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# 新版大学英语 长篇阅读

## COLLEGE ENGLISH SKIMMING AND SCANNING

彭曼君 赵云龙◎主编



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四川大学出版社

# 新版大学英语 长篇阅读

COLLEGE ENGLISH SKIMMING  
AND SCANNING



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# 前 言

大学英语四级、六级考试是由教育部大学英语四级、六级考试委员会组织实施的全国性标准化考试。2013年8月，全国大学英语委员会对四级、六级考试的试卷结构和测试题型进行了局部调整。调整后，四级和六级的试卷结构相同，由写作、听力、阅读理解和翻译四个部分组成，比值分别为：写作15%，听力35%，阅读35%，翻译15%。

篇章阅读在大学英语四级考试中所占的分值比重高达35%，所以，阅读速度的快慢、对文章内容理解掌握的程度，往往直接影响到我们能否顺利通过英语考试。尤其快速阅读调整后题型有所变化。调整前，快速阅读要求在写作后（即开考30分钟后）进行，在15分钟内阅读一篇1200词左右的文章并完成十道题，做完后和作文一起上交。快速阅读的十道题分为两种题型：前七题为是非判断题，属于客观题，每题为一个句子，如果与文章内容相符，则在答题卡上选Y (Yes)；如不符，选N (NO)；如果没有提到选NG (Not Given)。后三题是不完整的句子，要求通过浏览、查读，从文章中找出意思、形式正确的内容填进去。调整后，原来的快速阅读被调整为长篇阅读信息匹配题，这是一种新的题型，对广大考生而言都是比较陌生的。与以往的快速阅读相比，改革后的长篇阅读信息匹配题篇章长度和难度保持不变。篇章后附有10个句子，每句一题，每句所包含的信息出自篇章的某一段落，要求考生找出与每句信息所匹配的段落。有的段落可能对应两题，有的段落可能不对应任何一题。文章长度为900~1200单词，考试时间为15分钟，所占分值为10%。

为了帮助大学英语学习者更好地适应变化的新题型，取得好成绩，编写组在总结历年真题的基础上，特别对全国大学英语四级改革后的快速阅读进行了深入剖析，准确把握四级快速阅读的出题脉络，精心选材、命题，最终编写了这套《大学英语四级长篇阅读汇编》。本书分为三个章节，第一章由彭曼君和赵云龙共同编写，主要关于长篇阅读的题型解读以及长篇阅读的应试技巧，包括长篇阅读的解题步骤、解题技巧以及做题时的注意事项，并且结合2015年6月真题进行了精讲精练。第二章为长篇阅读精讲精练，一共为10个单元，每单元后附有答案的详细解释，让学生知其然且知其所以然。第三章是实战演练，一共8个单元。所有18个单元每个单元包括3篇文章，Passage A 大都是历年真题，Passage B 和 Passage C 取材于英美报纸、期刊等。每篇文章长度适中，题材广泛、内容新颖，编写组在编排时力求在其长度和难度上与真题保持一致，并力求在信度和效度上达到和真题同等的水平。张阳阳编写了第二章的1、2单元和第三章的11单元；赵云龙编写了第二章的3、4、5单元；彭曼君编写了第二章的6单元和第三章的12、13单元；邓健编写了第二章的7、8单元和第三章的14单元；姜淑燕编写了第二章的第9单元和第三章的15、16单元；刘芳元编写了第二章的10单元和第三章的17、18单元。本书通过精讲精

练、实地演练紧密结合，旨在揭示大学英语四级快速阅读的命题规律，传授技巧，切实帮助考生在最短的时间内攻克快速阅读这道关卡，取得满意成绩。

本书作者排名以拼音为序，不分先后。

由于时间创促，加之编者水平有限，书中难免有不足之处，敬请读者批评指正。

编者

2016年1月

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# 第一章 长篇阅读解读及应试技巧

大学英语四级考试新题型中，长篇阅读题重点考查学生对略读和查读两种快速阅读方法的掌握和运用能力，引导和培养广大考生从长篇文字中快速获取有价值的信息的能力。

## 第一节 快速阅读解读

### 一、什么是快速阅读？

快速阅读简称快读或者速读，它不同于细读。顾名思义，快速阅读就是用比平常快几倍的速度进行阅读，用一句成语形容就是“一目十行”。就是要求阅读速度要尽可能快，同时也要求理解率高、记忆效果好，从而在尽可能短的时间内获得大量的有用信息。

