

中国顶尖的四级老师——考天下名师团 编

格林 主编

# 大学英语 100篇 四级考试

100 Reading Passages from  
American and British Newspapers for CET-4

## 报刊题源阅读(下)

一线名师担纲主编，报刊和真题完美双拼



 NO.1

中国石化出版社

[HTTP://WWW.SINOPEC-PRESS.COM](http://www.sinopec-press.com)

教·育·出·版·中·心

中国顶尖的四级老师——考天下名师团 编

格林 主编

# 大学英语 100篇 四级考试

100 Reading Passages from  
American and British Newspapers for CET-4

## 报刊题源阅读(下)

一线名师担纲主编，报刊和真题完美双拼



 NO.1

中国石化出版社

[HTTP://WWW.SINOPEC-PRESS.COM](http://www.sinopec-press.com)

教·育·出·版·中·心

**图书在版编目 (CIP) 数据**

大学英语四级考试报刊题源阅读 100 篇. 下/考天下  
名师团编. —北京: 中国石化出版社, 2011. 7  
ISBN 978-7-5114-1035-1

I. ①大… II. ①考… III. ①大学英语水平考试—阅  
读教学—自学参考资料 IV. ①H319.4

中国版本图书馆 CIP 数据核字(2011)第 127857 号

未经本社书面授权, 本书任何部分不得被复制、抄袭, 或者以任何形  
式或任何方式传播。版权所有, 侵权必究。

**中国石化出版社出版发行**

地址: 北京市东城区安定门外大街 58 号

邮编: 100011 电话: (010)84271850

读者服务部电话: (010)84289974

<http://www.sinopec-press.com>

E-mail: [press@sinopec.com.cn](mailto:press@sinopec.com.cn)

北京科信印刷有限公司印刷

全国各地新华书店经销

\*

787×1092 毫米 16 开本 14 印张 347 千字

2011 年 8 月第 1 版 2011 年 8 月第 1 次印刷

定价: 28.00 元

# 目 录

## Passage 51

The Tapping of Automatic Intelligence Car 自动智能车的开发 ..... 1

## Passage 52

The Tapping of Cellular Phone Software 手机软件的开发 ..... 6

## Passage 53

The United States Makes Use of Music to Develop Cultural Diplomacy  
美国利用音乐开展文化外交 ..... 11

## Passage 54

The United States Enlarges the Punishment to the Media 美国加大对传媒的惩罚 ..... 15

## Passage 55

The Review of *European History* 评论《欧洲史》..... 19

## Passage 56

Comment on Darwin's Biography of Copy of Verse Body 评论短诗体的达尔文传记 ..... 23

## Passage 57

Organic Agriculture 有机农业 ..... 27

## Passage 58

The World Faces a Fresh Water Hazard 世界面临淡水危机 ..... 31

## Passage 59

The Influence of the Recession for School Educate 经济衰退对学校教育的影响 ..... 35

## Passage 60

Twins to Impaired Fertility of Women 龙凤胎使女性生育能力受损 ..... 40

## Passage 61

Accountability for Education Fails 教育失败的问责 ..... 44

## Passage 62

Talk About American Economic Development Decelerates of Gains or Losses  
论美国经济发展减速的利弊 ..... 49

## Passage 63

American Government's Healthy Guidance to the High School Charge Collect System  
美国政府对高校收费制度的健康引导 ..... 53

