

# 考研英语 阅读 决胜 100篇

社科赛斯教育集团 主编  
张兵 编著

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考研英语

# 阅读 决胜

100 篇



社科赛斯教育集团 主编  
张兵 编著

清华大学出版社  
北 京

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## 前言

阅读理解在考研英语试卷中占50%的分值，一直是考研英语的重中之重，正所谓“得阅读者得天下”。那么，对于阅读部分的复习，如何才能达到最佳效果呢？要想提高阅读部分的成绩，首先要明确它所考查的能力：词汇辨识能力、难句分析能力、结构把握能力以及题型剖析能力。只有兼备以上这四种能力，才能使阅读问题得到彻底解决，才能使记忆与理解达到最高的效率和最佳的效果。

鉴于此，社科赛斯教育集团适时推出了这本书。本书的编写遵循“贴近真题、夯实基础、提升技能”原则，旨在从词、句、篇章、解题4个方面全面提升考生的阅读基本功和解题能力。

在艰苦的备考路上，勇气固然不可或缺，而好的参考资料和学习方法可以起到锦上添花的作用。

笔者建议考生在备考前期(4月—6月)，每周进行三篇基础篇阅读训练，重点了解阅读题型，扩大阅读词汇；备考中期(7月—9月)，每周完成三篇提高篇阅读，熟悉出题人思路，积累解题技巧；备考后期(10月—12月)，每周进行四篇强化篇阅读训练，夯实之前积累的阅读基础，强化解题技巧，稳步提升阅读能力。

在阅读练习材料的选择上，前期和中期应以本书中的篇章为主，而中期和后期则应逐步结合真题进行练习。在备考的冲刺阶段，英语(二)考生还可以选择《考研英语(二)全真模拟6套卷》模拟实战，检验学习效果。

本书在设计和编写方面具有以下主要特点。

### 一、精心选材、贴近大纲

本书根据考研英语(一)和英语(二)最新考试大纲编写，文章选材充分保证了典型性和全面性，力求使每一篇文章都适合精读，真正突出“精选”的概念。所选文章内容丰富，题材广泛，涵盖社会生活、文化教育、商业经济以及科学技术等领域，旨在帮助考生拓宽知识面，并且熟悉真题的思维模式。

### 二、解析详尽、深入透彻

文章编排由易到难、分级递进，按难度分成三部分：基础篇、提高篇和强化篇。每篇文章都有详细解释，包括篇章结构分析、试题解析、词汇注释、难句解析及全文翻译。篇章结构分析简明扼要，试题解析详尽深入，词汇注释精确到位，难句分析深入透彻，全文翻译准确流畅，旨在帮助考生全方位透析每篇阅读，全面提升解题技巧和阅读基本功。

### 三、试题编制契合规律

每篇文章后的试题编制都紧扣真题的命题规律和命题趋势，题型全面，知识点把握准确。解析题目时，首先点出题型，然后进行回文定位，指出题干的信号词或信号句，最后详细阐明正确选项

正确性以及干扰项的错误之处。这样使读者知其所以然，便于读者准确掌握各类题型的解题思路及方法。

由于时间仓促，且本书仍在探索求新、不断完善阶段，书中难免有纰漏瑕疵之处，敬请广大读者明鉴厘正。

**漫漫考研路，唯有不断奋斗，战胜自我，方能迎接最终的辉煌！**

编者

二零一九年三月于北京



## 目录

### 第一部分 基础篇..... 1

Text 1 .....	1
Text 2 .....	5
Text 3 .....	8
Text 4 .....	12
Text 5 .....	16
Text 6 .....	20
Text 7 .....	23
Text 8 .....	27
Text 9 .....	31
Text 10 .....	35
Text 11 .....	39
Text 12 .....	43
Text 13 .....	46
Text 14 .....	50
Text 15 .....	54
Text 16 .....	58
Text 17 .....	62
Text 18 .....	66
Text 19 .....	69
Text 20 .....	73
Text 21 .....	76
Text 22 .....	80
Text 23 .....	84
Text 24 .....	88
Text 25 .....	91
Text 26 .....	95
Text 27 .....	99
Text 28 .....	103
Text 29 .....	107