### 二、快速阅读的目的是什么？

爱因斯坦曾经说过，快速阅读就是在所阅读的书本中找出可以把自己引到深处的东西，把其他一切统统抛掉；也就是抛掉使头脑负担过重并将自己远离要点的一切。

快速阅读是一种“去粗取精”式的阅读，也有人称之为“扫描”式或“跳跃”式的阅读，其目的是要把书中那些无关紧要的信息“省略”，而使目光像雷达搜索和追踪目标一样，敏锐地抓住书中的重点、要点和总体脉络。这样，我们就可以用较少的时间去赢得较大的阅读量，用较少的精力获得较多的知识和信息。

### 三、快速阅读的性质是什么？

快速阅读是一种简缩的阅读。它运用无声的思维语言，在头脑中思索，并飞速解决问题。它具有简缩、跳跃和无声的性质。在阅读过程中，视觉感知文字符号要一个个或一组组地进行，还需要眼停和眼跳的配合，眼停即为对文字的注视，其时间长短是影响感知文字符号速度的最重要因素。这个感知行为和人的思维常常不能同步进行，而是一快一慢；两者不能协调运作时就会影响阅读速度。

快速阅读是一种讲求效率、节省视力和脑力的阅读，是一种更有利于记忆的阅读，是一种更符合人的思维特征阅读。

### 四、影响阅读速度的主要因素是什么？

阅读速度直接影响着信息量，对学习效率有很大影响。了解影响阅读速度的主要因素

并有针对性地加以训练，具有重大意义。影响阅读速度的几个主要因素如下：

**注意力：**(Attention is the cognitive process of selectively concentrating on one aspect of the environment while ignoring other things.) “注意”，是人们熟悉的一种心理现象，通常称之为“专心”。注意是心理活动对一定事物的指向与集中，是智力活动的基础条件。集中注意力是指专心致志，对周围无关的人和事听而不闻、视而不见。

有研究表明，天才有一个共同的突出的特性就是能长时间保持注意力，这种长久的集中注意力的能力是成才的极为重要的因素。人在集中注意力做某件事的时候，能够发挥出超常的潜力。保持专注，是提高我们工作和学习效率的必要因素。早在19世纪，马克思便根据自己的切身经历提出了“天才就是集中注意力”的著名论断，同时法国著名生物学家乔治·居维叶也说“天才首先是注意力”。意大利儿童教育家蒙台梭利曾经说过：“给人类带来进步的伟大发现与其说是由于科学家们的教养或者他们的知识，毋宁说是由于完全聚精会神的能力。这是因为他们的智慧能够埋头于他们感兴趣的工作。”这都强调了注意力这一人类共同的心理现象在科学研究和日常工作学习中的重要作用。不仅如此，注意还是人们认识世界、获取知识及运用经验适应环境和改造世界过程中必不可少的心理特征。

目前，学生中普遍注意力不易集中。注意力不集中，就会导致学习成绩上不去，无法记住有用的知识信息。

造成注意力不集中的原因有以下7点：

- (1) 外界环境的干扰；
- (2) 对所学科目不感兴趣；
- (3) 家庭教育方式不当，没能形成良好的习惯；
- (4) 焦虑，精神高度紧张，心理压力过大；
- (5) 睡眠不足，大脑得不到充分的休息；
- (6) 缺乏阅读习惯，不善于集中自己的注意力；
- (7) 沉溺于某些事情或意识范围狭窄，因而引起对其他事物的注意力下降，比如上网、游戏成瘾等。

**音读：**“音读”一般是指人们在快速阅读过程中，大脑的听觉器官和发音器官有意无意地把单词发音出声或在心里默读出来的现象。人们在阅读时要经历“形—音—义”的过程，往往是眼睛看到单词，大脑反映出读音，最后再确定词义。这是一个相对复杂的过程，要想提高阅读速度，就必须想办法简化这一过程，即去掉音读这一环节，实现由形到义的直接过渡。