## Passage 64

Keep and Raise a Policy 收养政策 ..... 57

## Passage 65

Reducing Waste Food 减少粮食浪费 ..... 60

<b>Passage 66</b>	
American Gun Pays Deluge 美国枪支泛滥 .....	65
<b>Passage 67</b>	
The Opportunity to Educate Is Fair 教育机会公平 .....	69
<b>Passage 68</b>	
The SAT Result Select System SAT 的成绩选择制度 .....	73
<b>Passage 69</b>	
Weather in the World Becomes Warm to Exhaust with Greenhouse Gas 全球气候变暖与温室气体排放 .....	76
<b>Passage 70</b>	
Wiki Software 维客技术 .....	81
<b>Passage 71</b>	
Internet will Soon Close 因特网即将封闭 .....	85
<b>Passage 72</b>	
Green Olympic Games 绿色奥运 .....	89
<b>Passage 73</b>	
Bring Up the Kid's Happy Feeling 养育孩子的幸福感 .....	93
<b>Passage 74</b>	
Thanksgiving Day and Turkey 感恩节与火鸡 .....	98
<b>Passage 75</b>	
The Darwin and Lincoln Are Strangely Fits 达尔文和林肯的巧合 .....	103
<b>Passage 76</b>	
The Luxury Consumes 奢侈品消费 .....	107
<b>Passage 77</b>	
Gene Analytical—the Substitute Organize Examination 基因分析——代替组织检测 .....	111
<b>Passage 78</b>	
How to Face Distress and Frustration 如何面对苦难和挫折 .....	115
<b>Passage 79</b>	
The Transaction of the Mental Healthy Question of University Student 大学生心理健康问题的处理 .....	119
<b>Passage 80</b>	
Sudden Infant Death Syndrome 婴儿猝死综合症 .....	124
<b>Passage 81</b>	
Global Economy at Low Ebb Causes American Rate of Unemployment Upswing 全球经济衰退导致美国失业率上升 .....	129
<b>Passage 82</b>	
Control an University Logistic Number, Boycott School Fees Rise 控制大学后勤人数, 抵制学费上涨 .....	134
<b>Passage 83</b>	
American Petco Creates a Pet Provisions Library 美国慈善机构建立宠物食品库 .....	139

<b>Passage 84</b>	
The Crisis Effects vs American Old People Smaller 经济危机对美国老年人影响较小	142
<b>Passage 85</b>	
A Snapshot of a Generation 新一代掠影	147
<b>Passage 86</b>	
Time of the Home Raises, Surprising Change 家庭时间增加,令人惊讶的变化	151
<b>Passage 87</b>	
The Most Popular Text Tick Shares Scribd in the Website at Present	
时下最流行的文档分享网站 Scribd	154
<b>Passage 88</b>	
The American Female and Equal Pay for Equal Work Road Is Boundless	
美国女性同工同酬路漫漫	159
<b>Passage 89</b>	
The Modern Style Car Wheel Lets to Ride Bike More Easy 新式车轮让骑车更轻松	164
<b>Passage 90</b>	
The Person's Achievement Is Mostly Decided by the Day After Tomorrow Develop Rather Than Inborn Heredity 人的成就大多取决于后天培养而非先天遗传	169
<b>Passage 91</b>	
Economize Fuel 节约能源	174
<b>Passage 92</b>	
The Bar Code Lately Makes Progress 条形码新进展	177
<b>Passage 93</b>	
The Question That the Nobel will Kindle 诺贝尔奖引发的问题	182
<b>Passage 94</b>	
The Painstaking Wedding 辛苦的婚礼	186
<b>Passage 95</b>	
Hispanic Students Less Than White Man 拉美裔学生人数少于白人	190
<b>Passage 96</b>	
An Artist Whose Chief Work Is Herself 真情真我演自己	194
<b>Passage 97</b>	
Baby Fat may Not Be So Cute 婴儿肥并非如此可爱	198
<b>Passage 98</b>	
A Nudge in the Ribs for Sleepy Travelers 克服时差反应	202
<b>Passage 99</b>	
May the Cleverness Is Harmful Healthily? 聪明可能有害健康?	206
<b>Passage 100</b>	
Egyptians Eye Makeup can Help Prevent Infections 古埃及含铅眼妆抗感染	210

## /// Passage 51

# The Tapping of Automatic Intelligence Car

## 自动智能车的开发

尽管欧美国家与日本在机器人的概念上存在分歧,但国际上对其概念已经逐渐趋于一致。一般说来,人们都可以接受这种说法,即机器人是靠自身动力和控制能力来实现各种功能的一种机器。联合国标准化组织采纳了美国机器人协会给机器人下的定义:“一种可编程和多功能的,用来搬运材料、零件、工具的操作机;或是为了执行不同的任务而具有可改变和可编程动作的专门系统。”可以说,机器人是具有生物功能的三维坐标机器。

Last year, America's Defence Advanced Research Projects Agency, DARPA, thought it would be a good idea to organize a robot race across the Nevada desert. The idea of the Grand Challenge, as DARPA dubbed it, was for autonomous robot vehicles to steer a 227km (142 mile) course and claim a \$1 million **jackpot**<sup>①</sup>. This would be a first step towards DARPA's ultimate goal of being able to build unmanned self-driving military vehicles and thus keep American troops out of harm's way on the battlefield.

