的差异，而且都多年从事考前辅导工作，积累了帮助考生复习过关的丰富经验，因此讲解更到位、更有针对性。

由于成书仓促，错误之处难免，敬请同仁和广大读者批评指正。

编者
2014年6月

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Unit One



Part A

Directions:

Read the following four texts. Answer the questions below each text by choosing A, B, C or D.

Text 1

The American economy, whether in government or private industry, has found retirement a convenient practice for managing the labor force. On the positive side, widespread retirement has meant an expansion of leisure and opportunities for self-fulfillment in later life. On the negative side, the practice of retirement entails large costs, both in funding required for pension systems and in the loss of the accumulated skills and talents of older people.

Critics of retirement as it exists today have pointed to the rigidity of retirement practices; for example, the fact that retirement is typically an all-or-nothing proposition. Would it not be better to have some form of flexible or phased retirement, in which employees gradually reduce their work hours or take longer vacations? Such an approach might enable older workers to adjust better to retirement, while permitting employers to make gradual changes instead of coping with the abrupt departure of an employee. Retirement could be radically redefined in the future.

Earlier criticism of mandatory retirement at a fixed age led to legal abolition of the practice, for the most part, in 1986. The same kind of criticism has been leveled at the practice of age discrimination in employment. The Age Discrimination in Employment Act forbids older workers from being limited or treated in any way that would harm their employment possibilities. Still, most observers admit that age discrimination in the workplace remains widespread. The negative stereotypes of older workers have caused employers to be reluctant to hire or train older people. Sometimes such discrimination against older workers is based on mistaken ideas, such as the false belief that older workers are less productive. In fact, empirical studies have not shown older workers to be less dependable in their job performance, nor are their absenteeism rate higher.

Interest in the potential productivity of older workers has stimulated the growth of industrial gerontology, a field concerned with recruitment, performance appraisal, retraining, and redesign of jobs to permit older workers to be more productive. Managing an older workforce will clearly be a challenge for the future. There is also much support for the idea of work life extension; that is, adaptations of retirement roles or employment practices to enable older people to become more

productive. In favor of this idea is the fact that three-quarters of employed people over 65 are in white-collar occupations in service industries, which are less physically demanding than agriculture or manufacturing jobs. As a result, it is sometimes argued, older people can remain in productive jobs now longer than in the past. In addition, some analysts point to declining numbers of young people entering the workforce, thus anticipating a labor shortage later in the 1990s. That development, if it occurred, might stimulate a need for older workers and a reversal of the trend toward early retirement.

- Opponents of the retirement policy say _____.
 A. it costs too much money in the form of retirement pensions
 B. retirement should be practiced only in the public sector
 C. it gives more leisure to old people than they know how to use
 D. it is too rigid and flexibility should be integrated into it
- What happened in 1986?
 A. Age discrimination was legally abolished.
 B. Retired people were no longer entitled to pensions.
 C. Age limitation in retirement was abolished.
 D. Mandatory retirement stopped being practiced.
- Empirical studies indicate that old people _____.
 A. prefer working to retiring
 B. are reliable workers
 C. are less productive than people
 D. are less dependable
- Industrial gerontology is concerned with _____.
 A. how to meet the challenge of the future
 B. finding out how productive older workers can be
 C. how to manage older workers
 D. finding out what kind of people can stay after the retirement age
- Which of the following might lead to work life extension?
 A. The declining younger labor force.
 B. Retraining of old people in modern skills.
 C. The trend toward early retirement.
 D. The expansion of agriculture and manufacturing industry.

Text 2

Resale Price Maintenance is the name used when a retailer is compelled to sell at a price fixed by the manufacturer instead of choosing for himself how much to add on to the wholesale price he pays for his supplies. This practice is associated with the sale of "branded" goods, which now form a very considerable proportion of consumers' purchases and it has led to a great deal of controversy.

Generally such articles are packed and advertised by the manufacturers, who try to create a special image in the minds of possible purchasers—an image made up of the look of the article, its use, its price, and everything else which might lead purchasers to ask for that brand rather than any other. If a retailer is allowed to charge any price he likes he may find it worthwhile to sell one brand at "cut" prices even though this involves a loss, because he hopes to attract customers to the shop, where they may be persuaded to buy many other types of goods at higher prices. The manufacturer of the brand that has been cut fears that the retailer may be tempted to reduce the

services on this article, but even if he does not there is a danger that the customer becomes unsettled and is unwilling to pay the standard price of the article because he feels that he is being “done”. This may, and indeed often does, affect the reputation of the manufacturer and lose him his market in the long run.

