



2016

专四阅读

—180篇—

上海外国语大学

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阅读+词汇 双突破

5大题源

- ✓ TIME《时代周刊》
- ✓ The Washington Post《华盛顿邮报》
- ✓ Reader's Digest《读者文摘》
- ✓ The Guardian《卫报》
- ✓ Newsweek《新闻周刊》



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Preface

前言

《专四阅读》是一本帮助考生在短时间内快速提高答题速度和正确率的阅读训练书,其特色如下:

180篇 标准训练

要提高英语阅读能力,大量的阅读训练必不可少。本书提供 180 篇标准阅读训练,包括 20 篇题源阅读,帮助考生熟悉专四阅读文章,熟记核心词汇;60 篇分类特训,让考生熟悉题材,分类强化词汇;80 篇阅读模拟集训+20 篇阅读高分冲刺,以标准套题形式设置,帮助考生增强实战感及提升阅读能力。

本书的选材均来自英美报刊杂志及人物传记和文学作品,这些阅读材料无论在长度、难度、题材、体裁或是测试形式方面,均与英语专业四级考试大纲一致,是提升阅读能力行之有效的材料,真能让考生做到 Perfect practice makes perfect.

5 大题源 记核心词汇

怎样才能把单词记得牢固?几乎所有的英语老师都会告诉我们,只有在语境中记单词才能记得牢、记得久。本书根据近年来专业四级阅读真题的来源,从 *TIME*《时代周刊》、*The Washington Post*《华盛顿邮报》、*Reader's Digest*《读者文摘》、*Newsweek*《新闻周刊》及 *The Guardian*《卫报》5 大题源报刊上精心挑选出 20 篇阅读文章。这些题源文章涵盖了专四阅读中常考的 500 个核心词汇,有效帮助考生在短时间内迅速掌握阅读常见词汇,提高阅读速度。



College students are more **stressed out** than ever before—at least according to the latest findings of a large, national survey that has been conducted **annually** for the last 25 years. The survey includes more than 200,000 students attending nearly 300 colleges and asks them to rate how their own mental health **stacks up with** their classmates’—for example, is it “above average” or in the “highest 10%”?

This somewhat unusual **methodology** typically results in the **statistical** Lake Woebegon effect in which most people tend to **overestimate** themselves in relation to others (it refers to the fictional Lake Woebegon, where “all the women are strong, all the men are good-looking and all the children are above average”). But the most recent results **indicate** that fewer and fewer freshmen feel like they are in top form in terms of coping with stress.

核心词汇

stress out 使极度焦虑,使非常紧张
annually /ˈænjuəlɪ/ *ad.* 每年
stack up (with) 与……比较
methodology /ˌmeθəˈdɒlədʒɪ/ *n.* 方法;一套方法
statistical /stəˈtɪstɪkəl/ *a.* 统计的,统计学的
overestimate /ˌəʊvəˈestɪmeɪt/ *vt.* 高估
fictional /fɪkʃənəl/ *a.* 虚构的
indicate /ˈɪndɪkeɪt/ *vt.* 指出,表明
self-esteem /self ɪˈsti:m/ *n.* 自尊

5 类题材 分类训练

本书特设 60 篇阅读分类特训,按照题材考查频率的高低分为文学叙事、文化教育、社会生活、政治经济及科普环境 5 大类,考生可根据个人的实际情况,针对自己相对薄弱的文章题材进行有针对性的强化训练,从而消除阅读中的“软肋”,同时能扩大知识面并积累相关语境词汇。

7 大 应试技巧

专四阅读的题目设置充满了陷阱,考生一不小心就会被“似是而非”的干扰选项所迷惑,在模棱两可的选项之间拿不定主意。故本书特别总结归纳出 7 大应试技巧,如:通过定位法解题、同义替换是解、结合文章主题解题、50% 的选择规律等,以帮助考生快速解题。

25 套 标准套题训练

本书最后两个部分提供 25 套套题,共 100 篇阅读训练。其中,20 套标准的套题集训,难度与专四真题相当,可以让考生强化题感。考生可以根据每篇文章的“建议用时”调整阅读速度,以达到在考场上合理分配考试时间的要求。最后 5 套高分冲刺,供考生在掌握基本的阅读技巧后,进一步提升阅读能力,冲击高分。

编者

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20篇题源阅读记单词



1. College Students Are Stressed Out



College students are more **stressed out** than ever before—at least according to the latest findings of a large, national survey that has been conducted **annually** for the last 25 years. The survey includes more than 200,000 students attending nearly 300 colleges and asks them to rate how their own mental health **stacks up with** their classmates'—for example, is it “above average” or in the “highest 10%”?