Text 30 .....	111
Text 31 .....	115
Text 32 .....	118
Text 33 .....	122

### 第二部分 提高篇..... 127

Text 34 .....	127
Text 35 .....	131
Text 36 .....	135
Text 37 .....	139
Text 38 .....	143
Text 39 .....	147
Text 40 .....	150
Text 41 .....	154
Text 42 .....	158
Text 43 .....	162
Text 44 .....	166
Text 45 .....	170
Text 46 .....	175
Text 47 .....	179
Text 48 .....	182
Text 49 .....	186
Text 50 .....	190
Text 51 .....	194
Text 52 .....	198
Text 53 .....	202
Text 54 .....	206
Text 55 .....	211
Text 56 .....	215
Text 57 .....	219
Text 58 .....	223

Text 59 .....	227	Text 79 .....	310
Text 60 .....	232	Text 80 .....	314
Text 61 .....	236	Text 81 .....	318
Text 62 .....	240	Text 82 .....	322
Text 63 .....	244	Text 83 .....	326
Text 64 .....	247	Text 84 .....	330
Text 65 .....	251	Text 85 .....	334
Text 66 .....	256	Text 86 .....	339
<b>第三部分 强化篇</b> .....	<b>260</b>	Text 87 .....	343
Text 67 .....	260	Text 88 .....	347
Text 68 .....	264	Text 89 .....	352
Text 69 .....	268	Text 90 .....	356
Text 70 .....	273	Text 91 .....	360
Text 71 .....	277	Text 92 .....	364
Text 72 .....	281	Text 93 .....	369
Text 73 .....	285	Text 94 .....	373
Text 74 .....	289	Text 95 .....	377
Text 75 .....	294	Text 96 .....	381
Text 76 .....	297	Text 97 .....	385
Text 77 .....	301	Text 98 .....	389
Text 78 .....	306	Text 99 .....	394
		Text 100 .....	398



# 第一部分 基础篇

## Text 1

Sport is heading for an indissoluble marriage with television and the passive spectator will enjoy a private paradise. All of this will be in the future of sport. The spectator (the television audience) will be the priority and professional clubs will have to readjust their structures to adapt to the new reality: sport as a business.

The new technologies will mean that spectators will no longer have to wait for broadcasts by the conventional channels. They will be the ones who decide what to see. And they will have to pay for it. In the United States the system of the future has already started: pay-as-you-view. Everything will be offered by television and the spectator will only have to choose. The review *Sports Illustrated* recently published a full profile of the life of the supporter at home in the middle of the next century. It explained that the consumers would be able to select their view of the match on a gigantic, flat screen occupying the whole of one wall, with images of a clarity which cannot be foreseen at present; they could watch from the trainer's bench, from the stands just behind the batter in a game of baseball or from the helmet of the star player in an American football game. And at their disposal will be the same options the producer of the recorded program has: to select replays, to choose which camera to use and to decide on the sound—whether to hear the public, the players, the trainer and so on.

Many sports executives, largely too old and too conservative to feel at home with the new technologies, will believe that sport must control the expansion of television coverage in order to survive and ensure that spectators attend matches. They do not even accept the evidence which contradicts their view: while there is more basketball than ever on television, for example, it is also certain that basketball is more popular than ever.

It is also the argument of these sports executives that television is harming the modest teams. This is true, but the future of those teams is also modest. They have reached their ceiling. It is the law of the market. The great events continually attract larger audiences.

The world is being constructed on new technologies so that people can make the utmost use of their time and, in their home, have access to the greatest possible range of recreational activities. Sport will have to adapt itself to the new world. The most visionary executives go further. Their philosophy is: rather than see television take over sport, why not have sports take over television?

1. What does the writer mean by the use of the phrase “an indissoluble marriage” in the first paragraph?  
[A] Sport is combined with television. [B] Sport controls television.  
[C] Television dictates sport. [D] Sport and television will go their own ways.
2. What does “They” in Line 2, Para. 2 stand for?  
[A] Broadcasts. [B] Channels. [C] Spectators. [D] Technologies.

