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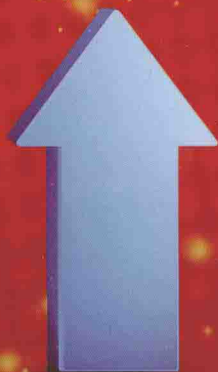
于慧考研英语(二) 历年真题句句详解

(研读分册)

★不再查字典

★包你句句懂

★同题不同道



信受奉行 立竿见影

研英语 **70分** 轻松突破

于慧考研英语（二）
历年真题句句详解
（研读分册）

于 慧 编著

光明日报出版社

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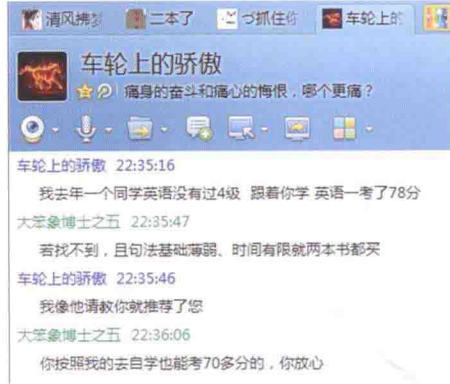
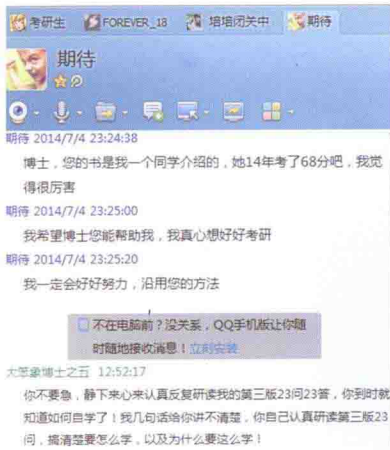
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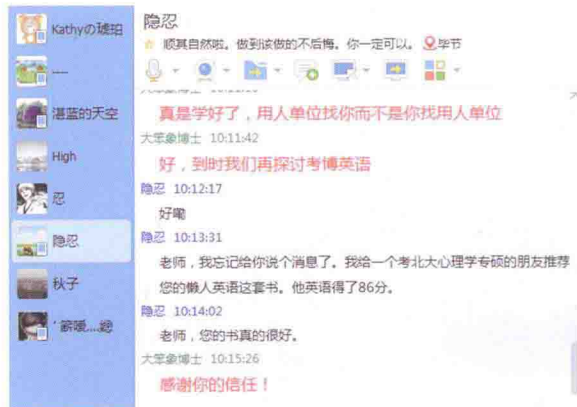
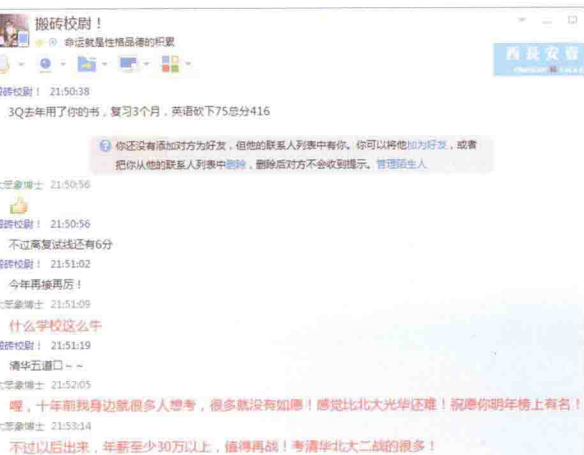
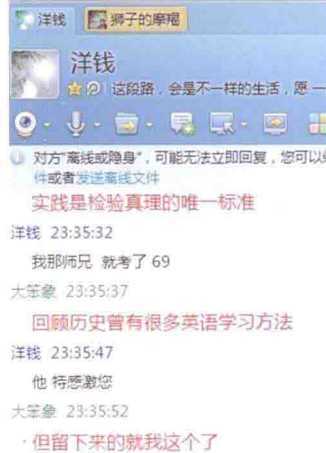
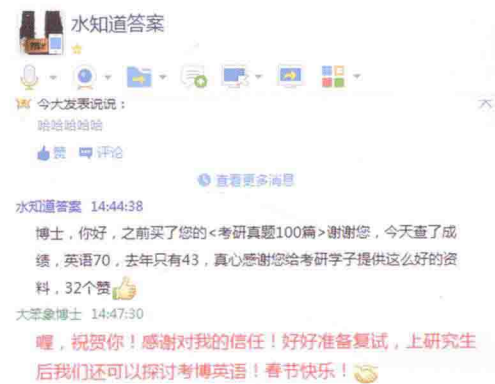
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大笨象与考生对话之一