It is sometimes said also that the housewife—who is the principal buyer of most of these goods—prefers a fixed price because she knows where she is and is saved the bother of going from shop to shop in search of lower prices. If one shop cut all the prices of its branded goods she would undoubtedly have an advantage in shopping there. But this does not happen. A store usually lowers the price of one or two of its articles which act as a decoy and makes up its losses on others, and changes the cut-price articles from week to week so as to attract different groups of customers. And so the housewife may feel rather guilty if she does not spend time tracking down the cheaper goods. How far this is true is a matter of temperament and it is impossible to estimate what proportion of purchasers prefer a price that they can rely on wherever they choose to buy and what proportion enjoy the challenge involved in finding the store that offers them a bargain.

6. Manufacturers oppose retailers cutting prices on their goods mainly because they think _____.
 - A. retailers may eventually stop selling their products
 - B. it may reduce customers' confidence in their products
 - C. customers may feel uneasy when prices vary
 - D. it may sometimes lead to poor service
7. The word “article” in the second paragraph means _____.
 - A. a particular part or subject
 - B. a particular object or item
 - C. a particular section or item of a series in a written document, as in a contract
 - D. A non-fictional literary composition that forms an independent part of a publication
8. By saying “He feels that he is being ‘done’”, the author means that customer thinks _____.
 - A. someone is despising him
 - B. someone is maltreating him
 - C. someone is blackmailing him
 - D. someone is cheating him
9. Which of the following statements is False according to the passage?
 - A. Good service other than price is important in attracting customers.
 - B. An article without a brand name is not subject to Resale Price Maintenance.
 - C. Manufacturers attempt to influence possible purchasers by making their products easy to identify.
 - D. Housewives prefer fixed prices because fixed prices are much less likely to fluctuate.
10. The sentence “She knows where she is” in the third paragraph can be paraphrased as “_____”.
 - A. She knows her place
 - B. She knows her stuff
 - C. She feels secure
 - D. She feels unsafe

Text 3

If sustainable competitive advantage depends on work-force skills, American firms have a problem. Human-resource management is considered an individual responsibility. Labour is simply another factor of production to be hired—rented at the lowest possible cost—much as one buys raw materials or equipment.

The lack of importance attached to human-resource management can be seen in the corporate

hierarchy. In an American firm the chief financial officer is almost always second in command. The post of head of human-resource management is usually a specialized job, off at the edge of the corporate hierarchy. The executive who holds it is never consulted on major strategic decisions and has no chance to move up to Chief Executive Officer (CEO). By way of contrast, in Japan the head of human-resources management is central—usually the second most important executive, after the CEO, in the firm's hierarchy.

While American firms often talk about the vast amounts spent on training their work forces, in fact they invest less in the skills of their employees than do either Japanese or German firms. The money they do invest is also more highly concentrated on professional and managerial employees. And the limited investments that are made in training workers are also much more narrowly focused on the specific skills necessary to do the next job rather than on the basic background skills that make it possible to absorb new technologies.

As a result, problems emerge when new breakthrough technologies arrive. If American workers, for example, take much longer to learn how to operate new flexible manufacturing stations than workers in Germany (as they do), the effective cost of those stations is lower in Germany than it is in the United States. More time is required before equipment is up and running at capacity, and the need for extensive retraining generates costs and creates bottlenecks that limit the speed with which new equipment can be employed. The result is a slower pace of technological change. And in the end the skills of the population affect the wages of the top half. If the bottom half can't effectively staff the processes that have to be operated, the management and professional jobs that go with these processes will disappear.