This year's crop of 23 **entrants**<sup>②</sup> were offered an even greater **incentive**<sup>③</sup>—a \$2 million prize for the winner. That, plus the intervening 18 months, seems to have done the trick. This time, five vehicles finished the 211 km course. The winner, a modified Volkswagen Touareg dubbed Stanley by its makers, a team from Stanford University, did it in a mere six hours and 54 minutes.

去年,美国国防部高级研究计划署 DARPA 觉得在内华达沙漠地区组织一个机器人竞赛是个好主意。按照 DARPA 的说法,这项“伟大挑战”的计划是由自动机器人运输工具行驶 227 千米(142 英里)赛程以赢取 100 万美元的奖金。这是 DARPA 计划的第一步,他们的终极目标是能够建造一个无人自动驾驶军用车辆,这样在战场上可以让美国军队免受伤害。

今年的 23 个参赛者可获得更大的奖励——200 万美金。这个,再加上期间的 18 个月的准备,看来取得了不错的成效。这次,有五辆车完成了 211 千米的赛程。冠军是辆改装的大众途锐车,改造者——斯坦福大学的一个小组——把它命名为“斯坦利”。“斯坦利”只用 6 小时 54 分钟就完成了全程。

① **jackpot** /'dʒækpɒt/ *n.* 累积奖金

② **entrant** /'entrənt/ *n.* 参赛者

③ **incentive** /in'sentiv/ *n.* 激励

Stanley was, of course, specially hardened by its designers for the rough **terrain**<sup>④</sup> of the Nevada desert. The clever bit, however, was the vehicle's brain. This was designed and built by the Stanford Artificial Intelligence Laboratory (SAIL).

Stanley's brain consists of six top-of-the-range Pentium chips wired collaboratively together. It is programmed with special software that is able to learn from its mistakes. This software mastered the tricks of collision-avoidance in a series of desert test runs conducted before the race started.

Like all brains, Stanley's has a range of **sensory**<sup>⑤</sup> inputs to process. A global positioning system (GPS) receiver tells it where on the Earth's surface it is. Television cameras, radar and four laser-based distance monitors tell it what its surroundings are like. By comparing its GPS location with its pre-programmed destination (announced only a few hours before the race began), it knew which way it wanted to go. And, by studying its surroundings, it could work out what looked like the safest route that was also in approximately the right direction.

Although Stanley **carried off**<sup>⑥</sup> the **laurels**<sup>⑦</sup>, the other four finishers did respectably. Sandstorm managed a time just ten minutes behind the winner while her sister vehicle Highlander came in ten minutes after that. GrayBot and TerraMax, the other two course-completers, came in at seven hours 30 minutes and 12 hours 51 minutes, respectively.

当然,斯坦利经过了设计者专门加固,以应付内华达沙漠的高低起伏的地势。关键之处却在于车的大脑。是由斯坦福人工智能实验室(SAIL)设计建造的。

斯坦利的大脑由六个金属丝连接在一起的顶级的奔腾芯片组成。大脑编程有一种可以吸取错误教训的特别软件。竞跑开始之前,该软件在一系列的沙漠行驶测试中掌握了躲避碰撞技术。

就像所有的大脑那样,斯坦利要处理范围内一系列输入的感觉。全球定位系统(GPS)接收器告诉它在地球表面的什么位置。电视摄像机,激光雷达和四个基础的远程监控告诉它周围环境是怎么样的。导航仪通过比较其GPS位置与预先设定的目标位置(在比赛开始之前剩下的时间已经不多),它知道应该走哪条路,并且通过研究周围环境,它也能算出看上去最安全也大约正确的方向。

