

大学英语阅读

College English Reading Skills

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技巧攻略



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前 言

本书是一本以《大学英语课程教学要求》为指导，紧扣大学英语四级考试题型而编写的阅读教材。目的是使同学们通过对本书的学习，能快速掌握标准化考试的要求和命题方式及特点，快速提升阅读理解能力和应试技巧。

本教程具有以下特点：

标准化：所选内容均设计成标准化考试题的形式，便于同学们直接掌握四级考试阅读理解部分测试特征和要求。另外，每一部分我们还专门精选若干历年考试真题，以便同学们能更直观地感受和理解考试难度和要求。

针对性：本书的最大特点就是针对性强，主要针对备考大学英语四级考试的同学们编写。每一部分都专门针对同学们可能出现的理解问题附有答案详解。

实用性：本书目的就是提高同学们的阅读理解能力和应试技巧，每一部分都专门设计有设题特征、解题技巧等做题方法和技能的培训，具有很强的实用性。

本书由以下内容组成：

第一章：快速阅读理解，由三节构成：设题特征、解题套路、巩固训练。同学们通过对本章的学习，可以迅速了解四级考试中快速阅读理解部分的各项要求和应试技巧，达到快速提高成绩的目的。建议在做练习时严格遵守时间限制，即每篇练习不超过15分钟。

第二章：篇章词汇理解，分为四节：设题特征、文章结构、解题技巧、巩固训练。同学们通过对本章的学习，能快速掌握篇章词汇理解的考试特点和备考技巧。

第三章：篇章阅读理解，由四节构成：设题特征、阅读技巧、解题技巧、巩固训练。篇章阅读理解是四级阅读考试的核心部分，此部分的做题正确率对整个考试具有很大的影响。因此，在本部分我们设计了大量的巩固练习题（共88篇阅读理解）。通过技巧讲解并辅之以大量练习能极大地提高同学们篇章阅读理解的正确率。

第四章：时文选读，我们精选了若干英语格言放在每篇练习的开头，供同学们在阅读间隙赏析，放松心情。还精选了5篇时文供同学们赏析阅读，这些文章均来自于世界著名报刊：《华尔街日报》、《纽约时报》、《中国日报》等，所选材料贴近生活，同时具有时代特征，同学们不妨一读。毕竟我们学习英语阅读的最终目的是能阅读英文资料，获取更多的信息。

由于编者水平有限，书中错误与不妥之处在所难免，敬请读者批评指正。

编 者

2012年6月

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第一章 快速阅读理解

快速阅读作为一种阅读手段，在于培养与引导考生从大篇文字中快速获取有价值信息的能力，重点考察学生对略读和查读这两种阅读方法的掌握与运用情况。

快速阅读理解题分为选择题和填空题两部分，其中1~7题为选择题，8~10题为补充填空题，填空题中所缺的词句通常是原文中出现过的词句。

第一节 快速阅读的设题特征

(1) 大多数题目的题干中含有较为明显的线索词，考生可以根据线索词快速确定答案出处在文中的位置。

(2) 绝大多数题目的答案出处都在一段内的一句话中，较少有答案的确定需要结合两处信息才能进行判断的情况。

(3) 题目的题干无照搬原文句子的现象，都进行了一定的信息转换。

(4) 句子填空题的答案一般为文中原词，且一般为名词或名词性短语。

第二节 快速阅读的解题套路

综合运用略读和查读两种方法是应对快速阅读题型的有效途径。

略读的重点在于快速了解文章的中心思想。略读的具体方法：在有标题的情况下，看标题了解文章主题，接着读第一段，抓住中心思想；再浏览其他的小标题或者段落的首句和末句；最后读完结尾段。没有标题的文章，看首段和末段，并浏览各段的首句和末句，或段落中关键性的词句。