11. Which of the following applies to the management of human resources in American companies?
 - A. They hire people at the lowest cost regardless of their skills.
 - B. They see the gaining of skills as their employees' own business.
 - C. They attach more importance to workers than equipment.
 - D. They only hire skilled workers because of keen competition.
12. What is the position of the head of human-resource management in an American firm?
 - A. He is one of the most important executives in the firms.
 - B. His post is likely to disappear when new technologies are introduced.
 - C. He is directly under the chief financial executive.
 - D. He has no say in making important decisions in the firm.
13. The money most American firms put in training mainly goes to _____.
 - A. workers who can operate new equipment
 - B. technological and managerial staff
 - C. workers who lack basic background skills
 - D. top executives
14. According to the passage, the decisive factor in maintaining a firm's competitive advantage is _____.
 - A. the introduction of new technologies
 - B. the improvement of worker's basic skills
 - C. the rational composition of professional and managerial employees
 - D. the attachment of importance to the bottom half of the employees
15. What is the main idea of the passage?
 - A. American firms are different from Japanese and German firms in human-resource management.

- B. Extensive retraining is indispensable to effective human-resource management.
- C. The head of human-resource management must be in the central position in a firm's hierarchy.
- D. The human-resource management strategies of American firms affect their competitive capacity.

Text 4

For millions of years before the appearance of the electric light, shift work, all night cable TV and the Internet, Earth's creatures evolved on a planet with predictable and reassuring 24-hour rhythms. Our biological clocks are set for this daily cycle. Simply put, our bodies want to sleep at night and be awake during the day. Most women and men need between eight and eight and a half hours of sleep a night to function properly throughout their lives. (Contrary to popular belief, humans don't need less sleep as they age.)

But on average, Americans sleep only about seven and a half hours per night, a marked drop from the nine hours they averaged in 1910. What's worse, nearly one third of all Americans get less than six hours of sleep on a typical work night. For most people, that's not nearly enough.

Finding ways to get more and better sleep can be a challenge. Scientists have identified more than 80 different sleep disorders. Some sleeping disorders are kinetic. But many problems are caused by staying up late and sleeping in, by traveling frequently between time zones or by working nights. Dr. James F. Jones at National Jewish Medical and Research Center in Denver says that sleep disorders are often diagnosed as other discomforts. About one third of the patients referred to him with possible chronic fatigue syndrome actually have treatable sleep disorders. "Before we do anything else, we look at their sleep," Jones says.

Sleep experts say that most people would benefit from a good look at their sleep patterns. "My motto is 'Sleep defensively'," says Mary Carskadon of Brown University. She says people need to carve out sufficient time to sleep, even if it means giving up other things. Sleep routines—like going to bed and getting up at the same time every day—are important. Pre-bedtime activities also make a difference. As with Elaner, who used to suffer from sleeplessness, a few lifestyle changes—avoiding stimulants and late meals, exercising hours before bedtime, relaxing with a hot bath—yield better sleep.

- 16. What is TRUE of human sleep?
 - A. Most people need less sleep when they grow older.
 - B. Most people need seven and a half hours of sleep every night.
 - C. On average, people in the U. S. today sleep less per night than they used to.
 - D. For most people, less than six hours of sleep on a typical work night is enough.
- 17. For our bodies to function properly, we should _____.
 - A. sleep for at least eight hours per night
 - B. believe that we need less sleep as we age
 - C. adjust our activities to the new inventions
 - D. be able to predict the rhythms of our biological clocks
- 18. According to the author, many sleeping disorders are caused by _____.
 - A. other diseases
 - B. improper sleep patterns
 - C. pre-bedtime exercises
 - D. chronic fatigue syndrome
- 19. Which of the following measures can help you sleep better?

- A. Staying up late. B. Taking a hot bath.
C. Having late meals. D. Traveling between time zones.
20. "Sleep defensively" means that _____.
A. people should go to a doctor and have their problems diagnosed
B. people should exercise immediately before going to bed every night
C. people should sacrifice other things to get enough sleep if necessary
D. people should give up going to bed and getting up at the same time every day

Part B

Directions:

In the following text, some sentences have been removed. For Questions 1—5, choose the most suitable one from the list A—G to fit into of the numbered blank. There are two extra choices, which do not fit in any of the gaps.

The idea of the quality circle was first introduced by a number of large Japanese firms in a systematic attempt to involve all their employees, at every level, in their organization's drive for quality.

According to the "Quality Circles Handbook": A quality circle is a small group of between three and 12 people who do the same or similar work, voluntarily meeting together regularly for about one hour per week in paid time. [1] _____.