This somewhat unusual **methodology** typically results in the **statistical** Lake Wobegon effect in which most people tend to **overestimate** themselves in relation to others (it refers to the **fictional** Lake Wobegon, where “all the women are strong, all the men are good-looking and all the children are above average”). But the most recent results **indicate** that fewer and fewer freshmen feel like they are in top form in terms of coping with stress.

A quarter century ago, nearly 70% of freshmen put themselves in the top 10% of mentally stable people in their class; today only 52% rate themselves that highly, down 3 points since last year. Students' **self-esteem**, however, is still **robust**: a full 71% of freshmen put themselves in the top 10% in terms of **academic** abilities. It's hard to know what these numbers actually mean: obviously, it's not mathematically possible for 52% or 71% of people to be in the top 10% of anything. And, as I **explored** earlier, people's attempts to compare themselves with others are **skewed** (倾斜的) in various ways. Nevertheless, the finding is **in line with** previous research, which found that almost half of all college students who seek **counseling** now have a major mental illness. That's more than double the rate seen 10 years ago.

So what's going on? Obviously, the economy and high unemployment rate make for a scary time to be in college, potentially facing **terrifying** levels of debt—that alone could account for the increase in stress.

Secondly, a much more **rigorous** large study recently found that **empathy** among college students had declined 40% since 2000—and since caring relationships are essential to mental and physical health, a decline in empathy could also produce a decline in mental health and coping.

My final point brings us back to my earlier post on a Stanford study that looked at the psychological effects of comparing ourselves to others. It found that the way people tend to **conceal** their negative emotions while broadcasting their happy ones makes the rest of us feel somehow “less than”—as though all our friends and neighbors have

核心词汇

stress out 使极度焦虑,使非常紧张

annually /ænjʊəli/ *ad.* 每年

stack up (with) 与……比较

methodology /məθə'dɒlədʒi/ *n.* 方法;一套方法

statistical /stə'tɪstɪkəl/ *a.* 统计的,统计学的

overestimate /əʊvər'estɪmɪt/ *vt.* 高估

fictional /fɪkʃənəl/ *a.* 虚构的

indicate /ɪndɪkeɪt/ *vt.* 指出,表明

self-esteem /self 'ɪsti:m/ *n.* 自尊

robust /rə'bʌst/ *a.* 强壮的,有活力的

academic /ækə'demɪk/ *a.* 学术的

explore /ɪk'splɔ:/ *v.* 探索

in line with 与……一致,符合

counseling /kaʊnsəlɪŋ/ *n.* 咨询服务

terrifying /terrɪfaɪŋ/ *a.* 极其可怕的

rigorous /rɪgərəs/ *a.* 严密的

empathy /empəθi/ *n.* 同情,共鸣

conceal /kən'si:l/ *vt.* 隐藏

venue /venju:/ *n.* 聚集地点,会场

perpetually /pə'petʃʊəli/ *ad.* 永恒地,不断地

version /vɜ:ʃən/ *n.* 版本,译本

phenomenon /fɪ'nɒmɪnən/ *n.* 现象

norm /nɔ:m/ *n.* [常 *pl.*] 准则

stability /stə'bɪləti/ *n.* 坚固,稳定性

desperately /dɛspərtli/ *ad.* 不顾一切地

perceive /pə'si:v/ *vt.* 感知,感觉

reflection /rɪ'flekʃən/ *n.* 表现,反映



better lives than we do. Social media sites like Facebook and Twitter seem to have made these comparisons even more harmful by providing the perfect venue through which people can perpetually present a perfect version of themselves.

This phenomenon, too, might tie into why the new survey, “The American Freshman: National Norms,” found that students are feeling less confident about their level of emotional and mental stability. If all the students around you are desperately trying to put on a happy face—and you perceive that face as a true reflection of their inner selves, even as you work to hide your own sadness—well, it's not surprising that so many students might be getting a bit stressed out.

Instead, if students were encouraged to feel safe expressing their honest emotions, even about their fears and failures, everyone might feel more connected, happier—and, yes, healthier.

参考译文

大学生精神压力比以前大

大学生现在的精神压力比以前任何时候都要大——至少最近一项大型全国调查的结果显示了这一点。这项调查在过去 25 年里每年都进行一次。调查对象包括近 300 所大学的 20 多万名学生。在调查过程中,调查人员会让他们将自己的心理健康状况与其他同学的进行比较。比如,是“高于平均水平”还是“最靠前的 10%”?