3. How do many sports executives feel with the new technologies?  
 [A] They are too old to do anything.  
 [B] They feel ill at ease.  
 [C] They feel completely at home.  
 [D] Technologies can go hand in hand with sport.
4. What is going to be discussed in the following paragraphs?  
 [A] The philosophy of visionary executives.  
 [B] The process of television taking over sport.  
 [C] Television coverage expansion.  
 [D] An example to show how sport has taken over television.
5. What might be the appropriate title of this passage?  
 [A] The Arguments of Sports Executives. [B] The Philosophy of Visionary Executives  
 [C] Sport and Television in the 21st Century [D] Sports: A Business

### 文章结构分析

本文主要围绕体育与电视的关系展开论述。

第一段：开门见山地提出体育与电视关系日益密切的客观事实，并指出体育的商业化将使电视观众享有更多的主动权。

第二段：以美国“付费收看”的新技术系统为例，通过引用《体育画报》的相关报道具体描述了电视观众未来收看体育赛事的情况及其所享有的特权。

第三、四段：论述了许多体育项目主管对新技术与电视的排斥和忧虑，并分别就他们的两种观点作出反驳。

第五段：引用有远见的主管的观点，再次强调体育需要适应由新技术带来的变革。

### 试题解析

1. 作者在第一段中使用短语“an indissoluble marriage”想要表达什么意思？

- [A] 体育和电视结合在一起。 [B] 体育控制电视。  
 [C] 电视支配体育。 [D] 体育和电视将各行其道。

**【答案】A**，词汇题。根据题干信息定位到文章第一句。该句的意思是“体育正朝着和电视结成密不可分的婚姻前进”，[A]项中的is combined with和短语中的marriage是同义改写，故[A]项为正确答案。

2. 第二段第二行中的“They”指代什么？

- [A] 广播节目。 [B] 频道，途径。 [C] 观众。 [D] 技术。

**【答案】C**，词汇题。根据题干信息定位到第二段第二句。They可以指代上一句提到的四个复数名词，即channels, broadcasts, spectators和technologies。由第二句中的定语从句引导词who可知They指代的是人，四个选项中只有spectators(观众)是人，故[C]项为正确答案。

3. 对于新技术，许多体育主管的感受是怎样的？

- [A] 他们年纪太大而不能做任何事情。 [B] 他们感到不自在。  
 [C] 他们感到非常自在。 [D] 技术可与体育携手共进。

**【答案】B**，细节题。根据题干信号词sports executives和new technologies定位到第三段首句。根据双逗号之间的内容too...to feel at home with the new technologies(太……而不能对新技术感到自在)，可知[B]项为正确答案。[B]中的feel ill at ease对应文中too...to feel at home，同时排除[C]项。[A]项过于绝对且违背常理，可直接排除。[D]项中的go hand in hand属于无中生有。

4. 接下来的段落将讨论什么?

[A] 有远见的主管的观点。

[B] 电视控制体育的过程。

[C] 电视覆盖面的扩大。

[D] 举例说明体育是如何控制电视的。

【答案】D, 推理题。本题是篇章推理题。问文章上文的主要内容时, 答案一般从文章第一句中找; 问文章下文的主要内容时, 答案一般从文章最后一句中找。本题答案应该从文章最后一句中找。最后一句引用有远见的主管的观点, 指出应该由体育去控制电视。所以下文作者应该举例来证明这个观点, 故[D]项为正确答案。

[A]项的内容在最后一句中已经表达清楚, 下文无须重复。根据最后一句中的rather than可排除[B]项。[C]项最后一句没有提及, 故可排除。

5. 下列哪项可能是本文的合适标题?