实践是检验真理的唯一标准



大笨象与考生对话之六

考研学子 你是避风港！

你是避风港！
请继续在我生命里猖狂。

查看更多消息

你是避风港！ 8:29:22
虽然我现在只是会一点点句子分析，但是还是很有成就感了，让我越来越有动力，

你是避风港！ 8:30:01
从根本看不懂句子结构，不会分析，到能自己分析，而且还能分析对，真是一个艰苦的领悟过程！

大笨象博士之五 8:34:09
好好复习，坚持到底，考研成功！在学习中遇到看不懂的句子就来问我！

考研学生

不以物喜不以己悲路漫漫其修远兮&誓将上下而求索%路漫漫其修远兮誓将上下

查看更多消息

考研学生 21:35:25
老师谢谢您的指导，我现在的研读也提供了速度。简单的文章都不用看全解分册了！看完全解分册答案竟然没有改动！（前面几篇文章一般都会有改动）我感觉看文章像在断句一样，只要把句子主干搞清楚，注意好介词和连词，断好句子，各成分的修饰关系基本就清楚了！

考研学生 21:36:34
我感觉英语提升了一大截！我再也不用怕英语了！哈哈

大笨象博士之二 21:37:06
好好复习，坚持到底，考研成功！在学习中遇到看不懂的句子就来问我！

__Rhine\ 9.3.9

__Rhine\ 2014/7/25 22:58:34
好巧，正在听赵老师讲课，被大笨象老师加了！

__Rhine\ 2014/7/25 22:59:54
大笨象老师，我加你就是想迫不及待的告诉你一下，你的考研英语复习方法实在太牛了。

__Rhine\ 2014/7/25 23:01:42
我的英语是小学二年级的水平，经过5个月的复习，现在已经到了每四篇文章错两个的水平了。就是用的100篇那本书。虽然我是小学二年级的水平起步，但是我现在起码英语过60分很有信心了。

大笨象博士之五 2014/7/25 23:04:08
好样的，坚持到底，考研成功！看不懂的句子就来问我！

__Rhine\ 23:06:00
我高考英语32分，这是真的，我就是大笨象说的，自考生、保安、厨子、保姆那类人，基本是今年过完年从26个字母开始复习英语的，那时候只认识is, am, are, student, school这种单词，现在阅读基本两篇才错一个，自己都惊呆了。

骆驼 Believe time!!!

骆驼 2014/6/24 7:48:35
谢谢老师，每天都在为了目标在慢慢走！

骆驼 2014/6/24 7:50:57
看了您的句法分析，哇塞，真的很好，很多我以前不懂的慢慢也领会了。我是二战，觉得相比去年，自己进步了。也越来越有信心！

骆驼 2014/6/24 7:51:35
一路有您这样的老师，是我的福气！

和谐漫步 lananoit 紫高尾 芦荟奇异果

芦荟奇异果 厚积而薄发，潜龙勿用

对方“富线或隐身”，可能无法立即回复，您可以给他(她)发送邮件或者发送富文本

昨天发表说说：对于吉吉小温发心量说底 对不起各位的评论了

最近玩过的应用：经典内画图库、十张霍亮穿解图、十幅穿解图

芦荟奇异果 10:21:10
- 老师您好 成绩出来后 虽然总分卡在录取线上 但是今年的英语考了63分 非常感谢老师的方法 真的是在我走投无路的情况下最好的指引
- 五月份之前背单词 怎么记不住 都快放弃了 然后搜看了老师的方法 虽然复习比较仓促 但是效果还是蛮满意的

大笨象 11:00:08
项老师你好，我的成绩刚出来，只说英语吧，64分，我觉得很满意，甚至有点小兴奋，我的英语比较差，四级460分大一的时候考的，六级考了五次都还没过（希望这次能过）。我是七月份在网上看到你和王林教授所编的书，然后照你的方法复习考研英语的，之前我一直在背单词，也像你说的一样背了一个月一个也没记住。买了十年真题之后，按照上面的办法复习，我仔仔细细的看了前三十篇，估计研读了大概有三十多遍吧，后面的最后测试，买过书之后我之后就没刻意的背单词，每天研读，每当我对这个方法怀疑的时候我就会看看你的23问，和你的空间，增加一下自己的信心，和我一起备考的是一个考清华的英语大牛人，当他看到我的研读分册的时候，都惊叹我研读的这么细（我单词没基础前十篇标注比较多），不过最后还没到70分，我感觉到最后只看重文章没有太注重王林教授的解析所致，真的是非常感谢你，你的方法真是王道，也希望15年考研的同学能早点知道你的方法，事半功倍，我们发现备考时图书馆的研友用十年真题的人几乎没有，太可惜，我今年一定会向下一届的考研同学介绍你的这个方法，最后还是再次感谢你！！！祝你事业越来越好，心想事成。

大笨象 21:20:07
- 非常感谢您对我的信任
- 同时祝愿您好运

前言

十几年前，全国考生都热衷于买“朱老师的复习指南、石老师的220篇及张老师的模拟题”，而考研市场并没有像今天这样的真题解析书，那时只有真题汇编书。笔者有幸在人大新华书店的一个角落里发现了一本附有译文的真题汇编书，就是这本书拯救了我自己，成就了今天市场上的真题解析书，真题书就因笔者的呼吁一年比一年“火”。2011年笔者在“考研论坛”做了一个“考研英语真相”视频讲座，这个讲座被称为“考研领域的炸弹”，在考研论坛整整炸了365天，上百万考生点击，把市场上的各类真题解析书推向了历史高潮！