查读的重点在于有目标地找出文中某些特定的信息。查读具体方法：在明确所查询信息的特点的前提下，以很快的速度扫视文章，确定所查询的信息范围。

在略读全文之后，一道题的完整解题过程如下：

(一) 选择题的解题过程

1. 读题干，确定线索性关键词

解题第一步要读懂题干，确定题目中所含的线索性关键词。线索性关键词一般是容易在

文章中找到的比较明显的词，如问题涉及的人名、地名，查读时只要查找首字母大写的单词；有关日期、数目的问题，则主要查找具体数字；有关某个事件、某种观点等，就需要查找与此相关的关键词，而与所查信息无关的内容可一掠而过。

2. 确定问题出处，定位相关内容

根据题目中的线索性关键词包含的信息，查读到文章中包含同样或类似信息点的相关标题或段落，还可以定位到具体的句子，考察主旨大意的题目除外。题目顺序和出题点在文中的顺序基本上是一致的，要从上到下做题，从上到下依次读文章。

3. 比照题干与出题点的相应内容，做出选择

做选择时要严格遵循实事求是的原则，尊重文章事实，不能根据做题人自己的主观臆断想当然地进行分析选择。

(二) 填空题的解题过程

1. 读题干，确定线索性关键词

填空题解题第一步也要读懂题干，确定问题涉及的是与主题相关的哪一项内容。快速阅读填空题也要确定含在题目中的线索性关键词，它们在题干中是作为一定的功能性成分出现的——通常是句子的主语或谓语部分，有时也会包含一定成分来修饰限定句子的主干部分。这些线索词可以帮助做题人迅速找到问题出处对应内容，帮助其初步判定题干中缺失的内容在句中的成分。

2. 确定问题出处，定位相关内容

填空题紧接着选择题在文章快结束部分出现，题目顺序和出题点一般都是承接选择题的出题点从上到下设置的，所以应该根据关键词在文章快结束部分从上到下依次读文章，在文章中查读包含同样或类似信息点的相关标题或段落，然后将其定位到对应句子。

3. 比照题干与文章对应内容，填空

通过第2步找到文章中的对应内容，比照题干与文章对应内容，确定应该填入的内容。

第三节 快速阅读技巧巩固训练

Better be unborn than untaught, for ignorance is the root of misfortune.

与其不受教育，不如不生，因为无知是不幸的根源。

Passage 1

Universities Branch Out

As never before in their long history, universities have become instruments of national competition as well as instruments of peace. They are the place of the scientific discoveries that move economies forward, and the primary means of educating the talent required to obtain and maintain competitive advantage. But at the same time, the opening of national borders to the flow of goods, services, information and especially people has made universities a powerful force for global integration, mutual understanding and geopolitical stability.

In response to the same forces that have driven the world economy, universities have become more self-consciously global: seeking students from around the world who represent the entire range of cultures and values, sending their own students abroad to prepare them for global careers, offering courses of study that address the challenges of an interconnected world and *collaborative* (合作的) research programs to advance science for the benefit of all humanity.

Of the forces shaping higher education none is more sweeping than the movement across borders. Over the past three decades the number of students leaving home each year to study abroad has grown at an annual rate of 3.9 percent, from 800,000 in 1975 to 2.5 million in 2004. Most travel from one developed nation to another, but the flow from developing to developed countries is growing rapidly. The reverse flow, from developed to developing countries, is on the rise, too. Today foreign students earn 30 percent of the doctoral degrees awarded in the United States and 38 percent of those in the United Kingdom. And the number crossing borders for undergraduate study is growing as well, to 8 percent of the undergraduates at America's best institutions and 10 percent of all undergraduates in the U.K. In the United States, 20 percent of the newly hired professors in science and engineering are foreign-born, and in China many newly hired faculty members at the top research universities received their graduate education abroad.

Universities are also encouraging students to spend some of their undergraduate years in another country. In Europe, more than 140,000 students participate in the Erasmus program each year, taking courses for credit in one of 2,200 participating institutions across the continent. And in the United States, institutions are helping place students in the summer *internships* (实习) abroad to prepare them for global careers. Yale and Harvard have led the way, offering every undergraduate at least one international study or internship opportunity — and providing the financial resources to make it possible.