[A] 体育主管的论据

[B] 有远见的主管的观点

[C] 21世纪的体育和电视

[D] 体育: 一种商业

【答案】C, 主旨题。本文主要围绕体育与电视的关系展开论述。sport和television贯穿全文, 为文章主旨词, 应该在文章题目中有所体现, 四个选项中只有[C]项同时包含这两个词, 故为正确答案。

## 词汇注释

head for 向……方向前进, 驶向

dissolve [di'zɒlv] v. 溶解, 融化; 解散

passive ['pæsiv] a. 消极的, 被动的

spectator ['spekteɪtə] n. 观众, 旁观者

paradise ['pærədaɪs] n. 天堂, 乐园

priority [praɪ'ɒrɪti] n. 在先, 居前; 优先(权), 优先考虑的事

adjust [ə'dʒʌst] v. 调整, 调节, 校准; (使)适应

adapt [ə'dæpt] v. (使)适应, (使)适合; 修改, 改编

reality [ri'ælɪti] n. 现实, 实际; 真实

conventional [kən'venʃənəl] a. 普通的, 常规的; 传统的, 符合习俗的

channel ['tʃænl] n. 海峡, 航道; [常pl.] 渠道, 途径; 频道

offer ['ɒfə] vt. 给予, 提供, 提出; 表示愿意(做)

review [ri'vju:] n./v. 复习, 温习; 审查, 复查, 回顾; 评论; 检阅

illustrate ['ɪləstreɪt] vt. 说明, 阐明; 给……作插图说明

profile ['prəʊfaɪl] n. 侧面, 侧面像; 轮廓, 外形; 简介, 概况

gigantic [dʒaɪ'ɡæntɪk] a. 巨大的, 庞大的

clarity ['klærɪti] n. 清楚, 明晰

at present 目前

bench [bentʃ] n. 长凳, 长椅

helmet ['helmit] n. 头盔, 钢盔

at sb.'s disposal 任由某人处置

option ['ɒpʃən] n. 选择, 选择权

conservative [kən'sə:vətɪv] a. 保守的, 守旧的

feel at home/feel at ease 感到自在

expansion [ɪks'pænfən] n. 扩大, 扩展; 膨胀

survive [sə'vaɪv] v. 幸存; 幸免于, 从(困境等)中挺过来

ensure [ɪn'ʃʊə] vt. 保证, 担保, 确保

contradict [kɒntrə'dɪkt] vt. 反驳, 否认; 与……发生矛盾, 与……抵触

argument ['ɑ:gju:mənt] n. 争论, 争吵; 理由, 论据

modest ['mɒdɪst] a. 谦虚的, 谦逊的; 适中的, 适度的

construct [kən'strʌkt] vt. 建造, 构筑; 创立

utmost ['ʌtməʊst] a. 极度的, 最大的; n. 极限, 极度, 最大可能

have access to 有机会或权力得到(进入、接近、使用)

recreation [rekri'eɪʃən] n. 消遣, 娱乐

visionary ['vɪʒənəri] a. 有远见的; 幻想的

philosophy [fɪ'lɒsəfi] n. 哲学; 哲理; 人生哲学, 人生观

rather than 而不是

take over 接收, 接管

be combined with 和……结合在一起

dictate [dɪk'teɪt] v. 口授, 口述; 命令, 支配

appropriate [ə'prəʊpriət] a. 适当的, 恰当的

## 难句解析

1. It explained that the consumers would be able to select their view of the match on a gigantic, flat screen occupying the whole of one wall, with images of a clarity which cannot be foreseen at present; they could watch from the trainer's bench, from the stands just behind the batter in a game of baseball or from the helmet of the star player in an American football game.

【结构分析】本句的主干是It explained that the consumers...; they..., that后面的宾语从句由两个以分号连接的并列分句组成。第一个并列分句的主干为the consumers would be able to select their view (of the match), 介词短语on a gigantic, flat screen作状语, 现在分词短语occupying the whole of one wall和介词短语with images of a clarity作后置定语修饰screen, clarity后面跟一个定语从句which...present对其进行修饰。第二个并列分句的主干为they could watch, 后面三个并列的介词短语作状语: from...bench, from...baseball or from...game。

2. And at their disposal will be the same options the producer of the recorded program has: to select replays, to choose which camera to use and to decide on the sound—whether to hear the public, the players, the trainer and so on.

【结构分析】本句是一个表系主倒装结构。at their disposal为表语, will be为系动词, the same options为主语, options后面跟一个定语从句the...has对其进行修饰。冒号后面三个并列的不定式to select..., to choose...and to decide...sound对options进行补充说明, 破折号后面的复合不定式whether to hear...on对decide on the sound进行补充说明。

3. Many sports executives, largely too old and too conservative to feel at home with the new technologies, will believe that sport must control the expansion of television coverage in order to survive and ensure that spectators attend matches.