尽管斯坦利摘走了桂冠,但其他四位选手同样做得相当好。胜利者和第二名也就是她的姊妹车 Highlander 在到达终点的时间仅仅相差了十分钟。另外两个选手 GrayBot 和 TerraMax 也是相当不错的,分别用时 7 小时 30 分钟和 12 小时 51 分钟到达终点。

④ **terrain** /'terein/ *n.* 地形

⑤ **sensory** /'sensəri:/ *a.* 感官的

⑥ **carry off** 获得

⑦ **laurel** /'lərel/ *n.* 桂冠



So smart, autonomous vehicles can, indeed, find their way across several hundred kilometres of desert. The question is, what next? DARPA's answer, of course, will be to go down the military route. But this sort of technology has obvious civilian applications as well as Sebastian Thrun, the head of both SAIL and the Stanford racing team, is keen to emphasize.

Dr. Thrun thinks that it could lead to self-driving road vehicles within 30 years and—more immediately—to greatly improved collision-avoidance systems. Whether the freeways of California will prove as easy to navigate as the **gulches**® of Nevada, though, remains to be seen.

斯坦利自动汽车如此聪明,也确实找到了自己的路穿过数百公里的沙漠。问题是,接下来要做什么? DARPA 回答,当然是要走军事方面的路线,但是这类技术具有明显的民用应用,这也是塞巴斯蒂安·杜伦,斯坦福人工智能实验室和斯坦福赛车队队长一直坚持强调的。

杜伦博士认为,它可能导致自驾车道路车辆在 30 年——或更快的——大大提高防撞系统。不过加利福尼亚州的高速公路是否易于导航,就像内华达州的冲沟那样,都有待观察。

#### 长难句

This would be a first step towards DARPA's ultimate goal of being able to build unmanned self-driving military vehicles and thus keep American troops out of harm's way on the battlefield.

解析:本句主干结构为 This would be a first step...。其中介词短语 towards DARPA's ultimate goal 修饰 step。现在分词短语 being able to build... and thus keep... 作后置定语,修饰 goal,具体介绍 goal 的内容。

#### 试题

- The purpose of holding a robot race is to \_\_\_\_\_.  
A. adventure through the Nevada desert  
B. develop unpiloted vehicles for military use  
C. win a \$ 1 million jackpot  
D. keep American troops unharmed
- Stanley won the race most probably because \_\_\_\_\_.  
A. there were only 23 vehicles competing in the race  
B. it has 18 months to prepare for the race  
C. it is specially made for the desert  
D. the brain of the vehicle was delicate and intelligent
- If put in new surroundings, Stanley may \_\_\_\_\_.  
A. get totally lost  
B. need to be controlled by people

⑧ gulch /gʌltʃ/ n. 沟壑

- C. study and work out its own way  
D. wait for orders to move
4. Dr. Thrun strongly hold that the autonomous vehicles \_\_\_\_\_.
- A. play an important role in military field  
B. will be applied in daily transportation  
C. will soon be more accessible to common people  
D. have great market value
5. From the passage we can conclude that the robot race \_\_\_\_\_.
- A. was a waste of time and money  
B. attracted nationwide attention  
C. encouraged the development of autonomous vehicles  
D. will not be organized again