Globalization is also reshaping the way research is done. One new trend involves sourcing portions of a research program to another country. Yale professor and Howard Hughes Medical Institute investigator Tian Xu directs a research center focused on the genetics of human disease at Shanghai's Fudan University, in collaboration with faculty colleagues from both schools. The Shanghai center has 95 employees and graduate students working in a 4,300-square-meter

laboratory facility. Yale faculty, post-doctors and graduate students visit regularly and attend videoconference seminars with scientists from both campuses. The arrangement benefits both countries; Xu's Yale lab is more productive, thanks to the lower costs of conducting research in China, and Chinese graduate students, post-doctors and faculty get on-the-job training from a world-class scientist and his U.S. team.

As a result of its strength in science, the United States has consistently led the world in the commercialization of major new technologies, from the mainframe computer and the integrated circuit of the 1960s to the Internet *infrastructure* (基础设施) and applications software of the 1990s. The link between university-based science and industrial application is often indirect but sometimes highly visible: Silicon Valley was intentionally created by Stanford University, and Route 128 outside Boston has long housed companies spun off from MIT and Harvard. Around the world, governments have encouraged copying of this model, perhaps most successfully in Cambridge, England, where Microsoft and scores of other leading software and biotechnology companies have set up shop around the university.

For all its success, the United States remains deeply hesitant about sustaining the research university model. Most politicians recognize the link between investment in science and national economic strength, but support for research funding has been unsteady. The budget of the National Institutes of Health doubled between 1998 and 2003, but has risen more slowly than inflation since then. Support for the physical sciences and engineering barely kept pace with inflation during that same period. The attempt to make up lost ground is welcome, but the nation would be better served by steady, predictable increases in science funding at the rate of long-term GDP growth, which is on the order of inflation plus 3 percent per year.

American politicians have great difficulty recognizing that admitting more foreign students can greatly promote the national interest by increasing international understanding. Adjusted for inflation, public funding for international exchanges and foreign-language study is well below the levels of 40 years ago. In the wake of September 11, changes in the visa process caused a dramatic decline in the number of foreign students seeking admission to U.S. universities, and a corresponding surge in enrollments in Australia, Singapore and the U.K. Objections from American universities and the business leaders led to improvements in the process and reversal of the decline, but the United States is still seen by many as unwelcoming to international students.

Most Americans recognize that universities contribute to the nation's well-being through their scientific research, but many fear that foreign students threaten American competitiveness by taking their knowledge and skills back home. They fail to grasp that welcoming foreign students to the United States has two important positive effects: first, the very best of them stay in the States and — like immigrants throughout history — strengthen the nation; and second, foreign students who study in the United States become ambassadors for many of its most *cherished* (珍视) values when they return home. Or at least they understand them better. In America as elsewhere, few instruments of foreign policy are as effective in promoting peace and stability as welcoming international university students.

1. From the first paragraph we know that present-day universities have become .
 - A) more and more research-oriented
 - B) in-service training organizations
 - C) more popularized than ever before
 - D) a powerful force for global integration

2. Over the past three decades, the enrollment of overseas students has increased .
 - A) by 2.5 million
 - B) by 800,000
 - C) at an annual rate of 3.9 percent
 - D) at an annual rate of 8 percent

3. In the United States, how many of the newly hired professors in science and engineering are foreign-born?
 - A) 10%
 - B) 20%
 - C) 30%
 - D) 38%

4. How do Yale and Harvard prepare their undergraduates for global careers?
 - A) They organize a series of seminars on world economy.
 - B) They offer them various courses in international politics.
 - C) They arrange for them to participate in the Erasmus program.
 - D) They give them chances for international study or internship.