【结构分析】本句的主干是Many sports executives will believe that..., 双逗号之间的形容词短语largely...technologies对Many sports executives进行补充说明, that后面跟一个宾语从句。该宾语从句的主干为sport must control the expansion (of television coverage), 不定式in order to survive and ensure that...作目的状语。

## 全文翻译

体育正朝着与电视密不可分的关系发展, 被动的观众将享受到一个私人的乐园。所有的一切将在未来的体育中实现。观众(电视观众)将享有优先权, 并且职业俱乐部将不得不重新调整结构来适应新的现实: 体育成为一种商业。

这些新技术将意味着观众不再需要等待由传统频道播放的广播节目。他们将自己决定观看的内容, 并为此付费。在美国, 一个名为“付费收看”的未来系统已经开始应用。电视提供所有内容, 观众只需作出选择。评论性杂志《体育画报》最近刊登了一篇关于22世纪中期系统使用者家庭生活全貌的文章。文章解释说, 消费者将能够在一个巨大的平面银幕上选择自己观看比赛的视角, 该屏幕占据了整个墙壁, 画面的清晰度也是目前难以预测的。观众可以从教练席的角度观看比赛, 也可以从正后方看台的角度观看棒球比赛, 或者从明星球员头盔上方的角度观看橄榄球比赛。观众将自由支配与节目录制者拥有的相同选择权: 选择回放, 选择使用哪部摄像机以及决定听哪种声音——是否要听现场观众、运动员或教练等人员的声音。

许多体育主管年事已高并且过于保守, 对新技术感到不自在。他们认为体育必须控制电视覆盖面的扩张以维持自身的存续并确保观众到现场观看比赛。他们甚至拒绝接受与其观点相矛盾的事实: 比如, 虽然电视上播出的篮球比赛比以前更多了, 但是可以确定的是篮球比赛比以往更受欢迎了。

这些体育项目主管还认为电视正在伤害中庸的球队。这是事实, 但是这些球队的未来也是平庸

的。他们已经到达了极限。这是市场规律。重大赛事会不断地吸引更多的观众。

世界正在新技术的基础上重构,以便人们能够最大限度地利用自己的时间,足不出户就可以享受到最大可能范围内的娱乐活动。体育将不得不适应这个新世界。最有远见的体育项目主管更加激进。他们的观点是:与其看着电视控制体育,为什么不让体育控制电视呢?

## Text 2

Less than 40 years ago in the United States, it was common to change a one-dollar bill for a dollar's worth of silver. That is because the coins were actually made of silver. But those days are gone. There is no silver in today's coins. When the price of the precious metal rises above its face value as money, the metal will become more valuable in other uses. Silver coins are no longer in circulation because the silver in coins is worth much more than their face value. A silver firm could find that it is cheaper to obtain silver by melting down coins than by buying it on the commodity markets. Coins today are made of an alloy of cheaper metals.

Gresham's Law, named after Sir Thomas Gresham, argues that "good money" is driven out of circulation by "bad money". Good money differs from bad money because it has higher commodity value.

Gresham lived in the 16th century in England where it was common for gold and silver coins to be debased. Governments did this by mixing cheaper metals with gold and silver. The governments could thus make a profit in coinage by issuing coins that had less precious metal than the face value indicated. Because different mixings of coins had different amounts of gold and silver, even though they bore the same face value, some coins were worth more than others as commodities. People who dealt with gold and silver could easily see the difference between the "good" and the "bad" money. Gresham observed that coins with a higher content of gold and silver were kept rather than being used in exchange, or were melted down for their precious metal. In the mid-1960s when the U.S. issued new coins to replace silver coins, Gresham's Law went right in action.