这种有点不寻常的方法一般会导致出现统计学上的“沃博良湖效应”,即大多数人在和他人比较时都会高估自己(沃博良湖是一个虚构的地方,在那里“所有的女人都很强壮,所有的男人都很帅,所有的孩子都高于普通水平”)。但最近的调查结果表明,在应付压力方面,觉得自己能够很好地应付压力的大一新生越来越少。

25 年前,接近 70% 的大一新生认为自己精神状态稳定,在班上属于前 10%。而现在,只有 52% 的新生会这么说。这跟去年相比下降了 3 个百分点。但学生的自尊心仍然很强:在学习能力方面,71% 的大一新生认为自己在班上属于前 10%。很难知道这些数字到底意味着什么:显然,从数学上看,这 52% 或 71% 的人不可能都占班上的前 10%。而且,正如我先前研究的,人们在和他人比较时会在各个方面有所倾斜。不过,这一发现与先前的研究结果很一致。先前的研究发现,现在寻求心理咨询的学生中,几乎有一半的学生有比较严重的心理疾病。这一比率是 10 年前的两倍多。

这是怎么回事呢?显然,经济和高失业率让人在大学里待得很不安,而且还可能面临巨额债务——这些就足以解释为何大学生的精神压力会增大了。

其次,最近一项更严密的大型研究发现,在校大学生的移情作用自 2000 年以来已经降低了 40%。由于人与人之间的互相关心对心理和生理健康都至关重要,移情作用的降低也可能导致心理健康水平和应付压力能力的下降。

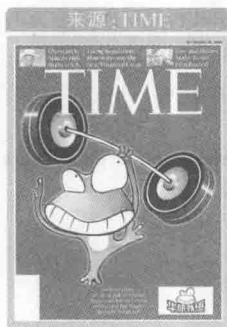
我要说的最后一点又回到了我先前在斯坦福大学所做的研究,这个研究考察和别人比较时的心理效应。研究发现,人们往往会隐藏自己的消极情绪,而向人展示自己幸福的一面,这会使我们觉得自己“不如”别人——好像我们所有的朋友和邻居都比我们生活得好。Facebook 和 Twitter 这样的社交传媒网站提供了一个完美的场所,让人们不断展示自己完美的一面,这加重了这种攀比对人的伤害。

这种现象或许也解释了为什么这项新的全美学生现况调查报告——“美国大一新生:国家规范”——发现学生对自己的情绪和心理稳定水平越来越缺乏自信。如果你周围所有的学生都在拼命装出一副幸福的样子,而且你认为他们脸上的幸福表情就是他们内心的真实反映,即使你自己还在努力隐藏自己的悲伤情绪。如此,这么多的学生不堪压力就不足为奇了。

相反,如果我们鼓励学生无所顾忌地表达出自己的真实情感,哪怕是关于他们的恐惧和失败,那么每个人可能都会感到彼此之间的联系加强了,感到更幸福了——当然,也更健康了。



2. KFC's Colonel Sanders



When I read last week that a majority of Americans ages 18 to 25 didn't know who **Colonel Sanders** was, I was shocked. According to *USA Today*, 61% of **respondents** didn't know who the guy with the **beard** in the KFC **logo** was.

For anyone who grew up in America in the second half of the 20th century, the Colonel was a true **icon**. You didn't need to be able to read to know who he was; you didn't even need to watch TV. Anyone who drove a mile in any direction would see his **beaming**, grandfatherly **visage** and white suit and know that Kentucky Fried Chicken could be found there. Maybe not everybody knew that he was the chain's founder or remembered his TV commercials from the '60s and '70s, when he talked about how each piece was **dipped** in an "egg wash" before frying. But, at least, they knew he was real. Half of the young adults in the survey, which was ordered up by the chain, **assumed** that he was the creation of KFC, rather than **the other way around**.

In fact, the Colonel wasn't just a fast-food **baron** who represented his company on TV. Sanders was the living **embodiment** of what his food supposedly stood for. His white suit wasn't the invention of a marketing committee; he wore it every day and was never seen in public for the last 20 years of his life in anything else. He was a failure who got fired from a dozen jobs before starting his restaurant, and then failed at that when he **went out of business** and found himself broke at the age of 65. He drove around in a Cadillac with his face painted on the side before anybody knew who he was, **pleading** with the owners of **run-down diners** to use his **recipe** and give him a **nickel** commission on each chicken. He slept in the back of the car and made handshake deals. He was a lawyer who once **assaulted** his own client in court. He was indeed a Kentucky Colonel, an **honorary** title given to him by not one but two **governors**.