5. An example illustrating the general trend of universities' globalization is .
 - A) Yale's collaboration with Fudan University on genetic research
 - B) Yale's helping Chinese universities to launch research projects
 - C) Yale's student exchange program with European institutions
 - D) Yale's establishing branch campuses throughout the world

6. What do we learn about Silicon Valley from the passage?
 - A) It houses many companies spun off from MIT and Harvard.
 - B) It is known to be the birthplace of Microsoft Company.
 - C) It was intentionally created by Stanford University.
 - D) It is where the Internet infrastructure was built up.

7. What is said about the U.S. federal funding for research?
 - A) It has increased by 3 percent.
 - B) It has been unsteady for years.
 - C) It has been more than sufficient.
 - D) It doubled between 1998 and 2003.

8. The dramatic decline in the enrollment of foreign students in the U.S. after September 11 was caused by _____.
9. Many Americans fear that American competitiveness may be threatened by foreign students who will _____.
10. The policy of welcoming foreign students can benefit the U.S. in that the very best of them will stay and _____.

答案精解

1. **D**)。由题干中的 *from the first paragraph* 定位到第一段。文章第一段提到大学成为推进国家和平与竞争的工具，同时国界的开放 *has made universities a powerful force for global integration, mutual understanding and geopolitical stability*。因此选项 D) 与原文一致。
2. **C**)。由题干中的 *over the past three decades* 将答案定位到第三段第二句：*Over the past three decades the number of students leaving home each year to study abroad has grown at an annual rate of 3.9 percent, from 800,000 in 1975 to 2.5 million in 2004*。通过分析第三段第二句得知，在过去 30 年中到国外留学的学生以每年 3.9% 的速度增长，这与题干中 *overseas students* 一致。本题关键词 *enrollment* 意为“入学，注册”，通过与原文对照并猜测题干意思可得知此意。
3. **B**)。由题干中的 *the newly hired professors* 和 *foreign born* 将答案定位到第三段最后一句。该段最后一句与题干几乎完全一致，本题关键在于定位答案，故选 B)。
4. **D**)。通过题干中的 *Yale and Harvard undergraduates* 和 *global careers* 定位到第四段最后一句。由第四段最后一句得知，全球化形势下，耶鲁大学与哈佛大学一马当先，给每位在校提供至少一次去其他国家学习与实习的机会，并为其提供必要的财政支持，这与 D) 一致。
5. **A**)。由题干中的 *the general trend of universities' globalization* 将答案定位到文章第五段。由第五段第一、二句可知全球化改变了科研方式，其中一个新趋势是国内外科研项目的部分资源共享。因此作者以耶鲁大学与中国复旦大学人类疾病基因科研项目合作为例说明此问题。
6. **C**)。由题干中的 *Silicon Valley* 定位到文章第六段第二句：*The link between university-based science and industrial application is often indirect but sometimes highly visible: Silicon Valley was intentionally created by Stanford University, and Route 128 outside Boston has long housed companies spun off from MIT and Harvard*。由定位句可知，大学研究与其在产业中的应用联系不是很直接，但有的时候却非常明显，比如硅谷就是斯坦福大学创立的，故答案为 C)。
7. **B**)。由题干中的 *US federal funding* 将答案定位到第七段第二句后半句：*...but support for research funding has been unsteady*。由定位句可知，美国联邦资金的支持并不稳定，故答案为 B)。
8. **changes in the visa process**。由题干中的 *September 11* 定位到文章第八段第三句：*In the wake*

of September 11, changes in the visa process caused a dramatic decline In the number of foreign students seeking admission to U. S. universities... 题干将文章中的 seeking admission 替换为 enrollment, 题干中用的是被动语态, 即 was caused by, 而原文中用的是主动语态, 故原文中 caused 的主语 changes in the visa process 即是本题答案。

9. **take their knowledge and skills back home.** 由题干中的 fear, competitiveness, threatened 定位到第九段第一句后半句: many fear that foreign students threaten American competitiveness by taking their knowledge and skills back home. 此处缺少动词短语, 需要动词原形形式, 因此把文中方式状语 by taking their knowledge and skills back home 改为动词原形即可。