- Why was it possible for Americans to use a one-dollar bill for a dollar's worth of silver?  
 [A] Because there was a lot of silver in the United States.  
 [B] Because money was the medium of payment.  
 [C] Because coins were made of silver.  
 [D] Because silver was considered worthless.
- Today's coins in the United States are made of \_\_\_\_\_.  
 [A] some precious metals  
 [B] silver and some precious metals  
 [C] various expensive metals  
 [D] some inexpensive metals
- What is the difference between "good money" and "bad money"?  
 [A] They are circulated in different markets.  
 [B] They are issued in different face values.  
 [C] They are made of different amounts of gold and silver.  
 [D] They have different uses.
- The word "debased" (Line 2, Para. 3) most probably means \_\_\_\_\_.  
 [A] debated  
 [B] degraded  
 [C] abolished  
 [D] appreciated

5. What was the purpose of the governments issuing new coins by mixing cheaper metals with gold and silver in the 16th century?

[A] They wanted to reserve some gold and silver for themselves.

[B] There was neither enough gold nor enough silver.

[C] New coins were easier to be made.

[D] They could make money.

## 文章结构分析

本文主要围绕金属钱币的演变展开论述。

第一段：指出钱币从由贵金属制造到由廉价金属制造的演变。

第二段：引出格雷欣法则——“劣币”取代“良币”。

第三段：阐明了格雷欣法则产生的背景。

## 试题解析

1. 为什么美国人可以用一美元钞票兑换价值一美元的银币？

[A] 因为美国有大量的银。

[B] 因为钱是支付媒介。

[C] 因为钱币是银制造的。

[D] 因为银被认为是没有价值的。

【答案】C，细节题。根据题干信号词use a one-dollar bill for a dollar's worth of silver先定位到第一段首句。根据第二句中的That is because可以确定答案在because之后，[C]项是because后的内容，故为正确答案。

[A]项文中未提及。[B]项虽然是事实，但文中未提及。[D]项中的worthless和文中的precious相矛盾。

2. 美国现在的钱币是由\_\_\_\_\_制成的。

[A] 一些贵金属

[B] 银和一些贵金属

[C] 各种贵金属

[D] 一些廉价金属

【答案】D，细节题。根据题干信号词Today's coins先定位到第一段第四句(There is no silver in today's coins)和最后一句(Coins today are made of an alloy of cheaper metals)。根据最后一句，可知[D]项为正确答案。

[A]项中的precious，[B]项中的silver和precious，以及[C]项中的expensive均与文中的no silver和cheaper相矛盾。

3. “良币”和“劣币”的区别是什么？

[A] 它们在不同的市场上流通。

[B] 它们以不同的面值发行。

[C] 它们由不同含量的金银制成。

[D] 它们拥有不同的用途。

【答案】C，细节题。根据题干信号词the difference between “good money” and “bad money”定位到第二段第二句，题干中的difference对应该句中的differ from。根据该句可知，“良币”和“劣币”的区别在于它具有更高的商品价值(higher commodity value)。从第三段第四句(Because different mixings of coins had different amounts of gold and silver...some coins were worth more than others as commodities)可知，更高的金银含量意味着更高的商品价值。由此可知，“良币”和“劣币”的区别在于金银含量的不同，故[C]项为正确答案。[A]和[D]项文中未提及。[B]项与文中的they bore the same face value相矛盾。

4. “debased”一词(第三段第二行)最有可能的意思是\_\_\_\_\_。

[A] 争论

[B] 使降级，使(品质)降低

[C] 废除

[D] 欣赏；感激

【答案】B, 词汇题。对词义的理解应依赖上下文。“debased”出现在第三段第一句。第二句中的Governments did this指的就是debase gold and silver coins, 由后面的by mixing cheaper metals with gold and silver可知, debase gold and silver coins指的是“使金银钱币的品质(价值)降低”, 四个选项中只有[B]项符合上下文语境, 故为正确答案。

5. 16世纪政府发行由廉价金属和金银混合制成的新钱币的目的是什么?

