



2007^年高联考研

英语

100篇 精读汇粹

主编 吴永麟

- 材料新颖
- 词汇注释
- 试题详解
- 题型齐全
- 难句解析
- 篇篇翻译



2007 年高联考研

英语 100 篇 精读汇粹

主编 吴永麟
译著 习天辉

学苑出版社

图书在版编目 (CIP) 数据

考研必备: 英语 100 篇精读汇粹/吴永麟 编著.

-北京: 学苑出版社, 2001.6

ISBN 7-5077-0708-3

I. 考… II. 吴… III. 英语-研究生-入学考试-教学参考资料 IV. H31

中国版本图书馆 CIP 数据核字 (2001) 第 11834 号

责任编辑: 郭 强

特约编辑: 王俏宏

责任校对: 杨玉琴

封面设计: 晓 禾

出版发行: 学苑出版社

社 址: 北京市丰台区南方庄 2 号院 1 号楼

邮政编码: 100078

发行电话: 88517082

印 刷 厂: 北京市朝阳区印刷厂

开本尺寸: 787mm × 1092mm 16 开本

印 张: 28 印张

字 数: 750 千字

版 次: 2006 年 2 月北京第 5 版

印 次: 2006 年 2 月北京第 1 次印刷

印 数: 00001—10000 册

定 价: 38.00 元

前 言

随着我国改革开放逐步深化,经济发展速度日益加快,社会对科学技术、文化教育的需求不断向高层次迈进,对硕士研究生等高层次人才的需求越来越大,加之高等院校研究生教育迅速发展,报考硕士研究生的考生正在逐年增多。竞争日益激烈,如何获胜,除专业课外,英语是研究生考试中的重要科目。其成败直接影响录取线。而阅读又占英语试卷分值的60%,英语能否过关,阅读至关重要。

中国有句成语:“读书破万卷,下笔似有神。”阅读的重要性由此可见。英语词汇的掌握和应用,语言所反映文化的了解,翻译和写作的起始和提高,都得通过阅读这座桥梁来实现。否则,即使把词汇和语法规则背得滚瓜烂熟,也是看不懂、译不出、写不了,更谈不上文化的交流。何况死记硬背的东西容易忘。

阅读能力的提高,不是一朝一夕的事,更不是随意翻阅就能解决问题。提高速度、扩大视野,显然需要大量泛读。但掌握和应用英语,突破语言关以实力获得考试成功,必须进行从难从严的精读。作者就是针对这一要求,并结合多年来考研英语辅导之经验和考研英语命题特点以及考生中存在的问题编写了此书,以助学生提高英语实力。

本书特点:

1. **题材广泛。**本书中文章是从国外报刊、杂志、书籍、考题中摘选的百篇材料。内容丰富,时效性强,涉及面广。本书所选文章涉及政治、经济、文化、文学、教育学、语言学、哲学、心理学、历史、人物传记和科普知识等诸方面,以便考生在提高能力的同时扩大视野,从而取得好成绩。

2. **体裁齐全。**本书所选文章包括叙事文、描写文、说明文和论说文四种,以论说文为主。以提高考生对各种体裁的文章的分析、解决问题的能力。

3. **题型齐全。**本书不仅涵盖了考研阅读理解多项选择题各种题型,而且涵盖了2006年考研英语大纲新增题型——选择搭配题型(包括选标题题型、例证题型、排序题型和“七”选“五”题型)。以提高考生对各种题型分析、解决问题的能力。

4. **解答详尽。**本书对每题不仅给出了答案,而且对答案做了深入剖析,这样有利于考生掌握答题的角度和方法、技巧。

5. **篇篇详译。**本书对每篇短文不仅配有生词注释、难点译注,而且对每篇短文

都译成中文，这样有利于考生从中掌握分析长难句结构的方法和翻译技巧，也有利于考生从中领会到地道英文写作的真谛。

因此，本书不仅可以提高阅读理解能力，而且有助于提高翻译、写作水平。

本书使用说明：

1. 本书中文章均选自国内外最新报刊、杂志（社会生活和文化教育的文章主要来源于：*Newsweek*《新闻周刊》，*Times*《时代周刊》，*The Washington Post*《华盛顿邮报》，*USA Today*《今日美国》，*The Times*《泰晤士报》，*The Guardian*《卫报》和 *www.usnews.com*《美国新闻在线》。科普类文章主要来源于：*National Geographic*《国家地理杂志》，*Scientific American*《科学美国人》，*Science*《科学杂志》，*New Scientists*《新科学家》，*Discovery*《探索杂志》，*Nature*《自然》。商业经济类文章主要来源于：*Business Week*《商业周刊》，*The Economist*《经济学家杂志》和 *Wall Street Journal*《华尔街杂志》。其他：*Telegraph*《英国电信日报》，*Independent*《独立日报》和 *International Herald Tribune*《国际先驱论坛》。），内容丰富，时效性强，涉及面广。无论是体裁，还是文章篇幅、命题思路等特别贴近考研阅读理解试题，因此考生在阅读时，不仅要做题，更重要的是要读懂每篇文章，从分析句子结构着手，仔细精读，最好每篇文章自己独立翻译出来，然后对照参考译文，这样不仅能提高考生的阅读水平，而且能提高考生的翻译、写作水平。