Since the Colonel's death, his company has changed its name, dropping Kentucky Fried Chicken for the more **generic** and unthreatening **initials** KFC, even going so far as to suggest that the letters stood for "Kitchen Fresh Chicken." Colonel Sanders' 11 secret **herbs** and **spices** are kept in a **vault** deep inside corporate headquarters in Lexington, Ky., surrounded by motion detectors and **surveillance** cameras; only two executives have access to it at any time. Inside that vault, those spices are written on a piece of notebook paper, in pencil, in Sanders' own hand.

核心词汇

colonel /'kɜːnl/ *n.* 陆军上校

respondent /rɪ'spɒndənt/ *n.* 回答者

beard /bɪəd/ *n.* 胡须

logo /'ləʊgəʊ/ *n.* 标志, 商标

icon /aɪkɒn/ *n.* 偶像

beaming /'biːmɪŋ/ *a.* 喜气洋洋的, 笑吟吟的

visage /'vɪzɪdʒ/ *n.* 脸, 容貌

dip /dɪp/ *vt.* 浸, 蘸

assume /ə'sjuːm/ *vt.* 假定, 设想
the other way around 相反

baron /'bærən/ *n.* 工业巨头, 大王

embodiment /ɪm'bɒdɪmənt/ *n.* 化身

go out of business 停业, 歇业

plead /pliːd/ *vi.* 恳求, 请求

run-down diner 速食店

recipe /'resɪpi/ *n.* 烹饪法; 秘诀

nickel /'nɪkəl/ *n.* 五分硬币

assault /ə'sɔːlt/ *v.* 攻击, 袭击

honorary /'ɒnərəri/ *a.* 名誉的, 荣誉的

governor /'gʌvənə/ *n.* 州长

generic /dʒɪ'nerɪk/ *a.* 一般的, 普通的

initial /ɪ'nɪʃəl/ *n.* [常pl.]首字母

herb /hɜːb/ *n.* 药草

spice /spaɪs/ *n.* 香料, 调味品

vault /vɔːlt/ *n.* 地下室, 保险库

surveillance /sə'veɪləns/ *n.* 看守



参 考 译 文

肯德基爷爷的真实故事

上周报上的一条消息让我感到非常震惊:大多数 18 到 25 岁的年轻人不知道桑德斯上校是谁。据《今日美国》报道,61%的受访者不知道肯德基商标上那个留着胡须的老人是谁。

对任何一个在 20 世纪后半叶长大的美国人来说,桑德斯上校是一位真正的偶像。你不必识字,甚至不必去看电视,就可以知道他是谁。往任何方向开车行驶一英里你就能看见他那笑吟吟的如祖父般慈祥的脸,还有他的白色西装。然后你就知道肯德基就在附近。也许并不是所有人都知道他是肯德基的创始人,也不是所有人都记得上世纪六七十年代的那个电视广告,在广告中他讲解了每块鸡块在油炸前都需在“蛋浆”中浸泡。但至少大家都知道确实有这么一个人。可是,在这次由肯德基组织的调查中,有一半的年轻人却认为他是肯德基创造出来的虚拟标志而不是确有其人。

事实上,桑德斯上校并不仅仅是一个在电视上代表肯德基的快餐业巨头,他还是肯德基的食物的活化身。他的白色西装可不是市场营销部门的发明创造;他每天都穿着它,在他人生最后的 20 年里,他一直坚持在公开场合穿着它。在自己开餐厅之前,他曾多次遭到解雇。随后在他 65 岁那年,他的餐厅歇业并宣布破产。他开着车身印有他头像的凯迪拉克车到处兜售,那时人们还不知道他是谁。他恳请速食店的老板们用他的配方,每烹饪一只鸡给他五分钱的佣金。晚上他就睡在车后座上,跟别人达成“握手协议”。他做过律师,却在法庭上殴打自己的委托人。他是货真价实的“肯塔基上校”,并由两位(而不是一位)州长授予了他这个荣誉头衔。

桑德斯上校去世后,他的公司就改名了,把原来的肯德基炸鸡(Kentucky Fried Chicken)改成了更通用、更友善的缩写 KFC,甚至还一度想让 KFC 代表 Kitchen Fresh Chicken(厨房新鲜鸡)。桑德斯上校的炸鸡秘方(11 种草药与香料)现收藏在肯塔基州莱克星顿总部的保险箱里,四周布满了活动探测器和监控摄像头。只有两位高层主管能随时开启它。保险箱内放置着一页纸,上面是桑德斯上校亲手用铅笔写下的秘方。

3. Neural Advertising: The Sounds We Can't Resist



If you're like most people, you're way too smart for advertising. You **flip** right past newspaper ads, never click on ads online and leave the room during TV commercials.