**忽略线索：**忽略线索一般是指在阅读时对文章的文体、内容及结构不熟悉，忽视了文章的标题、引言、总结、说明及图解等信息，从而限制了阅读思考影响记忆效率。因此在阅读时必须注意对如文章标题、文章等要素的搜索与记忆。

**阅读视野：**阅读视野是指我们在阅读时一眼所能看到的单词的数量。一般阅读的视野区为 $15^\circ$ 角，让眼球停跳瞬间识别单词数量为3~5个。如果能有意识地逐渐加宽视野区范围，延长目光移视长度，让眼球停跳瞬间可以辨别更多单词，我们阅读的速度便会发生惊人的变化。



## 五、快速阅读的方法主要有哪些？

快速阅读是一种单纯运用视觉的阅读方式。它是一种科学运用视力和脑力的“眼脑直映”的方法。这种方法省略了传统阅读中的语言中枢和听觉中枢这两个中间环节，即文字信号直接映人大脑记忆中枢进行理解和记忆。它是在识字过程中形成的一种习惯和技能，经过锻炼，人人都可以做到。快速阅读的方法主要有略读和查读（Skimming 和 Scanning）两种。

### What is meant by scanning?

Scanning is a fast reading technique. It's a way of reading to look for specific information in a text.

Scanning can be used to look up a phone number, read through the small ads in a newspaper, or for browsing TV schedules, timetables, lists, catalogues or web pages for information. For these tasks, you don't need to read or understand every word.

Scanning is also useful when studying or looking to find specific information from a book or article quickly as there is not always time to read every word.

To scan efficiently, you should have a clear idea of what you are looking for (A date? A place? An explanation?) and where you are likely to find it. After finding the appropriate part of the material, you read as much as is necessary to find the answer to your question.

Since the purpose in scanning is to search for specific information, accuracy is just as essential as speed. So, try to read quickly without sacrificing accuracy.

### Hints and tips for better scanning.

1. Don't try to read every word. Instead let your eyes move quickly across the page until you find what you are looking for.
2. Use clues on the page, such as headings and titles, to help you.
3. In a dictionary or phone book, use the 'header' words to help you scan. You can find these in bold type at the top of each page.
4. If you are reading for study, start by thinking up or writing down some questions that you want to answer. Doing this can focus your mind and help you find the facts or information that you need more easily.
5. Many texts use A—Z order. These include everyday materials; such as the phonebook and indexes to books and catalogues.

There are many ways to practise scanning skills. Try to look up a favourite recipe in the index of a cookbook, search for a plumber in your local Yellow Pages, or scan web pages on the Internet to find specific information.

### 查读

查读是一种快速阅读技能，用以快速发现某个特定的信息。它是在考试和实际阅读中都很有用的一种方法。

为了有效地查读，读者必须清楚自己要寻找的目标信息以及可以在什么地方找到它。

找到关联的部分后，再仔细阅读以找到问题的答案。因为查读的目的是寻找某个特定的信息，所以准确率与速度同样重要，不要为了速度而放弃准确率。

### What is skimming?

Skimming means reading through a passage quickly to get general idea of its content. It is a valuable rapid reading skill, which helps improve your comprehension and save time.

There are three basic forms of skimming—previewing, overviewing and reviewing. In preview skimming, you view the material before you actually read it. You can use it to select a book, survey a chapter or search for useful research materials. Overview skimming is to get a “big picture” view of the material. You use it when you have a lot of material to read and don't have enough time to read it all. Review skimming is to view the material again. You can use it to go back the material again, to refresh your memory, especially before a test or important discussion.

### How do you skim read?

Don't read the whole text word-for-word. Use as many clues as possible to give you some background information. There might be pictures or images related to the topic, or an eye-catching title. Let your eyes skim over the surface of the text and, whilst thinking about any clues you have found about the subject, look out for key words.

To skim efficiently, you should:

1. Read the title, subtitles and subheading to find out what the text is about.
2. Look at the illustrations to give you further information about the topic.
3. Read the first paragraph.
4. Read the first and last sentence of each paragraph.
5. Read the last paragraph.
6. Don't read every word or every sentence. Let your eyes skim over the text taking in key words.
7. Continue to think about the meaning of the text.