[A] 他们想为自己储备金银。

[B] 没有足够的金银。

[C] 新钱币更容易制造。

[D] 他们可以赚钱。

【答案】D, 细节题。根据题干信号词16th century和issuing coins定位到第三段第三句。[D]项中的make money是文中make a profit的同义改写, 故为正确答案。[A]、[B]和[C]项文中均未提及。

## 词汇注释

silver ['silvə] *n.* 银; 银器, 银币

coin [kɔɪn] *n.* 硬币, 钱币

circulation [sə:kju'leɪʃən] *n.* 循环; 流通

obtain [əb'tein] *vt.* 获得, 得到

melt [melt] *v.* 融化, 熔化; (使)消散, (使)逐渐消失

commodity [kə'mɒdɪtɪ] *n.* 商品, 货物

argue ['ɑ:gju:] *v.* 争论, 争吵; 主张, 认为

differ from 和……不同

debase [di'beɪs] *v.* 使贬值, 降低(品质)

coinage ['kɔɪnɪdʒ] *n.* 造币; 货币制度; 钱币

issue ['ɪʃu] *v.* 颁布, 发行; 流出, 发出

precious ['preʃəs] *a.* 珍贵的, 贵重的, 宝贵的

indicate ['ɪndɪkeɪt] *vt.* 指示; 表明

bear [beə] *vt.* 忍受, 忍耐; 负担, 承担; 带有, 怀有

deal with 处理, 应付

rather than 而不是

exchange [ɪks'tʃeɪndʒ] *vt.* 交换, 互换; 兑换;  
*n.* 交换, 互换; 兑换

replace [ri'pleɪs] *vt.* 代替, 取代; 更换, 调换

degrade [di'greɪd] *vt.* 使降级, 使(品质)降低

appreciate [ə'pri:ʃieɪt] *vt.* 重视, 赏识; 为……表示感激

reserve [ri'zə:v] *vt.* 保留, 留存, 储备; 预订

## 难句解析

1. Gresham lived in the 16th century in England where it was common for gold and silver coins to be debased.

【结构分析】本句的主干是Gresham lived, 介词短语in the 16th century作时间状语, 介词短语in England作地点状语。England后面跟一个where引导的定语从句对其进行修饰。该定语从句是一个it be *adj.* for sb. to do句型。

2. The governments could thus make a profit in coinage by issuing coins that had less precious metal than the face value indicated.

【结构分析】本句的主干是The governments could make a profit, 介词短语in coinage作地点状语, 介词短语by issuing coins作方式状语, coins后面跟一个that引导的定语从句对其进行修饰, 该定语从句中包含一个than引导的比较状语从句the face value indicated。

3. Gresham observed that coins with a higher content of gold and silver were kept rather than being used in exchange, or were melted down for their precious metal.

【结构分析】本句的主干是Gresham observed that..., that引导宾语从句。该宾语从句的主语是coins, 介词短语with...silver作后置定语修饰coins, 后面跟两个并列的谓语成分: were...exchange和were...metal。

## 全文翻译

近40年前,在美国用一美元钞票兑换价值一美元的银币是件平常的事。那是因为钱币实际上是由银制成的。但是那个年代已经一去不复返了。现在的钱币中已经不含银了。当贵金属的价格超过它作为货币的面值时,它用于其他方面就会更有价值。银币不再流通是因为钱币中的银要比它的面值更值钱。银制品公司会发现通过熔化钱币来获得银要比从商品市场上直接购买更便宜。现在的钱币是由廉价金属的合金制成的。

以托马斯·格雷欣爵士命名的格雷欣法则认为,“良币”会被“劣币”驱逐出流通领域。良币不同于劣币,因为它拥有更高的商品价值。

格雷欣生活在16世纪的英格兰,当时在英格兰,降低金银币的成色是很平常的事。政府将廉价金属和金银混合来降低金银币的成色。这样,政府便可通过发行贵金属含量低于其票面价值的钱币来从造币中获取利润。由于混合方式不同的钱币拥有不同的金银含量,即使它们的面值相同,某些钱币的商品价值还是要高于其他钱币。从事金银交易的人可以很容易辨别“良币”和“劣币”之间的区别。格雷欣发现金银含量高的钱币会被保留下来而不是用于交换,或者被熔化来提炼其中的贵金属。20世纪60年代中期,美国发行了新的钱币来取代银币,格雷欣法则得以验证。

## Text 3

Names have gained increasing importance in the competitive world of higher education. As colleges strive for market share, they are looking for names that project the image they want or reflect the changes they hope to make. Trenton State College, for example, became the College of New Jersey nine years ago when it began raising admissions standards and appealing to students from throughout the state.