That, at least, is what we tell ourselves. But what we tell ourselves is **nonsense**. Advertising works, which is why, even in hard economic times, Madison Avenue is a \$34 billion-a-year business. And if Martin Lindstrom—author of the best seller *Buyology*

—is correct, trying to **tune this stuff out** is about to get **a whole lot** harder.

Lindstrom is a **practitioner** of neuromarketing research, in which consumers are exposed to ads while **hooked up** to machines that monitor brain activity, sweat responses and **flickers** in facial muscles, all of which are markers of emotion. According to his studies, 83% of all forms of advertising principally engage only one of our senses: sight. Hearing, however, can be just as powerful, though advertisers have taken only limited advantage of it. Historically, ads have relied

核心词汇

flip /flɪp/ *vt.* 快速翻动

nonsense /ˈnɒnsəns/ *n.* 荒谬的想法

tune... out 不理睬,对……充耳不闻

stuff /stʌf/ *n.* 原料,材料

a whole lot 许多,大量

practitioner /ˈpræktɪʃənə/ *n.* 从业者

hook up 连接上

flicker /ˈflɪkə/ *n.* 闪烁;晃动

jingle /ˈdʒɪŋɡl/ *n.* 广告短歌

slogan /ˈsləʊɡən/ *n.* 口号,广告语

weave /wi:v/ *v.* 织,编

wire up 为……接通电源

blow the doors off 胜出,超出



on **jingles** and **slogans** to catch our ear, largely ignoring everyday sounds—a steak *sizzling* (发滋滋声), a baby laughing and other noises our bodies can't help paying attention to. **Weave** this stuff into an ad campaign, and we may be powerless to resist it.

To figure out what most appeals to our ear, Lindstrom **wired up** his volunteers, then played them recordings of dozens of familiar sounds, from McDonald's "I'm Lovin' It" jingle to cigarettes being lit. The sound that **blew the doors off** all the rest—both in terms of interest and positive feelings—was a baby **giggling**. The other high-ranking sounds were less **primal** but still powerful. The **hum** of a **vibrating** cell phone was Lindstrom's second-place finisher. Others that followed were an ATM **dispensing** cash, a steak sizzling on a **grill** and a soda being popped and poured.

In all of these cases, it didn't take a Mad Man to invent the sounds, **infuse** them with meaning and then play them over and over until the subjects **internalized** them. Rather, the sounds already had meaning and thus **triggered** a **cascade** of reactions: hunger, thirst, happy **anticipation**.

TV advertisers aren't the only ones who may start putting sound to greater use. Retailers are also catching on. The 0101 department store in Japan, for example, has been designed as a series of soundscapes, playing different sound effects such as children at play, birdsongs and lapping water in the sportswear, **fragrance** and formal-wear sections. Lindstrom is consulting with clients about employing a similar strategy in European supermarkets, piping the sound of *fizzing* (嘶嘶声) soda into the **beverage** department.

None of this means that advertisers just have to turn the audio dials and consumers will come running. Indeed, sometimes they **flee**. In the early years of **mainstream** cell-phone use, the Nokia ringtone was recognized by 42% of people in the U.K.—and soon became widely **loathed**. That, Lindstrom says, was partly because so few users practiced cell-phone **etiquette** and the **blasted** things kept going off in movie theaters. The Microsoft start-up sound has taken on similarly negative associations, because people so often hear it when they're **rebooting** after their computer has **crashed**. In these cases, manufacturers themselves must reboot by changing the **offending** sound slightly or replacing it entirely.

giggle /gɪgl/ v. 咯咯地笑

primal /praɪmə/ a. 原始的

hum /hʌm/ n. 嗡嗡声

vibrate /vaɪˈbreɪt/ v. (使)振动, (使)摇摆

dispense /dɪsˈpens/ v. 分配

grill /grɪl/ n. 烤架

infuse /ɪnˈfjuːz/ v. 灌输, 注入

internalize /ɪnˈtɜːnəlaɪz/ v. 使内在化

trigger /ˈtrɪɡə/ vt. 触发

cascade /kæsˈkeɪd/ n. 瀑布

anticipation /æn.tɪsɪˈpeɪʃən/ n. 预期, 期望

fragrance /ˈfreɪgrəns/ n. 香水

beverage /ˈbevərɪdʒ/ n. 饮料

flee /fliː/ vi. 逃走

mainstream /ˈmeɪnstriːm/ n. 主流

loathe /ləʊð/ v. 憎恨, 厌恶

etiquette /etɪket/ n. 礼节, 礼仪

blasted /ˈblɑːstɪd/ a. 该死的, 讨厌的

reboot /ˈriːbuːt/ vi. 重新启动

crash /kræʃ/ v. (电脑)死机

offending /əˈfendɪŋ/ a. 令人厌恶的, 令人不愉快的

参考译文

广告中无法抗拒的声音

如果你和大多数人一样,你必定自以为能避开广告。你会直接跳过报纸上的广告,从不会点击网页上弹出的广告,在电视插播广告时离开房间。

这至少是我们的自我感觉,但我们错了。即使在经济低迷期,麦迪逊大道一年也有340亿美元的生意,原因就是广告是有用的。要是畅销书《买》的作者马丁·林德斯特伦所述正确的话,那么想要忽略这些广告恐怕比登天还难。