10. **strengthen the nation.** 由题干中的 the very best of them stay in the States 定位到第九段第二句冒号后部分: 此处缺少与 stay 并列的动词原形。根据文章意思, 与动词 stay 并列的动词为 strengthen, 为及物动词, 因此答案为 strengthen the nation。

*If you wish to succeed, you should use persistence as your good friend,
experience as your reference, prudence as your brother and hope as your
sentry.*

如果你希望成功, 当以恒心为良友、以经验为参谋、以谨慎为兄弟、以希望为哨兵。

Passage 2

Media Selection for Advertisements

After determining the target audience for a product or service, advertising agencies must select the appropriate media for the advertisement. We discuss here the major types of media used in advertising. We focus our attention on seven types of advertising: television, newspapers, radio, magazines, out-of-home, Internet, and direct mail.

Television

Television is an attractive medium for advertising because it delivers mass audiences to advertisers. When you consider that nearly three out of four Americans have seen the game show *Who Wants to Be a Millionaire?* you can understand the power of television to communicate with a large audience. When advertisers create a brand, for example, they want to impress consumers with the brand and its image. Television provides an ideal vehicle for this type of communication. But television is an expensive medium, and not all advertisers can afford to use it.

Television's influence on advertising is fourfold. First, narrowcasting means that television

channels are seen by an increasingly narrow segment of the audience. The Golf Channel, for instance, is watched by people who play golf. Home and Garden Television is seen by those interested in household improvement projects. Thus, audiences are smaller and more *homogeneous* (具有共同特点的) than they have been in the past. Second, there is an increase in the number of television channels available to viewers, and thus, advertisers. This has also resulted in an increase in the sheer number of advertisements to which audiences are exposed. Third, digital recording devices allow audience members more control over which commercials they watch. Fourth, control over programming is being passed from the networks to local cable operators and satellite programmers.

Newspapers

After television, the medium attracting the next largest annual ad revenue is newspapers. *The New York Times*, which reaches a national audience, accounts for \$1 billion in ad revenue annually. It has increased its national *circulation* (发行量) by 40% and is now available for home delivery in 168 cities. Locally, newspapers are the largest advertising medium.

Newspapers are a less expensive advertising medium than television and provide a way for advertisers to communicate a longer, more detailed message to their audience than they can through television. Given new production techniques, advertisements can be printed in newspapers in about 48 hours, meaning newspapers are also a quick way of getting the message out. Newspapers are often the most important form of news for a local community, and they develop a high degree of loyalty from local readers.

Radio

Advertising on radio continues to grow. Radio is often used in conjunction with outdoor *bill-boards* (广告牌) and the Internet to reach even more customers than television. Advertisers are likely to use radio because it is a less expensive medium than television, which means advertisers can afford to repeat their ads often. Internet companies are also turning to radio advertising. Radio provides a way for advertisers to communicate with audience members at all times of the day. Consumers listen to radio on their way to school or work, at work, on the way home, and in the evening hours.

Two major changes — satellite and Internet radio — will force radio advertisers to adapt their methods. Both of these radio forms allow listeners to tune in stations that are more distant than the local stations they could receive in the past. As a result, radio will increasingly attract target audiences who live many miles apart.

Magazines

Newsweeklies, women's titles, and business magazines have all seen increases in advertising because they attract the high-end market. Magazines are popular with advertisers because of the narrow market that they deliver. A broadcast medium such as network television attracts all types

of audience members, but magazine audiences are more homogeneous. If you read *sports illustrated*, for example, you have much in common with the magazine's other readers. Advertisers see magazines as an efficient way of reaching target audience members.

Advertisers using the print media — magazines and newspapers — will need to adapt to two main changes. First, the Internet will bring larger audiences to local newspapers. These audiences will be more diverse and geographically *dispersed* (分散) than in the past. Second, advertisers will have to understand how to use an increasing number of magazines for their target audiences. Although some magazines will maintain national audiences, a large number of magazines will entertain narrower audiences.