"All I hear in higher education is, brand, brand, brand," said Tim Westerbeck, who specializes in branding and is managing director of Lipman Hearne, a marketing firm based in Chicago that works with universities and other nonprofit organizations. "There has been a sea change over the last 10 years. Marketing used to be almost a dirty word in higher education."

Not all efforts at name changes are successful, of course. In 1997, the New School for Social Research became New School University to reflect its growth into a collection of eight colleges, offering a list of majors that includes psychology, music, urban studies and management. But New Yorkers continued to call it the New School.

Now, after spending an undisclosed sum on an online survey and a marketing consultant's creation of "naming structures""brand architecture" and "identity systems", the university has come up with a new name: the New School. Beginning Monday, it will adopt new logos (标识), banners, business cards and even new names for the individual colleges, all to include the words "the New School".

Changes in names generally reveal significant shifts in how a college wants to be perceived. In altering its name from Cal State, Hayward, to Cal State, East Bay, the university hoped to project its expanding role in two mostly suburban countries east of San Francisco.

The University of Southern Colorado, a state institution, became Colorado State University at Pueblo two years ago, hoping to highlight many internal changes, including offering more graduate programs and setting higher admissions standards.

Beaver College turned itself into Arcadia University in 2001 for several reasons: to break the connection with its past as a women's college, to promote its growth into a full-fledged(完全成熟的)



university and officials acknowledged, to eliminate some jokes about the college's old name on late-night television and "morning zoo" radio shows.

Many college officials said changing a name and image could produce substantial results. At Arcadia, in addition to the rise in applications, the average student's test score has increased by 60 points, Juli Roebeck, an Arcadia spokeswoman, said.

- Which of the following is NOT the reason for colleges to change their names?  
[A] They prefer higher education competition.  
[B] They try to gain advantage in market share.  
[C] They want to project their image.  
[D] They hope to make some changes.
- It is implied that one of the most significant changes in higher education in the past decade is \_\_\_\_\_.  
[A] the brand [B] the college names  
[C] the concept of marketing [D] the list of majors
- The phrase "come up with" (Line 2, Para. 4) probably means \_\_\_\_\_.  
[A] catch up with [B] deal with  
[C] put forward [D] come to the realization
- The case of name changing from Cal State, Hayward to Cal State, East Bay indicates that the university \_\_\_\_\_.  
[A] is perceived by the society [B] hopes to expand its influence  
[C] prefers to reform its teaching programs [D] expects to enlarge its campus
- According to the spokeswoman, the name change of Beaver College \_\_\_\_\_.  
[A] turns out very successful [B] fails to attain its goal  
[C] has eliminated some jokes [D] has transformed its status

### 文章结构分析

本文是一篇关于美国高校竞相更名现象的文章。

第一段：指出美国高校更名风潮的兴起及其原因。

第二段：通过引用Tim Westerbeck的评论指出品牌营销在高等教育领域愈加受到重视。

第三至八段：分别列举了社会研究新学院、加州州立大学海沃德分校、南科罗拉多大学以及比福学院的更名事件。

### 试题解析

- 下列哪一项不是院校更名的原因?  
[A] 他们更喜欢高等教育的竞争。 [B] 他们试图在市场份额中取得优势。  
[C] 他们想突显自身形象。 [D] 他们希望做出一些改变。

**【答案】A**，判断题。根据出题顺序和题干中的信号词the reason定位到第一段第二句：As colleges strive for market share, they are looking for names that project the image they want or reflect the changes they hope to make. as是表示原因的强逻辑词汇，所以strive for market share是学校更名的一个原因，即[B]项是学校更名的一个原因。此外，that引导的定语从句中也说明了学校更名的另外两个原因：project the image they want和reflect the changes they hope to make，即[C]项和[D]项是学校更名的另外两个原因。[A]项中的prefer属于无中生有，而且[A]项也不符合常理，因此[A]为正确答案。