遗憾的是，尽管真题书早已人手一本了，甚至两本了，但考生的平均成绩一直还是40多分！这是什么原因呢？这是因为考研英语真题书把考生引入了复习误区或者说考生不会使用真题解析书。现在的考研英语辅导书不是致力于提高考生看懂句子的能力，而是无一例外地先把真题翻译成中文，接着通过语篇分析让考生搞清楚文章意思、段落意思及句子意思，最后分析试题，分析选项的设置等等。事实上，这些分析起不了根本作用，提高不了考生的成绩。真题解析书中什么最有价值？不是解析最有价值，而是译文最有价值！有了译文，遇到看不懂的句子，我们就可以借用译文倒推句子结构，从而快速地提高运用句法分析句子意思的能力（即看懂句子的能力）。

无论是考研英语，还是其他什么英语，无论你是中国人还是英美人士，学习英语就只有两条路可走：第一条路是，像老舍一样，像我国古代大文豪一样，不学句法，通过“多年系统学习掌握圣贤语录”的方式来学习英语。这是世界人民学习英语的主流方法，是我国英语教学的主流方法，也是普通英美人学习英语的主流方法！但对于母语为汉语，并长期生活在中国的人，不学句法就想准确理解或写出美国《经济人》期刊这种层次的文章，只是一种理论上的可能！第二条路是，抓住句法努力提高看懂句子的能力！

高考、四六级、专四、专八跟着感觉走都能通关，但考研英语跟着感觉走是不行的。一是因为文章整体难，考研英语的文章主要来自美国《经济人》期刊，这就意味着要求考生具有读懂《经济人》期刊这种层次文章的阅读能力，这个要求是非常高的，因为《经济人》期刊在美国就要研究生层次水平的人才能看懂，而一般大学的本科生是看不懂的！这就意味着我国的考研英语要求我们具有与美国研究生相当的英语阅读理解能力！所以，考研英语文章很多句子跟着感觉走看不懂，即使是211院校的英语教授跟着感觉走也很难看懂。二是因为命题人的陷阱就是“考你跟着感觉走”。这就是那些六级水平考生考40多分，甚至30多分，专四、专八考生考50多分的原因！

所以，对于没有语言天赋、没有大量学习时间的大众考生来说，我们只能走第二条路——抓住句法努力提高看懂句子的能力！句法是专为分析句子意思服务的，当你遇到凭感觉看不懂的句子时，你可以通过分析句子结构来搞清楚句子的意思。这正如翻译家所说，“句子结构清楚了，翻译也就不难了。”

为什么汉语不学语法，同样学得很好呢？尽管汉语词典早于欧洲400多年（中国考生学英语词汇至上或许与此有关），但汉语历史以来就没有形成自己的语法体系，而欧洲在公元2世纪上半叶阿波罗罗斯就著有《论句法》。究其根源，这是因为汉语是意合语言，其语法对学习汉语的事半功倍效果与形合语言英语不可相提并论的！虽然如此，在1898年我国也出现了第一本汉语语法书《马氏文通》。我国著名汉语专家温教授认为，“学生应该学习语法，语法可以做到事半功倍。学语法没有用，这是很多作家的观点，例如，老舍、鲁迅、郭沫若都没有专门学语法，古代大文豪也没有学过，但人家为什么写得那么好，这与人家多年来系统学习掌握圣贤的语录有关……”。

我国泰斗级英语教授李老公开呼吁“英语教育必须恢复到50年前的教学体系，否则英语教育会完蛋”，这与我2012年6月呼吁中国英语教育应恢复到许国璋时代的教学体系不谋而合。**李老主张，“学英语，抓住了句法这一环，就是抓住了根本；**教英语，以句法为轴心，就能收到纲举目张之效；用英语，有坚实的句法基础，就能做到心中有数，应对自如”。这正好与我的自学心得、十几年来一直主张的考研英语真理：“反复分析句子结构、理解句子结构、熟悉句子结构”不谋而合。**两个不谋而合使我坚信天快亮了！**

英语未能学好，不是我们的问题，而是我们被人带错了路。英语能走出欧洲成为世界性语言就是因为其简单，其简单的原因就是因为其句内靠形合，有严格的形式要求，即句法。所以，学习英语，抓住了句法就抓住了根本！**学习考研英语，不需要智商、不需要语言天赋、不需要背功、不需要太勤奋，只需要大脑正常、信受奉行23问23答就能考70多分、甚至80多分。**

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大笨象博士温馨提示:

1. 打开本书请先做两件事情:第一件事,认真研读大笨象《考研英语复习23问23答》,搞清楚考研英语应该如何自学以及为什么要这么自学。第二件事,用60分钟的时间把全解分册中所有黑体字读一遍(仅限黑体字,请勿斜视选项解析),因为这些“黑体字”是编者分析句子、解析试题的心得,我们从编者的这些解题心得中会了解到历年的命题特点,把握了这些命题特点,我们就知道“要干什么以及为什么要这么干”!