2. 本书中每篇文章后列有生词表并注有国际音标，难点有注释，文章有译文，答案有详细解答，因此考生在做题时，如果遇到了困难，不要急于看译文、答案和解答，一定要读懂文章，只有这样才能达到本书编写目的，才能提高阅读水平，才能提高英语应试能力，才能取得好成绩。

我们相信，如果您能认真精读本书，您的英语阅读、翻译和写作水平定会登上一个新台阶。对于考研应试，您将有“一览众山小”的感觉。

本书是考研应试者的良师益友，也是大专院校的学生自学英语、提高英语水平和教师进行教学辅导的一本极有价值的精读参考书。

最后，对给予本书译文上有帮助的先生们表示感谢。

由于作者水平有限，错误和缺点在所难免，望读者不吝赐教，以备修订时改正。

编者

2006年2月

目 录

第一篇 阅读理解多项选择题型 80 篇

► Unit 1	(2)
Unit 1 答案、解析及全文译文	(10)
► Unit 2	(17)
Unit 2 答案、解析及全文译文	(25)
► Unit 3	(32)
Unit 3 答案、解析及全文译文	(40)
► Unit 4	(47)
Unit 4 答案、解析及全文译文	(55)
► Unit 5	(61)
Unit 5 答案、解析及全文译文	(69)
► Unit 6	(76)
Unit 6 答案、解析及全文译文	(84)
► Unit 7	(91)
Unit 7 答案、解析及全文译文	(99)
► Unit 8	(107)
Unit 8 答案、解析及全文译文	(115)

► Unit 9	(122)
Unit 9 答案、解析及全文译文	(131)
► Unit 10	(138)
Unit 10 答案、解析及全文译文	(147)
► Unit 11	(154)
Unit 11 答案、解析及全文译文	(163)
► Unit 12	(170)
Unit 12 答案、解析及全文译文	(179)
► Unit 13	(186)
Unit 13 答案、解析及全文译文	(195)
► Unit 14	(202)
Unit 14 答案、解析及全文译文	(211)
► Unit 15	(218)
Unit 15 答案、解析及全文译文	(226)
► Unit 16	(233)
Unit 16 答案、解析及全文译文	(241)
► Unit 17	(248)
Unit 17 答案、解析及全文译文	(257)
► Unit 18	(264)
Unit 18 答案、解析及全文译文	(273)
► Unit 19	(280)
Unit 19 答案、解析及全文译文	(288)
► Unit 20	(295)
Unit 20 答案、解析及全文译文	(303)

第二篇 阅读理解搭配题型 20 篇

► Unit 1	(311)
Unit 1 答案、解析及全文译文	(318)
► Unit 2	(327)
Unit 2 答案、解析及全文译文	(333)
► Unit 3	(340)
Unit 3 答案、解析及全文译文	(348)
► Unit 4	(358)
Unit 4 答案、解析及全文译文	(366)

第三篇 阅读理解全真模拟训练

► Model Test 1	(375)
Model Test 1 答案、解析及全文译文	(383)
► Model Test 2	(391)
Model Test 2 答案、解析及全文译文	(399)
► Model Test 3	(408)
Model Test 3 答案、解析及全文译文	(416)
► Model Test 4	(424)
Model Test 4 答案、解析及全文译文	(432)

第一篇 阅读理解多项选择题型 80 篇

编者的话

历年考研英语阅读理解文章内容涉及社会科学(主要包括社会学、人类学、教育、心理学、经济、管理、金融等领域)、自然科学(主要包括普通物理、化学、生物、工程、计算机、医学、农业等领域)和人文科学(主要包括哲学、历史、文学、语言、新闻、艺术等领域);题材大多是涉及高科技和社会热点问题,如:网络应用、基因工程、现代人生活价值观等等;体裁更注重报刊新闻、专题报道和评述型文章;常考题型主要是:主旨大意题、推理判断题、词汇语义题、事实细节题及观点态度题。