### 试题解析

1. [B] 事实细节题。根据题干中的 a robot race 定位至开篇首句。在指出 DARPA 组织了一场机器人比赛之后,作者在末句对该比赛进行总结:这是 DARPA 迈向最终目标的第一步,这个目标是能够建造无人自动驾驶的军事车辆,这样在战场上可以让美国军队免受伤害。这是组织机器人比赛的目的,B 中的 develop unpiloted vehicles for military use 是末句 build unmanned self-driving military vehicles 的同义转换,故为答案。首句中的 across the Nevada desert 是指机器人比赛时行进的路线,不是比赛目的,排除 A;第二句中的 claim a \$1 million jackpot 是本次比赛提供的奖励标准,同样不是比赛的目的,排除 C;D 项是末句提到的内容,但保护美国部队免受伤害是自动军事车辆建造之后带来的结果,不是本次比赛的直接目的,排除。
2. [D] 推理判断题。根据题干中的 Stanley 定位至第二段末句。该句介绍了获胜机器人 Stanley 的基本情况,第三段提到了 Stanley 的特性: The clever bit, however, was the vehicle's brain。此外第四段首句指出: Stanley 的头部装有六个最高级的奔腾芯片,由电线连接起来。由此可以推断 Stanley 获胜的原因可能在于它具有精密、聪明的头部,故 D 为答案。第二段首句指出参赛者共 23 个,但文中其他地方没有提及参赛者个数与 Stanley 获胜的关系,排除 A;该段第二句提到 intervening 18 months,这是各参赛者共同的准备时间,不是 Stanley 获胜的决定因素,排除 B;第三段首句提到 Stanley 经过设计者专门加固以应付内华达高低起伏的沙漠地势,C 是由此设计的干扰项,这是 Stanley 获胜的一个原因,但由该段第二句可知,这是次要原因,排除 C。
3. [C] 事实细节题。由题干中的 surroundings 定位至第五段末句,该句指出:通过研究周围环境,它能够找出看来是最安全的路线,方向也大致正确。C 是对这部分内容的同义转述,故为答案。
4. [B] 推理判断题。根据题干中的 Thrun 定位至倒数第二段末句,该句指出:很明显,这类技术(该段首句提到的 autonomous vehicles)有民用价值。接下来末段首句做进一步说明:使用该技术可以在 30 年内生产出自动驾驶的车辆。可见,他认为自动车辆可用于日常交通,故 B 为答案。Dr. Thrun 只提到了自动车辆的 civilian applications,没有涉及军事用途,排除 A;从末段首句中的 30 年可知 C 错误,排除;文中并未就自动车辆的市场价值进行评论,排除 D。

5. [C] 推理判断题。从提问形式可以看出这是对全文内容的考查,需要考生对通篇有整体把握。开篇提到了机器人比赛的目的:build unmanned self-driving military vehicles。中间各段介绍了比赛获胜者 Stanley 的情况。最后两段指出自动车辆的现实意义:civilian applications。由此可以推断机器人比赛促进了自动车辆的发展,故 C 为答案。本文对机器人比赛的获胜者,该比赛的现实意义做出客观说明,没有出现任何批评声音,A 与全文基调矛盾,故排除;文中没有说明该比赛引起多大关注,B 无依据,故排除;前两段提到去年和今年的两次比赛,没有说明是否还会举办机器人比赛,排除 D。

### 文化冲浪

智能车(Intelligent Car)是电子计算机等最新科技成果与现代汽车工业相结合的产物,因而“善解人意”。通常具有自动驾驶,自动变速,甚至具有自动识别道路的功能。另外,车内的各种辅助设施也一应电脑化,常常给人以新奇感。

## /// Passage 52

# The Tapping of Cellular Phone Software

## 手机软件的开发

在运营商、手机厂商、互联网巨头的重视下,手机软件已然成为了一座金矿。手机软件的开发也从过去单一的短信、彩信、WAP 功能,延伸覆盖了包括 IM、浏览器、电子书阅读、手机杂志阅读、RSS 阅读、杀毒软件、手机下载、游戏等等在内的多种应用种类。

Electronic gadgets have changed a great deal in the past few years. Most obviously, they have become smaller sleeker, smarter and more versatile. Billions of people now carry around tiny devices that are more powerful than the desktop computers of a few years ago. But these gadgets have also changed in a less obvious way. Once they were lumps of hardware brought to life by a layer of software; today they might be more accurately described as services in a box.

It was ever thus with mobile phones, of course: the handset is useless without a network operator, and mobile phones are, in effect, the **container**<sup>①</sup> in which operators sell their services. But the handset and the network service have **hitherto**<sup>②</sup> come from different companies. Operators do not **manufacture**<sup>③</sup> their own phones, and handset-makers are not operators.