2. 尽管本书包括了考研英语(二)历年真题的全部内容,但这些真题不足以确保站稳60分以上,所以大家务必另找10—30篇考研英语(一)的真题阅读理解文章进行研读,以确保站稳60分,超越70分,冲击80分。
注:请勿将2010年前的MBA真题作为复习材料(详见23问23答第1问最后两段)。

3. 2015年、2014年考研英语真题离考试最近,是考生考前唯一能用来找状态、找感觉的(模拟)题,考生务必将这两年的真题留在考前使用,至少要留住2015年的真题!平常要对这两年的真题倍加珍惜,不要去接触,但若性子急,非得要去接触,请按第六版《考研英语复习23问23答》第14问末段谈到的方法使用。

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2. 尽管本书包括了考研英语(二)历年真题的全部内容,但这些真题不足以确保站稳60分以上,所以大家务必另找10—30篇考研英语(一)的真题阅读理解文章进行研读,以确保站稳60分,超越70分,冲击80分。
注:请勿将2010年前的MBA真题作为复习材料(详见23问23答第1问最后两段)。

3. 2015年、2014年考研英语真题离考试最近,是考生考前唯一能用来找状态、找感觉的(模拟)题,考生务必将这两年的真题留在考前使用,至少要留住2015年的真题!平常要对这两年的真题倍加珍惜,不要去接触,但若性子急,非得要去接触,请按第六版《考研英语复习23问23答》第14问末段谈到的方法使用。

第一部分 阅读理解 Part A



Text-1^①

The longest bull run in a century of art-market history ended on a dramatic note with a sale of 56 works by Damien Hirst, *Beautiful Inside My Head Forever*, at Sotheby's in London on September 15th 2008. All but two pieces sold, fetching more than £70m, a record for a sale by a single artist. It was a last victory. As the auctioneer called out bids, in New York one of the oldest banks on Wall Street, Lehman Brothers, filed for bankruptcy.

The world art market had already been losing momentum for a while after rising bewilderingly since 2003. At its peak in 2007 it was worth some \$65 billion, reckons Clare McAndrew, founder of Arts Economics, a research firm — double the figure five years earlier. Since then it may have come down to \$50 billion. But the market generates interest far beyond its size because it brings together great wealth, enormous egos, greed, passion and controversy in a way matched by few other industries.

In the weeks and months that followed Mr Hirst's sale, spending of any sort became deeply unfashionable. In the art world that meant collectors stayed away from galleries and salerooms. **Sales** of contemporary art fell by two-thirds, and in the most overheated sector, they were down by nearly 90% in the year to November 2008. Within weeks the world's two biggest auction houses, Sotheby's and Christie's, had to pay out nearly \$200m in guarantees to clients who had placed works for sale with them.

The current downturn in the art market is the worst since the Japanese stopped buying Impressionists at the end of 1989. This time experts reckon that prices are about 40% down on their peak on average, though some have been far more fluctuant. But Edward Dolman, Christie's chief executive, says: "I'm pretty confident we're at the bottom."

What makes this slump different from the last, he says, is that there are still buyers in the market. Almost everyone who was interviewed for this special report said that the biggest problem at the moment is not a lack of demand but a lack of good work to sell. The three Ds — death, debt and divorce — still deliver works of art to the market. But anyone who does not have to sell is keeping away, waiting for confidence to return.

(2010.1)

① 英语 (二) 阅读理解 (Part A 部分) 的得分率与英语 (一) 的差不多, 一直都在 50% 左右, 即全国考生人均 20 分左右, 这个得分是非常糟糕的。具体复习对策及解题思路详见大笨象《考研英语复习 23 问 23 答》及试题解析部分中所有黑体字。

参考译文

2008年9月15日在伦敦苏富比拍卖行的达米恩·赫斯特作品拍卖专场“我脑海中永存的美丽”上，共有56件作品成功拍卖，一百年以来艺术市场最长的牛市就以戏剧性寓意的方式结束了。除了两件作品之外的其他作品都卖出去了，卖了七千多万英镑，创造了单个艺术家作品的拍卖纪录。而这次拍卖成了（艺术品市场的）最后一次胜利。就在拍卖师大声地喊出报价时，纽约华尔街上最古老的银行之一雷曼兄弟却申请了破产。

世界艺术品市场自2003年无由头地出现增长后，一时失去了发展动力。艺术经济学研究公司的创办人Clare McAndrew认为，世界艺术品市场在2007年的高峰期约值650亿美元，为5年前的两倍。从那以后，艺术品市场的价值可能已经降至500亿美元。但是，艺术品市场将大量的财富、极度的自负、贪婪、激情和无尽的争议以一种其他行业无法比拟的方式汇集在了一起，产生出了远远超过其自身规模的利益。

在赫斯特作品拍卖以后，连续几个星期，甚至几个月，任何花销都变得极不流行。在艺术界，这就意味着收藏家不再光顾画廊和拍卖会了。当代艺术品的销售额下降了三分之二，而在最热门的领域，那一年的销售额截止到2008年11月份就下跌了近90%。不到三周，世界两家最大的拍卖行苏富比和克里斯蒂就不得不向那些将拍卖作品交给他们的客户支付近两亿美元的担保金。