Out-of-Home Advertising

Out-of-home advertising, also called place-based advertising, has become an increasingly effective way of reaching consumers, who are more active than ever before. Many consumers today do not sit at home and watch television. Using billboards, newsstands, and bus shelters for advertising is an effective way of reaching these on-the-go consumers. More consumers travel longer distances to and from work, which also makes out-of-home advertising effective. Technology has changed the nature of the billboard business, making it a more effective medium than in the past. Using digital printing, billboard companies can print a billboard in 2 hours, compared with 6 days previously. This allows advertisers more variety in the types of messages they create because they can change their messages more quickly.

Internet

As consumers become more comfortable with online shopping, advertisers will seek to reach this market. As consumers get more of their news and information from the Internet, the ability of television and radio to get the word out to consumers will decrease. The challenge to Internet advertisers is to create ads that audience members remember.

Internet advertising will play a more prominent role in organizations' advertising in the near future. Internet audiences tend to be quite homogeneous, but small. Advertisers will have to adjust their methods to reach these audiences and will have to adapt their persuasive strategies to the online medium as well.

Direct Mail

A final advertising medium is direct mail, which uses mailings to consumers to communicate a client's message. Direct mail includes newsletters, postcards and special promotions. Direct mail is an effective way to build relationships with consumers. For many businesses, direct mail is the most effective form of advertising.

1. Television is an attractive advertising medium in that _____.

- A) it has large audiences
- B) it appeals to housewives

- C) it helps build up a company's reputation
 D) it is affordable to most advertisers
- 2. With the increase in the number of TV channels _____.**
 A) the cost of TV advertising has decreased
 B) the number of TV viewers has increased
 C) advertisers' interest in other media has decreased
 D) the number of TV ads people can see has increased
- 3. Compared with television, newspapers as an advertising medium _____.**
 A) earn a larger annual ad revenue
 B) convey more detailed messages
 C) use more production techniques
 D) get messages out more effectively
- 4. Advertising on radio continues to grow because _____.**
 A) more local radio stations have been set up
 B) modern technology makes it more entertaining
 C) it provides easy access to consumers
 D) it has been revolutionized by Internet radio.
- 5. Magazines are seen by advertisers as an efficient way to _____.**
 A) reach target audiences
 B) appeal to educated people
 C) attract diverse audiences
 D) convey all kinds of messages
- 6. Out-of-home advertising has become more effective because _____.**
 A) billboards can be replaced within two hours
 B) consumers travel more now than ever before
 C) such ads have been made much more attractive
 D) the pace of urban life is much faster nowadays
- 7. The challenge to Internet advertisers is to create ads that are _____.**
 A) quick to update
 B) pleasant to look at
 C) easy to remember
 D) convenient to access
8. Internet advertisers will have to adjust their methods to reach audiences that tend to be _____.
9. Direct mail is an effective form of advertising for businesses to develop _____.
10. This passage discusses how advertisers select _____ for advertisements.