But now device-makers are increasingly providing the services that power their devices—or, to look at things the other way around, building devices that encapsulate

在过去几年里,电子设备发生了很大的变化。最明显的是,它们变小了,变光滑了,变灵巧了,而且功能多样化了。数以亿计的人们现在随身携带着比几年前的桌面电脑功能还要强大的小设备。但是,这些小玩意也在悄悄变化。起先,它们仅是一堆硬件,安上一些软件后方能使用;而今,更准确地说,它们是置于小盒子内的服务。

当然,对于手机而言更是如此:手机如果离开了网络运营商就无法使用,所以,手机事实上就是运营商们兜售其服务的载体。但手机和网络服务迄今仍来自于不同的公司。网络运营商本身并不生产手机,而手机生产商则不经营网络。

现在,设备制造商正不断通过提供更多的服务功能来提高其设备的性能——或者换个角度说,正不断生产出囊括其准备提供服务的设备。苹果公司的 iPod 在 2001 年

① **containers** /kən'teinə/ *n.* 容器;集装箱

② **hitherto** /hiðə'tu:/ *ad.* 迄今

③ **manufacture** /mænju'fæktʃə/ *v.* 生产

services they wish to offer. Apple's iPod started off as a piece of hardware in 2001, but it really took off in 2003 when Apple launched the iTunes Music Store, a service that makes it easy for iPod owners to download music, video and games to their devices, and which is now the leading online music retailer.

There are several **motivations**<sup>④</sup> for the gadget-makers' shift into services. First, margins on hardware are generally lower than margins on services. Second, **saturated**<sup>⑤</sup> markets in many parts of the world mean that hardware sales are slowing in some categories. Soon, everyone in western Europe who wants a satellite navigation will have bought one; what will the manufacturers do then? Make money from **subscriptions**<sup>⑥</sup> and updates, of course. At least, that's the plan. Finally, services provide a way to hold on to customers. If you have signed up for a service tied to a particular gadget-maker, the thinking goes, you are less likely to switch to a different manufacturer's device in future.

The world's most successful gadget-makers are those that have been quickest to recognize the importance of offering **accompanying**<sup>⑦</sup> services. Makers of stand-alone music-players, such as Rio, have been unable to compete with Apple; and Motorola, once the top dog in mobile phones, let RIM, once an **obscure**<sup>⑧</sup> Canadian start-up, grab the mobile e-mail market.

With **elaborate**<sup>⑨</sup> branding and advertising campaigns, gadget-makers have long

刚出现时也仅是一个硬件设备,但其真正发迹却是开始于苹果公司 2003 年推出 iTunes Music Store 之后,这款软件使得拥有 iPod 的人能够更便捷地将音乐、视频及游戏下载至该设备上,它如今已然成为网上音乐下载的领头羊。

设备生产商转向服务有几个动因:首先,硬件生产的毛利通常低于提供服务带来的利润。其次,全球许多市场已趋于饱和,这意味着有一些硬件的销售将减缓下来。在不久的将来,西欧需要卫星导航服务的人都将“人手一机”,到那时设备生产商们还能做些什么呢?当然就只能从订购及升级服务上来赚钱了。至少计划上是如此。最后,提供服务是一个留住客户的好办法。如果你使用了某一个设备生产商提供的服务,按常规而言,将来转向其他设备生产商的可能性不大。

世界上最为成功的设备生产商是那些第一时间意识到提供随机服务的重要性的公司。仅仅生产音乐播放器的厂商,如 Rio,则无法与苹果公司竞争;摩托罗拉一度是手机领域的领头羊,却任由 RIM 这个来自加拿大的名不见经传的后来者占据了手机邮件的市场。

电子设备的生产商们一向通过精心的品牌建设和广告宣传活动来向大众传递这

④ **motivation** /ˌməʊti'veɪʃən/ *n.* 动机

⑤ **saturated** /'sætʃəreɪtɪd/ *a.* 饱和的

⑥ **subscription** /səb'skripʃən/ *n.* 预定,捐款

⑦ **accompany** /ə'kʌmpəni/ *v.* 陪伴,伴随

⑧ **obscure** /əb'skjuə(r)/ *a.* 不著名的;费解的

⑨ **elaborate** /i'læbəreɪt/ *v.* 详述

promoted the idea that they were selling something more than just a bundle of electronics in a snazzy case. Now, funnily enough, some of them really are.