当前艺术品市场的低迷（状况）是自从日本人在1989年末停止购买印象派作品以来最糟糕的一次。这一次专家估计，艺术品价格相比其高峰值，平均下降了40%。不过，有些艺术品价格一直波动很大。但佳士得（克里斯蒂）的首席执行官Edward Dolman说：“我坚信我们现在正处于谷底。”

他指出，这一次萧条和上一次萧条不同的是现在市场上还有买家。几乎每个接受本次特别报道采访的人都说，目前（艺术品市场）最大的问题并不是缺少需求，而是缺少供出售的好作品。“死亡、债务和离婚这三件大事”仍然会把艺术作品交付给市场。但那些不着急去出售（艺术品）的人正在观望，还在等待（市场）信心回归。



阅读满分高手提示：反复研读是王道，比较分析是精髓

21. In the first paragraph, Damien Hirst's sale was referred to as "a last victory" because _____.
- [A] the art market had witnessed a succession of victories
 - [B] the auctioneer finally got the two pieces at the highest bids
 - [C] *Beautiful Inside My Head Forever* won over all masterpieces
 - [D] it was successfully made just before the world financial crisis
22. By saying "spending of any sort became deeply unfashionable" (Line 1-2, Para.3), the author suggests that _____.
- [A] collectors were no longer actively involved in art-market auctions
 - [B] people stopped every kind of spending and stayed away from galleries
 - [C] art collection as a fashion had lost its appeal to a great extent
 - [D] works of art in general had gone out of fashion so they were not worth buying
23. Which of the following statements is NOT true?
- [A] Sales of contemporary art fell dramatically from 2007 to 2008.
 - [B] The art market surpassed many other industries in momentum.
 - [C] The market generally went downward in various ways.
 - [D] Some art dealers were awaiting better chances to come.
24. The three Ds mentioned in the last paragraph are _____.
- [A] auction houses' favorites
 - [B] contemporary trends
 - [C] factors promoting artwork circulation
 - [D] styles representing impressionists
25. The most appropriate title for this text could be _____.
- [A] Fluctuation of Art Prices
 - [B] Up-to-date Art Auctions
 - [C] Art Market in Decline
 - [D] Shifted Interest in Arts

答案记录



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Text-2

I was addressing a small gathering in a suburban Virginia living room — a women’s group that had invited men to join them. Throughout the evening, one man had been particularly talkative, frequently offering ideas and anecdotes, while his wife sat silently beside him on the couch. Toward the end of the evening, I commented that women frequently complain that their husbands don’t talk to them. This man quickly nodded in agreement. He gestured toward his wife and said, “She’s the talker in our family.” The room burst into laughter; the man looked puzzled and hurt. “It’s true,” he explained. “When I come home from work I have nothing to say. If she didn’t keep the conversation going, we’d spend the whole evening in silence.”

This episode crystallizes the irony that although American men tend to talk more than women in public situations, they often talk less at home. And this pattern is wreaking havoc with marriage.

The pattern was observed by political scientist Andrew Hacker in the late 1970s. Sociologist Catherine Kohler Riessman reports in her new book *Divorce Talk* that most of the women she interviewed — but only a few of the men — gave lack of communication as the reason for their divorces. **Given** the current divorce rate of nearly 50 percent, that amounts to millions of cases in the United States every year — a virtual epidemic of failed conversation.

In my own research, complaints from women about their husbands most often focused not on tangible inequities such as having given up the chance for a career to accompany a husband to his, or doing far more than their share of daily life-support work like cleaning, cooking and social arrangements. **Instead**, they focused on communication: “He doesn’t listen to me.” “He doesn’t talk to me.” **I** found, as Hacker observed years before, that most wives want their husbands to be, first and foremost, conversational partners, but few husbands share this expectation of their wives.

In short, the image that best represents the current crisis is the stereotypical cartoon scene of a man sitting at the breakfast table with a newspaper held up in front of his face, while a woman glares at the back of it, wanting to talk.

(2010.2)

参考译文

有一个女性团体在弗吉尼亚郊区的一间会客室里举行了一个小聚会，并邀请了几位男士参加，我在这个聚会上做了一次演讲。整个聚会，有位男士特别健谈，时不时地抒发一下己见，讲述一些逸闻趣事，而他的妻子却坐在他旁边的沙发上一言不发。聚会快要结束时，我插话说，女士们经常抱怨丈夫不跟她们交谈。这位男士立刻点头表示赞同。他指着妻子说：“她是我们家的话匣子。”屋里顿时爆发出一阵哄笑，而这位男士却显得很纳闷、很委屈。“这是真的啊，”他解释说，“我下班回到家里时没什么好说的。要是她不说话，我们就会在沉寂中度过整晚。”