## 略读

### 什么是略读?

略读是指以尽可能快的速度阅读，迅速获取文章大意或中心思想。它是一种非常实用的快速阅读技能，可以提高你的理解能力并节省时间。

略读有三种基本的形式：预先略读、通篇略读和回顾略读。预先略读是指在真正阅读之前把内容浏览一下。读者可以按这样的方法选择一本书，了解一个章节或是搜寻有用的研究材料。通篇略读指快速阅读以对材料有个大致的了解。当读者要做大量的阅读又感觉时间不是很充裕时，就可以这样做。回顾略读是指把读过的材料再读一遍。在考试或重大的讨论之前，读者就可以用这种方法温习材料以巩固记忆。

## Skimming and Scanning

There are different styles of reading for different situations. The technique you choose will depend on the purpose for reading. For example, you might be reading for enjoyment,

information, or to complete a task. If you are exploring or reviewing, you might skim a document. If you are searching for information, you might scan for a particular word. To get detailed information, you might use a technique such as SQ4R (Survey, Question, Read, Recite, Review, Recall). You need to adjust your reading speed and technique depending on your purpose.

Many people consider skimming and scanning search techniques rather than reading strategies. However, when reading large volumes of information, they may be more practical than reading. For example, you might be searching for specific information, looking for clues, or reviewing information.

Web pages, novels, textbooks, manuals, magazines, newspapers, and mail are just a few of the things that people read every day. Effective and efficient readers learn to use many styles of reading for different purposes. Skimming, scanning, and critical reading are different styles of reading and information processing.

Skimming is used to quickly identify the main ideas of a text. When you read the newspaper, you're probably not reading it word-by-word, instead you're scanning the text. Skimming is done at a speed three to four times faster than normal reading. People often skim when they have lots of material to read in a limited amount of time. Use skimming when you want to see if an article may be of interest in your research.

There are many strategies that can be used when skimming. Some people read the first and last paragraphs using headings, summarizes and other organizers as they move down the page or screen. You might read the title, subtitles, subheading, and illustrations. Consider reading the first sentence of each paragraph. The technique is useful when you're seeking specific information rather than reading for comprehension. Skimming works well to find dates, names, and places. It might be used to review graphs, tables and charts.

Scanning is a technique you often use when looking up a word in the telephone book or dictionary. You search for key words or ideas. In most cases, you know what you're looking for, so you're concentrating on finding a particular answer. Scanning involves moving your eyes quickly down the page seeking specific words and phrases. Scanning is also used when you first find a resource to determine whether it will answer your questions. Once you've scanned the document, you might go back and skim it.

When scanning, look for the author's use of organizers such as numbers, letters, steps, or the words, first, second, or next. Look for words that are bold faced, italics, or in a different font size, style, or color. Sometimes the author will put key ideas in the margin.

Sometimes you can use both reading methods. After you have skimmed a piece of text to decide whether the text is of interest, you may wish to use scanning techniques to locate specific information.

## 第二节 大学英语四级长篇阅读题应试技巧

### 一、题型分析

继 2005 年 6 月大学英语改革实施以来,全国大学英语考试委员会又对自 2013 年起大学英语四级考试题型做了一次比较大的调整。就阅读而言,将原来的快速阅读调整为长篇阅读信息匹配题,这是一种新的题型,对广大考生而言都是比较陌生的。与以往快速阅读相比,改革后的长篇阅读信息匹配题篇章长度和难度保持不变。篇章后附有 10 个句子,每句一题。每句所包含的信息出自篇章的某一段落,要求考生找出与每句信息所匹配的段落。有的段落可能对应两题,有的段落可能不对应任何一题。文章长度为 900 ~ 1200 单词,考试时间为 15 分钟,所占分值为 10%。此次题型的改变,不但要求学生对于文章全篇能够有所理解,还要求学生对于文章的一些细节能够把握。它对学生的宏观概括总结能力有较为明显的提升要求,要求学生将知识赋予运用转换能力,不仅要读懂,还要对所掌握的信息进行积极的加工处理。