样一个理念:它们并非仅仅是在兜售装着一堆电子元件的漂亮盒子。有意思的是,当前它们中有一些却正是如此。

### 长难句

With elaborate branding and advertising campaigns gadget-makers have long promoted the idea that they were selling something more than just a bundle of electronics in a snazzy case.

解析:划线部分为句子的主干。with 结构作伴随状语,that 引导的是同位语从句,对先行词 the idea 作进一步补充说明。

### 试题

- What is the fundamental change of electronic gadgets?
  - They have been improved in shape and appearance.
  - They have more powerful functions than the desktop.
  - They have less hardware but more software now.
  - They have been integrated with more services now.
- According to the passage, which of the following can describe the relationship between the handset and network service best?
  - They are independent but intertwined.
  - They are collaborative partners.
  - They are competitive rivals.
  - They are of the mutual benefit.
- According to the passage Apple launched the iTunes Music Store in 2003 to \_\_\_\_\_.
  - appeal to more potential customers who love music
  - meet the infinite needs of its demanding customers
  - power its devices in order to promote market shares
  - make extra profit in new area such as online music retail
- According to the author customers are likely to stick to a particular gadget-maker if \_\_\_\_\_.
  - they are satisfied with the services provided
  - they have used its former services
  - they are hooked by the services provided
  - they never try services tied to other gadget-makers
- What can be inferred from the last paragraph?
  - Branding and advertising are the main strategy for pushing sales.
  - Gadget-makers have confronted difficulties in promoting their idea.
  - Some gadget-makers fail to offer services as they have promised.
  - Some gadget-makers are cheating the customers by inferior goods.



## 试题解析

1. [ D ] 根据题干关键词 *fundamental change of electronic gadgets* 定位到原文第一段最后一句: *Once they were lumps of hardware brought to life by a layer of software; today, they might be more accurately described as services in a box.* 起先它们仅是一堆硬件, 安上一些软件后方能使用; 而今, 更准确地来说, 它们是置于小盒子内的服务。可知这是其根本的变化, 故选 D 项。A 项和 B 项分别提到电子设备在外观上和功能上的改进, 并不是其根本性的变化; C 项“它们现在有较少的硬件和较多的软件”与原文不符。
2. [ A ] 根据题干关键词 *relationship between the handset and network service* 定位到原文第二段第一句和第二句: *... the handset is useless without a network operator, and mobile phones are, in effect, the containers in which operators sell their services. But the handset and the network service have hitherto come from different companies.* 可知手机如果离开了网络运营商就无法使用, 所以手机事实上就是运营商们兜售其服务的容器。但手机和网络服务迄今仍来自于不同的公司。这也就意味着手机和网络运营商之间是一种既相互独立又紧密联系的关系, 故选 A 项。原文只提到他们相互联系。并没有提到他们之间的合作问题以及其共同利益问题, 故无法推知 B 项“他们是合作伙伴”和 D 项“他们具有共同的利益”; 由上文解释可知, C 项“他们是竞争对手”也错误。
3. [ C ] 根据题干关键词 *iTunes Music Store in 2003* 定位到原文第三段: *But now device-makers are increasingly providing the services that power their devices. ...* 即现在设备制造商正不断通过提供更多的服务来提高其设备性能。iTunes Music Store 正是苹果公司为完善其设备所提供的服务, 而此举又受到欢迎, 最终将促进其设备的销售, 故选 C 项。A 项“吸引喜爱音乐的潜在客户”和 B 项“满足苛刻的顾客各种要求”均非苹果公司推出 iTunes Music Store 的原因, 也并非在新领域创造额外收入, 故 D 项也错误。
4. [ B ] 根据题干关键词 *stick to* 和 *particular gadget-maker* 定位到第四段最后一句: *If you have signed up for a service tied to a particular gadget-maker, the thinking goes, you are less likely to switch to a different manufacturer's device in future.* 如果你使用了某一个设备生产商提供的服务, 按常规而言, 你将来转向其他设备生产商的可能性不大。即固守某个设备生产商的一个可能性前提是使用过其服务, 故选 B 项。A 项“他们对提供的服务满意”和 D 项“他们从未尝试其他生产商提供的服务”原文没有提及; 原文中的 *signed up for* 意为“参加”, 故 C 项“他们沉迷于其服务”也错误。
5. [ C ] 根据题干提示定位到原文最后一段: *With elaborate branding and advertising campaigns, gadget-makers have long promoted the idea that they were selling something more than just a bundle of electronics in a snazzy case. Now, funnily enough, some of them really are.* 此处提到电子设备的生产商们一向通过精心的品牌建设和广告宣传活动来向大众传递这样一个理念: 他们并非仅仅是在兜售装着一堆电子元件的漂亮盒子。有意思的是, 当前他们中有一些正是如此。通过后一句可知, 作者认为现在有些电子设备只不过是一堆电子元件, 即其承诺的服务还远远没有跟上, 因此选 C 项。原文提到生产商们一向通过精心的品牌建设和广告宣传活动向大众做宣传, 并没提及 A 项“品牌宣传和广告营销是促销的主要策略”; 也不能由此判定 B 项“电子设备生产商在推广此理念时遇到困难”; D 项“一些生产商通过劣质产品来欺骗顾客”也与原文不符。