林德斯特伦先生专门从事神经营销学的研究。在研究中,他给接触广告的消费者连上仪器监测他们的大脑活动、出汗反应和面部肌肉震颤等情绪变化标记。根据他的研究,在所有形式的广告中,83%的广告都只专注于吸引我们的一种感觉器官——视觉。但听觉的效果其实同样强大,不过广告商对听觉的利用还十分有限。一直以来,广



告只借助广告词和口号来吸引我们的耳朵,很大程度上忽略了日常生活中的声音——如煎牛排的滋滋声、婴儿的笑声和其他一些我们身体不由自主就会被吸引的响声。若是把这类东西融入到广告中,或许我们就无法抗拒它了。

为了弄清什么最吸引我们的耳朵,林德斯特伦给测试者连接上监测仪,然后给他们播放几十种他们熟悉的声音的录音,从麦当劳广告歌“我就喜欢”到点燃香烟的声音。就吸引力和产生愉悦感而言,在所有这些声音中脱颖而出的是——婴儿咯咯的笑声。其他排在前面的声音虽然没有那么厉害,但仍很具有“杀伤力”。林德斯特伦研究中排名第二的“终极武器”是手机“嗡嗡”的震动声。紧随其后的是ATM数现钞的声音、烤架上烤牛排的滋滋声以及苏打水被打开和倒出时的声音。

在所有这些研究中,并没有什么“广告狂人”去刻意制造出一些声音、给这些声音赋予某种意义、然后反复播放直到它们侵入听者的内心。相反,研究者使用的是本身就有意义的声音,这样便能激起一系列的反应:如饥饿、干渴和对幸福的期望。

电视广告商并非唯一开始更多地利用声音的人,零售商们也纷纷效仿。比如日本的0101百货公司就被设计成一个声音景观,在运动服装、香水和正装专柜都播放着各种各样的音响效果,如孩子的嬉闹声、鸟儿的鸣唱声和潺潺的流水声。林德斯特伦建议客户在欧洲各大超市中也采用类似的方法,如在饮料部播放苏打水的嘶嘶声。

这并不意味着广告商只需播放这些声音,顾客就会蜂拥而至。事实上,有时候顾客还被吓跑。在早些年手机刚刚普及的时候,有42%的英国人能够接受诺基亚的手机铃声——但不久之后越来越多的人开始讨厌它。林德斯特伦认为,部分原因是只有极少数人遵守手机礼仪,会在电影院关掉刺耳的手机铃声。微软操作系统的启动声也同样产生了负面联想。因为在电脑死机重启后,人们就常常会听到这段音乐。在这种情况下,电脑生产商不得不对电脑重启时那种让人不舒服的声音稍作修改,或者干脆完全换成别的音乐。

4. The Optimism Bias

来源:TIME



We like to think of ourselves as rational creatures. We watch our backs, weigh the odds, pack an umbrella. But both *neuroscience* (神经学) and social science suggest that we are more **optimistic** than realistic. On average, we expect things to turn out better than they **wind up** being. People hugely **underestimate** their chances of getting divorced, losing their job or being **diagnosed** with cancer; expect their children to be extraordinarily gifted; **envision** themselves achieving more than their **peers**; and overestimate their likely life span.

The belief that the future will be much better than the past and present is known as the optimism bias. It **abides** in every race, region and socioeconomic **bracket**. Schoolchildren playing when-I-grow-up are **rampant** optimists, but so are grownups: a recent study found that adults over 60 are just as likely to **see the glass half full** as young adults.