### 二、大学英语四级长篇阅读答题三步骤

快速阅读,顾名思义,它的目的在于测试考生单位时间内的阅读量。四级、六级考试委员会对学生阅读速度能力的考查早就有一个延续性的逐步提高要求的趋势。在解答题目方面,快速阅读并不强调一定要像精读文章那样通篇认真研究,相反,快速阅读题目更强调测试学生在实践语言环境中查询有效信息的能力,这也反映出四级、六级考试试图提升学生实际应用能力的改革方向。

快速阅读的文章基本都是专业题材的文章,很多学生可能会觉得很陌生,但是对于大学英语四级考试的快速阅读开始来说,只要求考生对题目所提到的信息在原文中能够找到,完成信息匹配即可,只是有时需要替换简单的同义词。略读(Skimming)和查读(Scanning)的能力在大学英语四级考试中显得尤为重要。查读的信息通常是显性信息,只要将问题在原文中进行准确定位就能得到正确答案,一般不需要做推理。

快速阅读三步骤为:

**第一步:略览全文。**快速浏览文章的开头第一段以及各段的段首句,看清文章的大体结和主要内容。

**第二步:分析问题。**按顺序阅读文后每一道小题并正确理解题目所表达的内容,根据题目中的关键词——题眼找答案。可以将黑体词组、数字、专有名词等信息作为题眼。将题干的句子进行简单的成分划分,理解题意。

**第三步:原文定位。**在文中找到题目中关键词即题眼相应的段落位置,将句意与原文对应。带着题干中的关键词迅速回原文定位,即找出这个句子信息出现在原文的段落。然后在答题卡上准确填涂匹配的段落号。

### 三、大学英语四级考试快速阅读与答题技巧

长篇阅读看起来文章长、时间短、难度大，但实际上，只要学生了解了快速阅读的命题规律并掌握答题技巧，就会觉得它是所有题型中最容易的。学生在做快速阅读时，首先应该明确一个问题，那就是快速阅读与其他题型的要求大不相同。其他题型（如仔细阅读、翻译等）对文章中几乎每句话、每个词的要求都很高，考生必须全部读懂才能做题。而快速阅读的文章不要求完全理解，只要求能通过略读（skimming）或查读（scanning）的方法找到题干的信息，根据原文内容加以筛查，就能够做出正确的选择。因此有效的答题技巧是快速阅读的得分关键。

**技巧一：浏览全文。**浏览是指对一般不需要细致了解的书籍，只是从总体上粗略掌握书中大概内容的一种阅读方法。它可以让阅读者在有限的时间内尽可能广泛地了解信息，有助于开阔视野，是博览群书所常用的重要方法。浏览阅读要重点注意文中的一些关键位置：一是篇名，包括文章的题目和书名。题目是文章的眼睛，它往往集中概括了全文的主要论点、主要论题或主要内容等。通过研究题目，可以对文章或书籍有一个总体的认识。二是目录、序言、提要、索引等。这些将会帮助读者对文章或书籍大体框架、基本思路有所了解。三是正文。这一部分浏览的关键主要是开头、结尾以及中间各段落起首的中心句。当考生将文章的这些关键部分浏览完毕后，会对文章形成总的印象，如果经回忆后，认为有不够完整的地方，或有值得深究之处，可再作重点补阅。

**技巧二：略读与寻读。**略读（skimming）原文，了解文章大意。首先，我们在略读原文时要注意文章的标题（要点和结构），要注意每段的开头和结尾。略读（skimming）与普通阅读不同，不要花太多的时间，一到两分钟就足够了。寻读（Scanning），也叫查读，即带着问题去原文中寻找答案。略读之后，我们就要看文后的十个句子，然后根据刚才略读所获取的信息，带着问题去原文中匹配答案。快速阅读的题目难度要远远低于仔细阅读，所以快速阅读不需要花太多的时间去推敲。我们可能读不懂全部文章，可是这并不妨碍我们做对题。因此，寻读是快速阅读中非常有用的技巧之一。

**技巧三：正确处理好阅读速度与理解、记忆的关系。**我们所说的快速阅读，当然是在理解、记忆基础上的阅读。如果抛开了对所读材料的理解和记忆，而单纯追求速度，那这个速度即使再快也是没有意义的。因此，提高阅读的速度，一定要处理好速度与理解、记忆之间的关系。快速阅读必须以一定的理解水平、记忆掌握能力为前提。一般来说，快速阅读的理解率应保持在70%左右的水平。