这段插曲形象地表现了一种讽刺：虽然美国男人在公开场合比妇女更健谈，但在家他们说话却很少。这种模式（涉及考点不作翻译）。

政治科学家 Andrew Hacker 早在 20 世纪 70 年代末就注意到了这种行为模式。社会学家 Catherine Kohler Riessman 在她的新书《离婚访谈》中说，她采访的大多数女性认为缺乏沟通是离婚的原因，而只有少数男性持相同的观点。目前美国的离婚率差不多 50%，这就意味着每年会有数百万离婚案。实质上，这是一种缺乏交谈导致的流行病。

据我个人的研究，女性对丈夫的抱怨通常不是集中在一些具体的不公平事情上，如：为了配合丈夫干事业，而放弃自己的事业发展机会，或承担诸如打扫卫生、做饭、社交安排这样的家务活超过了应有的份额。相反，她们更重视夫妻间的沟通交流，经常抱怨说：“他根本不听我讲话，或者他不跟我讲话。”我发现大多数妻子首要的是希望丈夫成为自己的谈话伙伴，但很少有丈夫对妻子有这样的期望，这是 Hacker 早在多年前就已经注意到的事实。

简而言之，能充分代表目前这种危机意象的是这样一幅典型的漫画场景：一位男士吃着早餐，举着报纸，而妻子则怒视着报纸的背面，很想说话。



阅读满分高手提示：反复研读是王道，比较分析是精髓

26. What is most wives' main expectation of their husbands?

- [A] Talking to them.
- [B] Trusting them.
- [C] Supporting their careers.
- [D] Sharing housework.

27. Judging from the context, the phrase "wreaking havoc" (Para.2) most probably means _____.

- [A] generating motivation.
- [B] exerting influence
- [C] causing damage
- [D] creating pressure

28. All of the following are true EXCEPT _____.

- [A] men tend to talk more in public than women
- [B] nearly 50 percent of recent divorces are caused by failed conversation
- [C] women attach much importance to communication between couples
- [D] a female tends to be more talkative at home than her spouse

29. Which of the following can best summarize the main idea of this text?

- [A] The moral decaying deserves more research by sociologists.
- [B] Marriage break-up stems from sex inequalities.
- [C] Husband and wife have different expectations from their marriage.
- [D] Conversational patterns between man and wife are different.

30. In the following part immediately after this text, the author will most probably focus on _____.

- [A] a vivid account of the new book *Divorce Talk*
- [B] a detailed description of the stereotypical cartoon
- [C] other possible reasons for a high divorce rate in the U.S.
- [D] a brief introduction to the political scientist Andrew Hacker

答案记录



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Text-3

Over the past decade, many companies had perfected the art of creating automatic behaviors — habits — among consumers. These habits have helped companies earn billions of dollars when customers eat snacks, or wipe counters almost without thinking, often in response to a carefully designed set of daily cues.

“**There** are fundamental public health problems, like dirty hands instead of a soap habit, that remain killers only because we can’t figure out how to change people’s habits,” said Dr. Curtis, the director of the Hygiene Center at the London School of Hygiene & Tropical Medicine. “We wanted to learn from private industry how to create new behaviors that happen automatically.”

The companies that Dr. Curtis turned to — Procter & Gamble, Colgate-Palmolive and Unilever — had invested hundreds of millions of dollars finding the subtle cues in consumers’ lives that corporations could use to introduce new routines.

If you look hard enough, you’ll find that many of the products we use every day — chewing gums, skin moisturizers, disinfecting wipes, air fresheners, water purifiers, health snacks, teeth whiteners, fabric softeners, vitamins — are results of manufactured habits. A century ago, few people regularly brushed their teeth multiple times a day. Today, because of shrewd advertising and public health campaigns, many Americans habitually give their pearly whites a cavity-preventing scrub twice a day, often with Colgate, Crest or one of the other brands.

A few decades ago, many people didn’t drink water outside of a meal. Then beverage companies started bottling the production of far-off springs, and now office workers unthinkingly sip bottled water all day long. **Chewing** gum, once bought primarily by adolescent boys, is now featured in commercials as a breath freshener and teeth cleanser for use after a meal. Skin moisturizers are advertised as part of morning beauty rituals, slipped in between hair brushing and putting on makeup.

“Our products succeed when they become part of daily or weekly patterns,” said Carol Berning, a consumer psychologist who recently retired from Procter & Gamble, the company that sold \$76 billion of Tide, Crest and other products last year. “**Creating** positive habits is a huge part of improving our consumers’ lives, and it’s essential to making new products commercially viable.”

Through experiments and observation, social scientists like Dr. Berning have learned that there is power in tying certain behaviors to habitual cues through ruthless advertising. As this new science of habit has emerged, controversies have erupted when the tactics have been used to sell questionable beauty creams or unhealthy foods.