There are two main tasks assigned to quality circles: the identification of problems; and the suggestion of solutions. [2] _____.

Meetings are held in an organized way. A chairman is appointed and an agenda is prepared. Minutes are also taken. They serve as a useful means of following up proposals and their implementation. The success of quality circles has been found to depend crucially on the amount of support they get from senior management, and on the amount of training that the participants receive in terms of the ways and aims of the circles.

Kaoru Ishikawa, a late professor at Tokyo University, was attributed with much of the development of the idea of quality circles. [3] _____. Many firms in Europe and the United States set them up, including Westinghouse and Hewlett-Packard. It was claimed at one time that there were 10m people participating in quality circles in Japanese industry alone.

[4] _____. Quality circles were considered pretty useless if the company's management was not trained in the more general principles of total quality management.

Others criticized the way in which the idea was transferred from one culture to another without any attempt to tailor it to local traditions. It may be well suited to Japan's participative workforce, but in more individualistic western societies it became a formalized hunt for people to blame for the problems that it identified. The original intention was for it to be a collective search for a solution to those problems.

[5] _____. A study found that 80% of a sample of large companies in the West that had introduced quality circles in the early 1980s had abandoned them before the end of the

decade. Much cited was that a western retailer took almost every wrong step. These would include training only managers to run quality circles, and not the staff in the retail outlets who were expected to participate in them. Staff were expected to attend meetings outside working hours and without pay. Real problems raised by the staff and focusing on trivia were ignored.

[A] A secondary aim is to boost the morale of the group through attendance at the meetings and the formal opportunity to discuss work-related issues.

[B] However, the method also came in for a good deal of criticism.

[C] Due attention has been paid to the problems that would discourage the quality control staff.

[D] They are usually under the leadership of their own supervisor, and trained to identify, analyze and solve some of the problems in their work, presenting solutions to management and, where possible, implementing solutions themselves.

[E] They created great excitement in the West in the 1980s, at a time when every Japanese management technique was treated with great respect.

[F] Quality circles fell from grace as they were thought to be failing to live up to their promise.

[G] Japan's success proved to be applicable to other places, only when management were ready to accept their principles.

第一单元

试题解析

Part A

◆ 第一篇 ◆

一 文章体裁结构分析

本文是一篇议论文。作者主要介绍了美国经济中退休制度的利与弊。作者首先指出：在美国经济中，无论在政府还是在私有产业，退休制度都是管理劳动力的方便措施。从积极的方面来看，广泛的退休制度意味着晚年生活中的闲暇时间增加了，自我实现的机会也增多了。从消极的方面来看，退休制度使得社会需要承担很高的成本，包括向养老金制度提供基金，失去了老年人不断积累起来的技能和才干。接着作者讲述了对退休制度的各种批评及其根据。最后作者指出，对老年劳动者生产力潜能的兴趣引发了产业老年学的发展。产业老年学是关于录用、业绩评估、再培训、重新设计工作以帮助老年劳动者提高生产力的研究领域。

二 试题解析

1. [答案] D

[考点] 细节推断

[解析] 问题问反对退休政策的人持有什么观点。这是一道具体细节题。利用查阅式阅读法，我们可以在第二段中找到相关信息，这部分指出：退休制度的批评者指出，现行的退休制度非常僵化，例如：要么是不允许退休，要么是彻底退休。难道采取某种灵活方式或者实行分段退休、让雇员能够逐渐减少劳动时间或者休长假不是更好些吗？由此推断，本题的正确答案应是选项 D，退休政策的反对者的观点是退休制度过于僵化，应该融入灵活性。

2. [答案] D

[考点] 具体细节

[解析] 问题问 1986 年发生了什么事情。这是一道具体细节题。利用查阅式阅读法，我们可以在第三段的第一句话中找到相关信息。这部分指出：早期对到了一定年龄就必须退休的强制退休制度的批评导致在 1986 年强制退休制度的做法大部分从法律上被废除了。因此，本题的正确答案应是选项 D，强制退休制度停止实行了。