**技巧四：避免发声。**出声阅读是影响阅读速度的重要因素。实验统计表明，朗读的速度每分钟最快只能达到200字，而默读每分钟可达800字左右，是朗读的4倍。因此，提高阅读首先要学会默读。默读的关键在于避免出声，有的人在读时虽然听不到有明显的出声现象，但是仔细观察会发现他的唇或舌在动，说明其阅读仍有不易觉察的潜在发声现象，这仍会影响到阅读的速度。在实际阅读训练中，要有意识地克服唇动、舌动的现象。

### 四、大学英语四级考试长篇阅读与答题5提示

#### 答题提示 1

读文章时重点关注文章的首段和首末句。按照西方人的思维方式和写作习惯，他们惯

用的是演绎法：即文章一开始先提出自己的核心观点，然后一步步进行论证。根据统计，每一段的第一句、第二句和最后一句话为本段主题句的概率分别为 50%、20%、20%，三句话成为主题句的概率超过九成，当然也就成为我们阅读的重中之重。关注一些表示总结性、结论性的词，如 “in brief/short, above/in/after/all in all, in conclusion, in sum” 等，这些词后面连接的通常也是一段话的主题句。在时间紧迫的情况下，可选择只读首尾段，答案很可能就在这些段落中。

#### 答题提示 2

注意出现频率高的单词，这些词可能就是蕴含中心思想的关键词。这些关键词可能是同一词多次出现，也可能是同一类词贯穿全文。

#### 答题提示 3

一旦锁定你所需的信息，就停止阅读，马上去寻找下一个问题的答案。学生应该明白，这里的快速阅读是为了考试而阅读，并不是为了阅读而阅读，所以我们不需要了解文章的全部内容，只要能做对题，拿到分，就足够了。此时再读与题目无关的内容，只是徒劳地耽误时间。

#### 答题提示 4

特殊信息点在快速阅读中的运用。所谓“特殊信息点”是指那些很容易在文章中识别的词汇，诸如时间、数字、大写字母、专有名词等形式的语言点。这些形式的表达很容易识别出来，非常利于查找和定位判断。

#### 答题提示 5

一段一题、长段两题、平均分配。大学英语四级考试长篇阅读的出题方式一般都为一题一段、长段出两题，遵循平均分配题目所在位置的原则。同时，所有的答案都要填涂在答题卡上才是有效的。给各位考生的忠告是，只要确定了正确答案，就要马上把它填涂在答题卡上，这样我们才能把该得的分数稳稳地拿到手，而且又可以节约集中涂卡的时间。

## 五、样题精讲（2015 年 6 月真题）

Directions: In this section, you are going to read a passage with ten statements attached to it. Each statement contains information given in one of the paragraphs. Identify the paragraph from which the information is derived. You may choose a paragraph more than once. Each paragraph is marked with a letter. Answer the questions by marking the corresponding letter on Answer Sheet 2.

### The Changes Facing Fast Food

**A** Fast-food firms have to be a thick-skinned bunch. Health experts regularly criticise them severely for selling food that makes people fat. Critics even complain that McDonald's, whose logo symbolizes calorie excess, should not have been allowed to sponsor the World Cup. These are things fast-food firms have learnt to cope with. But not perhaps for much longer. The burger business faces more pressure from regulators at a time when it is already adapting strategies in response to shifts in the global economy.

**B** Fast food was once thought to be recession-proof. When consumers need to cut spending,

the logic goes, cheap meals like Big Macs and Whoppers become even more attractive. Such “trading down” proved true for much of the latest recession, when fast-food companies picked up customers who could no longer afford to eat at casual restaurants. Traffic was boosted in America, the home of fast food, with discounts and promotions, such as \$1 menus and cheap combination meals.

**C** As a result, fast-food chains have weathered the recession better than their more expensive competitors. In 2009 sales at full-service restaurants in America fell by more than 6%, but total sales remained about the same at fast-food chains. In some markets, such as Japan, France and Britain, total spending on fast food increased. Same-store sales in America at McDonald's, the world's largest fast-food company, did not decline throughout the downturn. Panera Bread, an American fast-food chain known for its fresh ingredients, performed well, too, because it offers higher-quality food at lower prices than restaurants.