答案精解

1. A)。由题干中的 television, attractive, medium 定位到小标题 Television 下第一段第一句: Television is an attractive medium for advertising because it delivers mass audiences to advertisers. 该段第一句提到电视是一种具有吸引力的广告媒体,因为它可以给广告客户带来众多观众。选项 A) 中的 large 是对原文中 mass 的同义转述。
2. D)。由题干中的 increase 和 TV channels 定位到小标题 Television 下第二段第五、六句: Second, there is an increase in the number of television channels available to viewers, and thus, advertisers. This has also resulted ... audiences are exposed. 可观看的电视频道数增多,广告客户也增多了,由此观众们看到的广告也变得更多了。句中 sheer 意为“绝对的,彻底的”。
3. B)。由题干 Compared, television, newspapers 定位到小标题 Newspapers 下第二段。文章指出报纸广告与电视广告的不同之处有两点 provide ... longer, more detailed message..., 选项 B) 与此吻合。选项 C) 和 D) 通过下一句中句首 given 一词可以排除,因为这里表示的是一种假设而不是事实。A) 与本节第一段首句不符。
4. C)。由题干 radio 和 grow 定位到小标题 Radio 一节。文章中提到电台广告费用低,还可以令广告客户与听众全天候接触,甚至可以吸引远方的听众。可以得知,电台广告增加是因为其容易接近顾客。A) 和 D) 中 radio stations, Internet radio 等字眼虽然在文章中出现,但与题意不符。选项 B) 没有提及。
5. A)。由题干中的 Magazines, efficient 定位到 Magazine 小标题下第一段最后一句: Advertisers see magazines as an efficient way of reaching target audience members. 该句与选项 A) 几乎完全一致。解答本题的关键在于快速准确定位。
6. B)。由题干中的 Out-of-home 定位到小标题 Out-of-home advertising 下第一段的一、二句。文章提到了消费者更为活跃,外出时间长,选项 B) 与此相符。文章中提及广告牌内容丰富却没有提到 attractive 之意,因此排除 C); 原文是说了广告牌公司两小时就能印刷一个广告牌,排除 A); 文中没有提及生活速度问题,排除 D)。
7. C)。由题干中的 challenge, Internet advertisers 定位到小标题 Internet 下第一段最后一句: The challenge to Internet advertisers is to create ads that audience members remember. 该句与选项 C) 几乎一致,网络广告客户面临的挑战是令人们记住广告。
8. quite homogeneous but small。由题干中的 Internet, adjust, tend 定位到小标题 Internet 下第二段第二句: Internet audiences tend to be quite homogeneous, but small. 在定位段找到与题干一致、描述网络广告观众的句子,第二句中的 quite homogeneous but small 正是对网络消费者的描述。
9. relationships with consumers。由题干中的 Direct mail, effective 定位到文章最后一段倒数第二句: direct mail is an effective way to build relationships with consumers. 题干与原文非常吻合,只是将文章中的 build 改为意义相近的 develop,可以直接定位答案。
10. the appropriate media。由题干中的 select, for advertisements 定位到文章首段首句。此处是对全文的总结,整篇文章结构清晰,讲述了包括电视、报纸等七种广告形式。标题为

“广告的媒体选择”。题干只是换了语法结构，可以直接从标题中定位答案。

I succeeded because I willed it; I never hesitated.

我成功是因为我有决心，从不踌躇。

Passage 3

That's Enough, Kids

It was a lovely day at the park and Stella Bianchi was enjoying the sunshine with her two children when a young boy, aged about four, approached her two-year-old son and pushed him to the ground.

“I'd watched him for a little while and my son was the fourth or fifth child he'd shoved,” she says. “I went over to them, picked up my son, turned to the boy and said, firmly, ‘No, we don't push.’” What happened next was unexpected.

“The boy's mother ran toward me from across the park,” Stella says, “I thought she was coming over to apologize, but instead she started shouting at me for ‘disciplining her child’. All I did was let him know his behavior was unacceptable. Was I supposed to sit back while her kid did whatever he wanted, hurting other children in the process?”

Getting your own children to play nice is difficult enough. Dealing with other people's children has become a minefield.

In my house, jumping on the sofa is not allowed. In my sister's house it's encouraged. For her, it's about kids being kids: “If you can't do it at three, when can you do it?”

Each of these philosophies is valid and, it has to be said, my son loves visiting his aunt's house. But I find myself saying “no” a lot when her kids are over at mine. That's OK between sisters but becomes dangerous territory when you're talking to the children of friends or acquaintances.

“Kids aren't all raised the same,” agrees Professor Naomi White of Monash University. “But there is still an idea that they're the property of the parents. We see our children as an extension of ourselves, so if you're saying that my child is behaving inappropriately, then that's somehow a criticism of me.”

In those circumstances, it's difficult to know whether to approach the child directly or the parent first. There are two schools of thought.

“I'd go to the child first,” says Andrew Fuller, author of *Tricky Kids*. “Usually a quiet reminder that ‘we don't do that here’ is enough. Kids have finely tuned *antennae* (直觉) for how to