3. [答案] B

[考点] 具体细节

[解析] 问题问经验性研究表明老年人有什么特点。这是一道具体细节题。利用查阅式阅读法，我们可以在文章的第三段的最后一句话中找到相关的信息，这部分指出：事实上，经验性研究并没有表明老年人的工作表现不可靠，也没有表现出他们的旷工率比较高。因此，本题的正确答案应是选项 B，老年人是一群可靠的劳动者。

4. [答案] C

[考点] 具体细节

[解析] 问题问老年产业学主要是研究什么的。这是一道具体细节题。利用查阅式阅读法，我们可以在第四段的前半部分中找到相关信息，这部分指出：对老年劳动者生产力潜能的兴趣引发了老年产业学的发展。老年产业学是关于录用、业绩评估、再培训、重新设计工作以帮助老年劳动者提高生产率的研究领域。未来人们面临的一个挑战就是管理老年劳动力。因此，本题的正确答案应是选项 C，如何管理老年劳动力。

5. [答案] A

[考点] 引申推断

[解析] 问题问下面哪个因素可能导致职业生涯延长。这是一道根据文章内容进行合理判断的问题。根据文章最后两句话的内容：另外，有些分析家指出，进入劳动力市场的年轻人数量越来越少，因此预示着到 20 世纪 90 年代后期将会出现劳动力短缺。如果照此发展，可能会刺激对老年劳动力的需求，从而扭转人们早早退休的趋势。因此，本题的正确答案应是选项 A，年轻劳动力人数的下降。

三 核心词与超纲词

practice *n.* 做法，惯例

rigidity *n.* 僵化，不灵活，严格

phased *a.* 分阶段的，渐进的

abrupt *a.* 突然的，突发的

abolition *n.* 取消

stereotype *n.* 成见，偏见

dependable *a.* 可靠的，可依赖的

gerontology *n.* 老年学

appraisal *n.* 评估

四 长难句分析

1. Would it not be better to have some form of flexible or phased retirement, in which employees gradually reduce their work hours or take longer vacations?

解析 这是一个复合句，主干为反问句，in which 引导非限定性定语从句，修饰 ... retirement。

译文 灵活或渐进式退休难道不是更好吗？这样员工就可以慢慢减少工作时间，休假时间更长一些。

2. The Age Discrimination in Employment Act forbids older workers from being limited or treated in any way that would harm their employment possibilities.

解析 本句为复合句，由两部分组成，主句是主谓宾结构，主句的状语部分 in any way that 引导的定语从句修饰。

译文 雇佣年龄歧视法案禁止以可能破坏就业可能的方式来限制或对待年长的员工。

五 全文翻译

美国经济,不管是在政府还是在私有产业中,发现退休是管理劳动力的一个便利做法。积极的方面是,大规模退休意味着后半生休闲和自我满足的机会增多。从负面来看,退休的做法带来很高的成本,一是要为退休金体系提供必要的资金,二是要损失年长的人群积累的技艺和才能。

当今退休制度的批评者们指向了退休做法的僵化:比如,退休通常是要么全有要么全无的命题这一事实。灵活或渐进式退休难道不是更好吗?这样员工就可以慢慢减少工作时间,休假时间更长一些。这种方法可能会使岁数较大的员工更好地适应退休,并且允许雇主们慢慢做出改变,而不是要解决员工突然离开的问题。退休在未来可以彻底重新定义了。

早期对于固定年龄强制退休的批评导致法律上禁止这种做法,这大部分发生在1986年。相同的批评也指向用工时的年龄歧视行为。雇佣年龄歧视法案禁止以可能破坏就业可能的方式来限制或对待岁数较大的员工。多数观察者仍然承认职场中的年龄歧视普遍存在。对于岁数大的员工的偏见使得雇主们不愿意雇用和培训他们。有时候对于这些人的歧视基于的理念是错误的,比如年纪大的员工创造力较差。事实上,实证研究并没有表明岁数大的员工在工作表现上变得不那么可以依赖,旷工率也更高。

对于年长员工的创造力的兴趣引发了产业老年学的发展,这一领域关注雇用、绩效评估、再培训和重新设计工作,使年长员工更有创造力。管理一支年长的员工队伍显然对未来是一个挑战。对于职业生涯延长的理念也有支持,也就是调整退休职能或雇佣做法,使年长者更有创造力。对于这一理念有利的是这一事实:65岁以上的在职员工有3/4在服务业白领职位,比起农业、制造业的工作来说,对于体力要求没有那么大。结果是,有人认为,年长者可以比过去在需要创造力的工作中做得更久。此外,有些分析家指出,进入劳动力市场的年轻人数量在下降,这样在20世纪90年代预计会有劳动力短缺。如果照此发展,可能会引发对于年长劳动者的需求,以及对于早期退休趋势的逆转。