**D** But not all fast-food companies have been as fortunate. Many, such as Burger King, have seen sales fall. In a severe recession, while some people trade down to fast food, many others eat at home more frequently to save money. David Palmer, an analyst at UBS, a bank, says smaller fast-food chains in America, such as Jack in the Box and Carl's Jr., have been hit particularly hard in this downturn because they are competing with the global giant McDonald's, which increased spending on advertising by more than 7% last year as others cut back.

**E** Some fast-food companies also sacrificed their own profits by trying to give customers better value. During the recession companies set prices low, hoping that once they had tempted customers through the door they would be persuaded to order more expensive items. But in many cases that strategy did not work. Last year Burger King franchisees (特许经营人) sued (起诉) the company over its double-cheeseburger promotion, claiming it was unfair for them to be required to sell these for \$1 when they cost \$1.10 to make. In May a judge ruled in favour of Burger King. Nevertheless, the company may still be cursing its decision to promote cheap choices over more expensive ones because items on its “value menu” now account for around 20% of all sales, up from 12% last October.

**F** Analysts expect the fast-food industry to grow modestly this year. But the downturn is making companies rethink their strategies. Many are now introducing higher-priced items to entice (引诱) consumers away from \$1 specials. KFC, a division of Yum! Brands, which also owns Taco Bell and Pizza Hut, has launched a chicken sandwich that costs around \$5. And in May Burger King introduced barbecue (烧烤) pork ribs at \$7 for eight.

**G** Companies are also trying to get customers to buy new and more items, including drinks. McDonald's started selling better coffee as a challenge to Starbucks. Its “McCaé” line now accounts for an estimated 6% of sales in America. Starbucks has sold rights to its Seattle's Best coffee brand to Burger King, which will start selling it later this year.

**H** As fast-food companies shift from “super size” to “more buys”, they need to keep customer traffic high throughout the day. Many see breakfast as a big opportunity, and not just for fatty food. McDonald's will start selling porridge (粥) in America next year. Breakfast has the

potential to be very profitable, says Sara Senators of Bernstein, a research firm, because the margins can be high. Fast-food companies are also adding midday and late-night snacks, such as blended drinks and wraps. The idea is that by having a greater range of things on the menu, “we can sell to consumers products they want all day,” says Rick Carucci, the chief financial officer of Yum! Brands.

■ But what about those growing waistlines? So far, fast-food firms have cleverly avoided government regulation. By providing healthy options, like salads and low-calorie sandwiches, they have at least given the impression of doing something about helping to fight obesity (肥胖症). These offerings are not necessarily loss-leaders, as they broaden the appeal of outlets to groups of diners that include some people who don't want to eat a burger. But customers cannot be forced to order salads instead of fries.

■ In the future, simply offering a healthy option may not be good enough. “Every packaged-food and restaurant company I know is concerned about regulation right now,” says Mr. Palmer of UBS. America's health-reform bill, which Congress passed this year, requires restaurant chains with 20 or more outlets to put the calorie-content of items they serve on the menu. A study by the National Bureau of Economic Research, which tracked the effects on Starbucks of a similar calorie-posting law in New York City in 2007, found that the average calorie-count per transaction fell 6% and revenue increased 3% at Starbucks stores where a Dunkin Donuts outlet was nearby—a sign, it is said, that menu-labeling could favour chains that have more healthy offerings.

■ In order to avoid other legislation in America and elsewhere, fast-food companies will have to continue innovating (创新). Walt Riker of McDonald's claims the change it has made in its menu means it offers more healthy items than it did a few years ago. “We probably sell more vegetables, more milk, more salads, more apples than any restaurant business in the world,” he says. But the recent proposal by a county in California to ban McDonald's from including toys in its high-calorie “Happy Meals”, because legislators believe it attracts children to unhealthy food, suggests there is a lot more left to do.

注意：此部分试题请在答题卡 2 上作答。

46. Some people propose laws be made to stop McDonald's from attaching toys to its food specials for children.

47. fast-food firms may not be able to cope with pressures from food regulation in the near future.