(2010.3)

参考译文

在过去的十年里,有多家公司都精通培养消费者无意识行为(即习惯)的艺术。消费者常常会响应那些精心设计的系列日常触机,不假思索地去吃快餐,不假思索地刷卡消费。这些习惯已经帮多家公司挣到了几十亿美元。

“有些基本的公共卫生问题仍然还是杀手,比如说,手脏了不用肥皂洗的习惯问题。这些问题之所还是杀手,只是因为我们还想不出如何改变人们的行为习惯。”伦敦卫生与热带医学院卫生中心主任 Curtis 博士说,“我们需要向私有企业学习如何培养那种无意识发生的新行为习惯。”

博士学习经验的公司有宝洁、高露洁和联合利华,这些公司曾投入数亿美元寻找消费者生活中的微妙线索,并利用这些微妙线索推行新的生活习惯。

如果观察仔细的话,你就会发现我们日常使用的许多产品都是培养出来的习惯,如口香糖、润肤霜、消毒湿巾、空气清新剂、净水器、健康快餐、牙齿洁白剂、纤维软化剂和维生素都是这样的产品。一个世纪以前,很少有人会习惯性地一天多次刷牙。今天,由于精明的广告和公共卫生宣传活动的影响,有很多美国人为了预防龋齿,习惯性地每天给自己珍珠般白的牙齿刷洗两次。而且他们大都使用高露洁、佳洁士或者其他品牌的牙膏。

几十年前,很多人不会在餐外时间喝水。后来,饮料公司开始对遥远地带的泉水进行瓶装生产,现在办公室职员整天都会不假思索地喝着瓶装水。口香糖过去主要由小男孩购买,而如今在商业广告中被宣传成为饭后口气清新剂和牙齿清洁剂。由于润肤霜被广告宣传成为早晨美容程序的一部分,所以现在润肤霜不知不觉地成为梳头和上妆之间的一道必要程序。

“我们的产品一旦成为人们每日或每周生活方式的一部分,那我们的产品就成功了。”最近刚从保洁公司(去年销售了760亿美元的汰渍、佳洁士和其他品牌的产品)退休的消费心理学家 Carol Berning 说,“养成积极的习惯是改善消费者生活很重要的一部分,养成积极的习惯对使新产品在商业上活下来具有决定性的作用。”

通过观察和实验, Berning 博士等社会学家们发现,通过持续不断的广告,把某些行为附加习惯暗示就会有影响力。随着这门新兴习惯科学的出现,引发了很多争议,因为这类策略被用于销售有问题的美容霜和不健康食品。



阅读满分高手提示:反复研读是王道,比较分析是精髓

31. According to Dr. Curtis, habits like hand washing with soap _____.
 [A] should be further cultivated
 [B] should be changed gradually
 [C] are deeply rooted in history
 [D] are basically private concerns
32. Bottled water, chewing gum and skin moisturizers are mentioned in Paragraph 5 so as to _____.
 [A] reveal their impact on people's habits
 [B] show the urgent need of daily necessities
 [C] indicate their effect on people's buying power
 [D] manifest the significant role of good habits
33. Which of the following does NOT belong to products that help create people's habits?
 [A] Tide
 [B] Crest
 [C] Colgate
 [D] Unilever
34. From the text we know that some of consumer's habits are developed due to _____.
 [A] perfected art of products
 [B] automatic behavior creation
 [C] commercial promotions
 [D] scientific experiments
35. The author's attitude toward the influence of advertisement on people's habits is _____.
 [A] indifferent
 [B] negative
 [C] positive
 [D] biased

答案记录



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Text-4

Many Americans regard the jury system as a concrete expression of crucial democratic values, including the principles that all citizens who meet minimal qualifications of age and literacy are equally competent to serve on juries; that jurors should be selected randomly from a representative cross section of the community; that no citizen should be denied the right to serve on a jury on account of race, religion, sex, or national origin; that defendants are entitled to trial by their peers; and that verdicts should represent the conscience of the community and not just the letter of the law. The jury is also said to be the best surviving example of direct rather than representative democracy. In a direct democracy, citizens take turns governing themselves, rather than electing representatives to govern for them.

But as recently as in 1968, jury selection procedures conflicted with these democratic ideals. **In** some states, for example, jury duty was limited to persons of supposedly superior intelligence, education, and moral character. Although the Supreme Court of the United States had prohibited intentional racial discrimination in jury selection as early as the 1880 case of *Strauder v. West Virginia*, the practice of selecting so-called elite or blue-ribbon juries provided a convenient way around this and other antidiscrimination laws.

The system also failed to regularly include women on juries until the mid-20th century. **Although** women first served on state juries in Utah in 1898, it was not until the 1940s that a majority of states made women eligible for jury duty. Even then several states automatically exempted women from jury duty unless they personally asked to have their names included on the jury list. This practice was justified by the claim that women were needed at home, and it kept juries unrepresentative of women through the 1960s.

In 1968, the Congress of the United States passed the Jury Selection and Service Act, ushering in a new era of democratic reforms for the jury. This law abolished special educational requirements for federal jurors and required them to be selected at random from a cross section of the entire community. In the landmark 1975 decision *Taylor v. Louisiana*, the Supreme Court extended the requirement that juries be representative of all parts of the community to the state level. The Taylor decision also declared sex discrimination in jury selection to be unconstitutional and ordered states to use the same procedures for selecting male and female jurors.