You might expect optimism to **erode** under the tide of news about violent conflicts, high unemployment, **tornadoes** and floods and all the threats and failures that shape human life. Collectively we can grow pessimistic—about the direction of our country or the ability of our leaders to improve education and reduce crime. But private optimism, about our personal future, remains incredibly **resilient**. A survey

核心词汇

- bias** /'baɪəs/ *n.* 偏见
- odds** /ɒdz/ *n.* 可能性
- optimistic** /,ɒptɪ'mɪstɪk/ *a.* 乐观(主义的)
- wind up** 以……告终
- underestimate** /,ʌndə'restɪmənt/ *vt.* 低估
- diagnose** /'daɪəgnəʊz/ *vt.* 诊断
- envision** /ɪn'veɪʒən/ *v.* 想象,展望
- peer** /pɪə/ *n.* 同龄人
- abide** /ə'baɪd/ *v.* 遵守
- bracket** /'bræktɪ/ *n.* 分类,等级
- rampant** /ræmpənt/ *a.* 猖獗的,遏制不住的
- see the glass half full** 比喻乐观处事,与 half empty (还剩半杯水)相对
- erode** /ɪ'rəʊd/ *v.* 腐蚀,磨损
- tornado** /tə:'nɔ:deɪ/ *n.* 龙卷风



conducted last year found that while 70% thought families in general were less successful than in their parents' day, 76% of respondents were optimistic about the future of their own family.

Overly positive assumptions can lead to **disastrous** miscalculations—make us less likely to get health checkups, apply *sunscreen* (防晒霜) or open a savings account, and more likely to bet the farm on a bad investment. But the bias also protects and **inspires** us: it keeps us moving forward rather than to the nearest high-rise **ledge**. Without optimism, our ancestors might never have **ventured** far from their **tribes** and we might all be cave **dwellers**, still **huddled** together and dreaming of light and heat.

To make progress, we need to be able to imagine **alternative** realities—better ones—and we need to believe that we can achieve them. Such faith helps **motivate** us to pursue our goals. Optimists in general work longer hours and tend to earn more. Economists at Duke University found that optimists even save more. And although they are not less likely to divorce, they are more likely to remarry—an act that is, as Samuel Johnson wrote, the **triumph** of hope over experience.

Even if that better future is often an **illusion**, optimism has clear benefits in the present. Hope keeps our minds **at ease**, lowers stress and improves physical health. Researchers studying heart-disease patients found that optimists were more likely than nonoptimistic patients to take vitamins, eat low-fat diets and exercise, thereby reducing their overall *coronary* (冠状动脉的) risk. A study of cancer patients revealed that **pessimistic** patients under the age of 60 were more likely to die within eight months than nonpessimistic patients of the same initial health, status and age.

In fact, a growing body of scientific evidence points to the conclusion that optimism may be hardwired by evolution into the human brain. The science of optimism, once **scorned** as an intellectually suspect province of **pep rallies** and smiley faces, is opening a new window on the workings of human **consciousness**. What it shows could fuel a revolution in psychology, as the field comes to **grips** with accumulating evidence that our brains aren't just stamped by the past. They are constantly being shaped by the future.

resilient /rɪˈzɪlənt/ *a.* 能迅速恢复或重新振作的

disastrous /dɪˈzɑːstrəs/ *a.* 灾难性的

inspire /ɪnˈspaɪə/ *vt.* 鼓舞; 激励

ledge /ledʒ/ *n.* 架状突出物

venture /ˈventʃə/ *vi.* 冒险

tribe /traɪb/ *n.* 部落, 族

dweller /ˈdwelə/ *n.* 居住者, 居民

huddle /ˈhʌdl/ *v.* 聚集在一起

alternative /ɔːlˈtɜːnətɪv/ *a.* 供选择的

motivate /məʊtɪveɪt/ *vt.* 激励

triumph /ˈtraɪəmf/ *n.* 胜利

illusion /ɪˈluːʒən/ *n.* 幻想

at ease 舒适, 松弛

pessimistic /ˌpesɪˈmɪstɪk/ *a.* 悲观(主义)的

scorn /skɔːn/ *vt.* 轻蔑

pep rally 赛前动员会

consciousness /ˈkɒnʃəsnɪs/ *n.* 意识

grip /grɪp/ *n.* 理解, 掌握

参 考 译 文

盲目乐观也有好处

我们喜欢把自己当作理智的生物。我们总会提防背后的危险, 权衡胜负的几率, 随身携带雨伞以防下雨。但神经学和社会学都揭示, 我们的乐观性大于现实性。一般而言, 我们总会把事情想得比真实情况更好一些。人们会大大低估他们离婚、失业或得癌症的可能性; 期望自己的孩子拥有非凡的天分; 想象自己能比同辈获得更大的成就; 人们也会高估自己的寿命。

这种相信未来会比过去和现在好得多的想法被称为乐观主义偏见。它存在于每个种族、地区和社会经济阶层。玩“等我长大后”游戏的学童是典型的乐观主义者。而成年人也一样。最近一项调查发现, 超过 60 岁的成年人和年轻的成年人一样倾向于“还有半杯水”的乐观主义看法。