48. Burger King will start to sell Seattle's Best coffee to increase sales.

49. Some fast-food firms provide healthy food to give the impression they are helping to tackle the obesity problem.

50. During the recession, many customers turned to fast food to save money.

51. Many people eat out less often to save money in times of recession.

52. During the recession, Burger King's promotional strategy of offering low-priced items often proved ineffective.



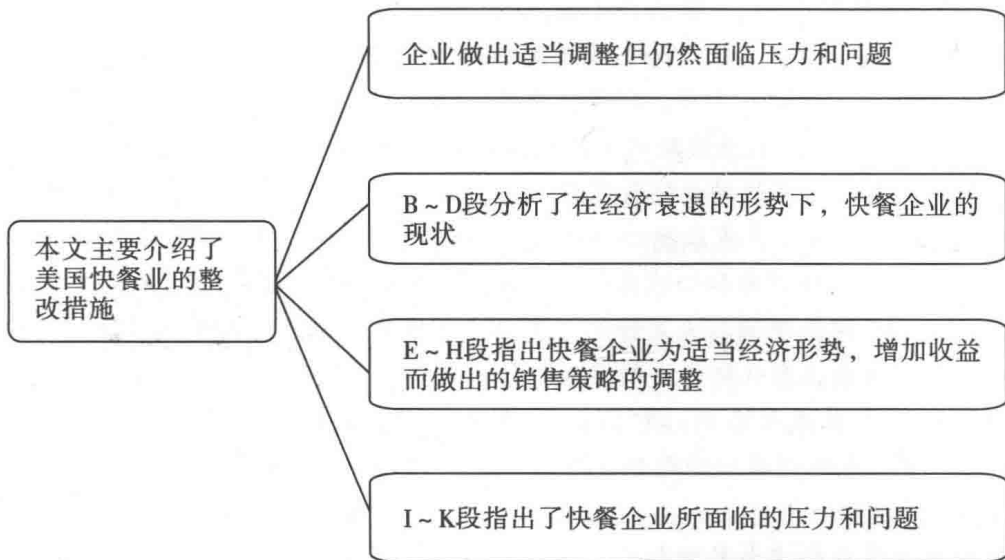
53. fast-food restaurants can make a lot of money by selling breakfast.

54. Many fast-food companies now expect to increase their revenue by introducing higher-priced items.

55. A newly-passed law asks big fast-food chains to specify the calorie count of what they serve on the menu.

本文题材是社会生活类，选自2010年6月17日刊登在 *The Economist* 《经济学人》上的一篇标题为“*The Changes Facing Fast Food: Good and Hungry*”（整改指向快餐业：美味与饥饿并存）的文章。

考生通过看文章标题和各段的起始句，可以了解文章的框架，这样为后面的句子定位缩小范围，起到事半功倍的效果。



## 参考译文

### 整改指向快餐业

**A**快餐企业不得不成为一个厚着脸皮生存的群体。健康专家因其兜售令人肥胖的食品而不断猛烈抨击快餐业。批评家们甚至抱怨商标代表超高热量的麦当劳不应该被允许赞助世界杯。(47) 这些是快餐企业已经学会处理的一些事情，然而可能应付不了多久。当汉堡企业准备调整策略来应对全球经济的转变时，还面临着来自监管部门的更多压力。

**B**快餐一度被认为是经济衰退的证据。(50) 逻辑上，当消费者要削减开支时，巨无霸和特大型汉堡等便宜的食物会变得更具有吸引力。在最近的经济衰退中，当快餐公司留住了那些在普通餐厅也付不起钱的消费者时，这样的“降级消费观”得以证实。在美国，这个快餐的发源地，伴随着快餐业的打折活动以及促销活动，如推出1美元菜单和便宜的什锦饭，快餐店的客流量也得以提升。

**C**结果，快餐业比那些贵一点的同行们更好地度过了这次经济危机。在2009年，美国全服务餐馆的营业额有超过6%的降幅，但是快餐连锁企业的营业总额却依然保持不变。在其他国家的市场，如日本、法国和英国，在快餐上的总支出上升。世界上最大的快餐企业麦当劳在美国的同店销售额没有下滑的情况下度过了经济衰退期。以其新鲜原料闻名的美国快餐连锁店帕尼罗面包同样表现良好，因为他们用比餐馆低廉的价格提供更高质