◆ 第二篇 ◆

一 文章体裁结构分析

本文是一篇议论文。作者主要介绍了美国厂商之间关于不得低价转售商品的规定适用的范围及其相关争议。作者首先指出:零售商必须按照生产厂家指定的固定价格销售物品,而不是根据批发价来自行决定零售价格。这种做法是和“名牌”产品相关的,现在这种名牌产品在消费者购买中占有相当大的比例,还引起了许多争议。接着作者讲述了为什么生产厂家要指定以固定价格来销售物品。最后作者指出大多数商品的主要买家——家庭主妇为什么喜欢固定价格。

二 试题解析

6. [答案] D

[考点] 细节分析

[解析] 问题问生产厂家反对零售商将其产品降价主要是因为他们有什么想法。利用查阅式阅读法,我们可以在第二段第三句话中找到相关信息,这部分指出:被降价的名牌产品生产厂家害怕零售商可能会试图降低对这种商品的服务。由此推断,本题的正确答案应是选项D,有时降价可能会导致糟糕的服务质量。

7. [答案] B

[考点] 词汇含义

[解析] 问题问第二段中的单词“article”的意思是什么。这是一道具体细节题。利用查阅式阅读法，我们可以在第二段的第一句话中找到相关信息。这部分指出：通常这类商品是由生产厂家来包装和做广告的，生产厂家试图在可能的顾客心目中创造一个特殊形象，这种形象是由这种产品的包装、用途、价格和其他能够引导购买者选购该品牌而不是别的品牌的因素组成的。由此，我们可以判断出“article”在这里的意思是“物品，商品”。因此，本题的正确答案应是选项 B。

8. [答案] D

[考点] 短语含义

[解析] 问题问“He feels that he is being ‘done’”这个句子的意思是顾客认为什么。这是一道词语理解题，英语中的“somebody is being done”的意思是“某人被骗了，某人上当受骗了”。因此，本题的正确答案应是选项 D，有人在欺骗他。

9. [答案] A

[考点] 细节判断

[解析] 问题问按照文章内容下面哪一个说法是错误的。这是一道细节判断题，仔细阅读文章各个段落，我们可以从第一段中找到与答案 B 相符的信息：零售商必须按照生产厂家指定的固定价格销售物品，而不是根据批发价来自行决定零售价格。这种做法是和“名牌”产品相关的。换言之，非名牌产品不受《不得低价转售商品的规定》的约束。在第二段中我们可以找到与答案 C 相关的信息：通常这类商品是由生产厂家来包装和做广告的，生产厂家试图在可能的顾客心目中创造一个特殊形象。即：生产厂家试图通过使其产品易于辨识（有特色）来影响可能的购买者。在第三段中我们可以找到与答案 D 相关的信息：大多数商品的主要买家——家庭主妇喜欢固定的价格，这样她们会感到安全，也因此避免为了寻找更低的价格而从一个商店跑到另一个商店的麻烦。即：家庭主妇喜欢固定价格，因为固定价格不太可能上下波动。因此，本题的正确答案应是选项 A，为吸引顾客应该提供优质服务而不是在价格上做文章。

10. [答案] C

[考点] 词语含义

[解析] 问题问第三段中的句子“She knows where she is”可以同义互释为什么。这是一道判断词语含义类问题。根据第三段所提供的信息：大多数商品的主要买家——家庭主妇喜欢固定的价格，这样她们会感到安全，也因此避免为了寻找更低的价格而从一个商店跑到另一个商店的麻烦。因此，本题的正确答案应是选项 C，她觉得安全。

三 核心词与超纲词

compel v. 强迫

proportion n. 比例

article n. 商品，物品

unsettled a. 焦虑的，不放心的

principal a. 主要的

decoy n. 诱饵

temperament n. 性格

四 长难句分析

1. Resale Price Maintenance is the name used when a retailer is compelled to sell at a price fixed