文化冲浪

手机软件就是可以安装在手机上的软件,完善原始系统的不足与个性化。随着科技的发展,现在手机的功能也越来越多,越来越强大。不是像过去的那么简单死板,目前发展到了可以和掌上电脑相媲美。手机软件与电脑一样,下载手机软件时还要考虑你购买这一款手机所安装的系统来决定要下相对应的软件。目前手机主流系统有以下:Symbian、Linux、Research in Motion、Windows Mobile。但是在2007年,苹果推出了运行自己软件的iPhone;Google宣布推出Android手机操作系统平台。



## /// Passage 53

### The United States Makes Use of Music to Develop Cultural Diplomacy

### 美国利用音乐 开展文化外交

本文主要介绍了美国文化外交特别是利用音乐这一载体所开展的文化外交问题。在第一段中,作者通过著名爵士音乐家迪兹·吉莱斯皮的例子引出文化外交这一现象并简单讲述了其发展历程;在第二、三段中,作者主要介绍了“旋律之路”这一音乐文化外交项目及其中爵士乐所展现的特有魅力;第四段提到这一文化外交得到了包括总统奥巴马在内的很多人的支持;作者在最后一段中指出,虽然文化外交赢得不少支持,但也有一些人对此持反对意见。他们认为首先应该对本国文化事业予以足够重视。

In 1956, when the cold war was at its peak, America **deployed**<sup>①</sup> a “secret **sonic**<sup>②</sup> weapon”, as a newspaper headline put it at the time. That weapon was Dizzy Gillespie, a famed jazz musician, who was given the task of changing the world's view of American culture through rhythm and beat. Crowds poured into the street to dance. Cultural diplomacy died down after the cold war ended. But the attacks of September 11th 2001 convinced the State Department to send out America's musicians once again to **woo**<sup>③</sup> hearts and minds with melody.

Rhythm Road, a program run by the State Department and a non-profit organization, Jazz at Lincoln Centre, has made informal diplomats out of both musicians and audiences. Since it began in 2005, musicians have travelled to 96 countries. One band went to Mauritania, a country in northwestern Afri-

1956年,当冷战达到顶峰时期时,正如当时报纸标题所示,美国开始采取所谓的“秘密声音武器”。这一武器就是著名爵士音乐家迪兹·吉莱斯皮,他肩负重任,要通过节奏和拍子来改变世界对美国文化的看法;那时,人们涌上街头载歌载舞。然而,文化外交却随着冷战的结束而淡化,但2001年的9.11事件使得美国国务院再一次以音乐家作为武器,通过旋律来赢取世人的心。

旋律之路是由国务院和一家非赢利组织在林肯中心爵士乐社开展的一项计划。这一计划使许多音乐家和听众同时也成为了业余外交家。自从2005年该计划实施以来,音乐家们已经前往了96个国家。去年,一个乐队曾来到政变后的毛里塔尼亚,而很

① **deploy** /di'plɔɪ/ *v.* 部署,调动

② **sonic** /'sɒnik/ *a.* 声音的

③ **woo** /wu:/ *v.* 争取……的支持