(2010.4)

参考译文

许多美国人把陪审团制度看作是至关重要的民主价值的具体体现,该制度包括以下原则:所有符合年龄和文化最低要求的公民都同样有资格担任陪审员;陪审员应该从社会具有代表性的层面随机选择;任何人不得因种族、宗教、性别或民族出生而被剥夺参与陪审团工作的权利;被告人有权接受同龄人的审判;判决应该代表社会的良知而不仅仅是法律条文的字面意义。陪审团也被认为是现存体现直接民主而非代议制民主的最佳典范。在直接民主国家中,公民自己轮流管理而不是选举代表来为他们管理。

但是,就在1968年,陪审团遴选程序仍然与这些民主理想冲突。例如,有些州,陪审团的职责仅限于那些被认为智商高、教育程度高、道德品质高的人士。尽管美国高等法院早在1880年的 *Strauder* 对 *West Virginia* 案中就已禁止在陪审团挑选中有故意的种族歧视,但是挑选所谓精英或者优秀陪审员的做法却为绕开这一反歧视法案及其他反歧视法案提供了一种便利的途径。

20世纪中期以前,陪审团制度一直就未能定期把女性列为陪审团成员。虽然女性在1898年就开始在犹他州担任陪审员,但直到20世纪40年代,大多数州女性才拥有陪审员的资格。即使在那时,还有几个州自动免除女性的陪审职责,除非女性亲自要求加入陪审团名单。家庭里需要女性的声称一直是这种做法的理由,这使陪审团在整个60年代就保持没有女性代表。

1968年,美国国会通过了《陪审团遴选与服务法案》,开创了陪审团民主改革的新时代。《陪审团遴选与服务法案》废除了对联邦陪审员的特殊教育要求,并要求从整个社会层面随机挑选联邦陪审员。In 1975年 *Taylor* 对 *Louisiana* 案件的裁决是一件里程碑事件,最高法院要求陪审团成员必须是来自社会各阶层的代表,并把这一要求延伸至州级层面。裁决也宣布陪审员遴选过程中的性别歧视违宪,并且要求各州使用相同的程序来挑选男女陪审员。



阅读满分高手提示:反复研读是王道,比较分析是精髓

36. From the principles of the US jury system, we learn that _____.
- [A] both literate and illiterate people can serve on juries
[B] defendants are immune from trial by their peers
[C] no age limit should be imposed for jury service
[D] judgment should consider the opinion of the public
37. The practice of selecting so — called elite jurors prior to 1968 showed _____.
- [A] the inadequacy of antidiscrimination laws
[B] the prevalent discrimination against certain races
[C] the conflicting ideals in jury selection procedures
[D] the arrogance common among the Supreme Court judges.
38. Even in the 1960s, women were seldom on the jury list in some states because _____.
- [A] they were automatically banned by state laws
[B] they fell far short of the required qualifications
[C] they were supposed to perform domestic duties
[D] they tended to evade public engagement
39. After the Jury Selection and Service Act was passed _____.
- [A] sex discrimination in jury selection was unconstitutional and had to be abolished
[B] educational requirements became less rigid in the selection of federal jurors
[C] jurors at the state level ought to be representative of the entire community
[D] states ought to conform to the federal court in reforming the jury system
40. In discussing the US jury system, the text centers on _____.
- [A] its nature and problems
[B] its characteristics and tradition
[C] its problems and their solutions
[D] its tradition and development

答案记录



文章未研读熟悉前,请勿核对答案,否则是对真题的浪费!



Text-5

Ruth Simmons joined Goldman Sachs's board as an outside director in January 2000; a year later she became president of Brown University. For the rest of the decade she apparently managed both roles without attracting much criticism. But by the end of 2009 Ms. Simmons was under fire for having sat on Goldman's compensation committee; how could she have let those enormous bonus payouts pass unremarked? By February the next year Ms. Simmons had left the board. The position was just taking up too much time, she said.

Outside directors are supposed to serve as helpful, yet less biased, advisers on a firm's board. **Having** made their wealth and their reputations elsewhere, they presumably have enough independence to disagree with the chief executive's proposals. If the sky, and the share price, is falling, outside directors should be able to give advice based on having weathered their own crises.

The researchers from Ohio University used a database that covered more than 10,000 firms and more than 64,000 different directors between 1989 and 2004. Then they simply checked which directors stayed from one proxy statement to the next. The most likely reason for departing a board was age, so the researchers concentrated on those "surprise" disappearances by directors under the age of 70. They found that after a surprise departure, the probability that the company will subsequently have to restate earnings increases by nearly 20%. The likelihood of being named in a federal class-action lawsuit also increases, and the stock is likely to perform worse. The effect tended to be larger for larger firms. **Although** a correlation between them leaving and subsequent bad performance at the firm is suggestive, it does not mean that such directors are always jumping off a sinking ship. Often they "trade up," leaving riskier, smaller firms for larger and more stable firms.

But the researchers believe that outside directors have an easier time of avoiding a blow to their reputations if they leave a firm before bad news breaks, even if a review of history shows they were on the board at the time any wrongdoing occurred. **Firms** who want to keep their outside directors through tough times may have to create incentives. Otherwise outside directors will follow the example of Ms. Simmons, once again very popular on campus.

(2011.1)