当人们淹没在暴力冲突、高失业率、龙卷风、洪水等负面新闻以及生活中的威胁和失败的潮水中时, 你可能会觉得乐观主义会被逐渐磨灭。总体而言我们会变得悲观——对我们国家的走向, 或是领导人改善教育、减少犯罪的能力。但个人的乐观主义——关于我们个人的未来——却难以置信地丝毫未减。去年的一项调查显示, 尽管 70% 的



受访者认为现在的家庭普遍没有他们父辈时的那么成功,却有76%的人对他们自己家庭的未来表示乐观。

过于积极的设想可能会导致灾难性的失算。它使我们不大会想到去做体检、抹防晒霜,或开储蓄账户;同时很可能使你把所有家产押在糟糕的投资上。但这种偏见也会保护和鼓舞我们;它使我们不断前进,而不是去寻找最近的高台。没有乐观主义,我们的祖先可能永远不会远离他们的部落去冒险,我们可能都还群居在洞穴里,挤在一起梦想着光和热。

要寻求发展,我们必须想象出不同的现实——更好的现实——并且要相信我们能够实现。这样的信念可以为我们追求目标提供动力。乐观主义者通常会工作更长的时间,也更可能赚得更多。杜克大学的经济学家发现,乐观主义者甚至会有更多的储蓄。虽然他们离婚的几率不会比别人低,但他们更容易再婚——如塞缪尔·约翰逊曾写到的,这是希望战胜了经验。

即使更好的未来常常只是幻想,乐观的心态对当前有明显的益处。希望会帮助我们保持平和的心境、缓解压力和改善身体健康。对心脏病患者的研究显示:乐观主义者比不乐观的病人更可能服用维生素、吃低脂食品、锻炼身体,从而整体上降低患冠心病的风险。另一项对癌症患者的研究显示,60岁以下,在患病初期的健康状况和年龄都相同的前提下,悲观的病人比乐观的病人更有可能在8个月内死亡。

事实上,越来越多的科学证据指向这样的结论:乐观情绪在进化过程中可能会在人的大脑中固定下来。乐观主义科学这个一度被讥讽为研究励志演讲和笑脸的、缺乏理智的领域正在打开关于人类意识的工作机制的一扇新窗口。它所展示的内容可能点燃心理学的革命之火,因为这个领域已经获得了越来越多的证据。这些证据显示,在我们的大脑中留下印迹的不仅仅是过去的经历,对未来的希望也在不断塑造着我们的头脑。

5. The Mayor's Ultimatum to Wal-Mart

来源: The Washington Post



No one can **fault** D.C. Mayor Vincent C. Gray for pushing hard to **revitalize** struggling city neighborhoods. He's right to use every resource **at his disposal** to get private industry to invest in underserved communities. But this ultimatum to Wal-Mart—that it either build a store in the Skyland neighborhood of Ward 7 or lose official city support for four other locations—comes dangerously close to crossing the line between tough negotiation and political **extortion**.

"You have a choice. You can do five stores, or you can do no stores," is the line Mr. Gray and other city officials delivered to Wal-Mart executives in a meeting at the recent shopping-center **convention** in Las Vegas. Unless the mega-**retailer** commits to **anchoring** Skyland Town Center, a long-delayed project in the mayor's home ward that is one of his top redevelopment projects, it could risk plans for stores in Wards 4, 5, 6 and 7. Never mind that those locations would serve communities that lack **adequate** shopping options, especially for fresh, affordable food. Or that the four stores represent 1,200 retail jobs, 400 construction jobs and an estimated \$10 million in annual tax revenue for the District.

Wal-Mart is not asking for government help, either in **subsidies** or zoning changes. But Mr. Gray, indicated he would be prepared to

核心词汇

ultimatum /ˌʌltɪ'metəm/ *n.* 最后通牒

fault /fo:lt/ *v.* 指责,批评,挑错

revitalize /ri:'vʌtəlaɪz/ *v.* 使恢复活力

at one's disposal 供任意使用

extortion /ɪk'stɔ:ʃən/ *n.* 勒索,敲诈

convention /kən'venʃən/ *n.* (正式)会议

retailer /ri:'teɪlə/ *n.* 零售商

anchor /'æŋkə/ *v.* 抛(锚),固定

adequate /'ædɪkwɪt/ *a.* 充足的

subsidy /səb'sɪdɪ/ *n.* 补助金

deputy /'depjʊtɪ/ *n.* 副职

jest /dʒest/ *n.* 玩笑

overstatement /,əʊvə'steɪtmənt/ *n.* 夸大,夸张

clarification /klə'rɪfɪ'keɪʃən/ *n.* 澄清