为此,我们针对考研英语阅读理解文章的特点——文章涉及内容、题材以及体裁,从最新英美时文报刊上精选了80篇(科普类、经济类、人文类、教育类、社会类)有代表性且极具时代感(热点问题)的文章,并贯穿常考的五种题型进行讲解、训练,以帮助考生了解和掌握各类题材、体裁等文章的阅读技巧、命题规律(命题方式、命题考点)以及相应的解题方法与技巧。我们按照由易到难、循序渐进的原则分为20个单元,每单元包括4篇涉及社会类、科普类、人文类、经济类(或教育类)的文章,具体内容:

Unit 1 ~ Unit 15: Text 1 ~ Text 4 分别为内容涉及“社会类”、“科普类”、“人文类”、“经济类”的文章。

Unit 16 ~ Unit 20: Text 1 ~ Text 4 分别为内容涉及“社会类”、“科普类”、“人文类”、“教育类”的文章。

另外,为了帮助考生真正理解文章意思,准确解答文章后的试题,我们将每篇文章的重点词汇和超纲词注音释义,从每篇文章中抽出几个长难句给予句架分析,并将每篇文章及文章后的试题(包括题干和选项)翻译成中文,而且对每道试题均作了非常详尽的解析,真正使考生的阅读理解能力和翻译水平得到实质性的提高。



For millennia man has exploited and often destroyed the riches of land. Now man covets the wealth of the oceans. Even the most conservative estimates of resources in the seabed stagger the imagination. In the millions of miles of ocean that touch a hundred nations live four out of five living things on earth. In the seabed, minerals and oil existed in lavish supply. Man may yet learn to use a tiny fraction of this wealth. However, this fraction alone could set off a new age of colonial war unless international law soon determines how it shall be shared.

What is to be done to regulate and control exploitation of the oceans is a problem of international concern. In crowded England, serious plans have been developed to build entire cities just off the coast. Offshore airport may solve the demand for large tracts of jet-age space near such large coastal cities as New York and Los Angeles. 1) Some people, quick to take advantage of the legal confusion that reigns beyond coastal waters, have planned to build independent islands atop seamounts and reefs outside the country's territorial limit—that is indeed, a romantic notion, but one with, it is suspected, the more prosaic aim of avoiding the constrictions of domestic law concerning gambling and taxes*. In another case the United Nations were presented with an application for permission to extract minerals from the bed of Red Sea in an area 50 miles from the coastal states. The Secretariat dodged this thorny question, citing lack of authority to act. Such claims are no longer isolated or frivolous.

The great wealth from the oceans must be divided equitably among nations. But wealth is not the only thing at debate. We must also learn how to protect the oceans from the threat of pollution. A few years ago, “practical” men dismissed speculations about wealth in the sea. “That is economic foolishness,” they said. It will never be economically profitable to exploit the seabeds, no matter how great the riches to be found there. Unfortunately, they underestimated the lure of gold as the mother of invention.* Yet the pessimists may be proved right. In these pioneer years of the Ocean Age, the damage done sometimes seems to exceed the benefit gained. Beaches from England to Puerto Rico to California have been soaked in oily slime. 2) Insecticides, seeping into the rivers and then the oceans, have killed fish and waterfowl and revived fears that some chemicals may contaminate our waters when they are used as garbage dumps. Largely in ignorance, we are tinkering with our greatest source of life. (443 words)

21. From the first paragraph we learn that

- [A] the oceans provide habitats for the majority of the living things on the earth.
- [B] the ocean will be well explored with the help of international law.
- [C] the exploitation of the oceans can solve the most serious problem man is facing.

* 为帮助考生理解文章,我们对文中部分长难句(划线部分)进行了解析。下同。

- [D] the oceans will become colonies of different countries in the future.
22. From the context, the word "prosaic" (Para. 2) probably means
 [A] vicious. [B] aggressive. [C] unromantic. [D] assertive.
23. It can be inferred from the second paragraph that
 [A] building cities off the coast is a good idea for crowded cities to make full use of space.
 [B] coastal cities can build offshore airports to solve the demand for large space.
 [C] the legal confusion that reigns beyond coastal waters might cause a lot of trouble.
 [D] the Secretariat was against some claims relevant to the exploitation of the ocean.
24. According to the author, the "practical" men's remark was correct in that
 [A] the exploitation of the oceans has polluted the environment.
 [B] the damage done to the environment exceeds the benefit gained.
 [C] the lure of gold as the mother of invention was overestimated.
 [D] the ocean is not worth exploiting from an economical point of view.
25. The purpose of the author in writing this article is to
 [A] point out the urgency of drafting international law on the exploitation of the oceans.
 [B] warn people of the incoming of a new age of colonial war.
 [C] criticize the Secretariat's ignorance of the thorny international problem.
 [D] assert that the resources from the oceans should be divided equitably.

词汇注释

- | | |
|-------------------------|-----------|
| 1. millennia /mi'leniə/ | n. 几千年 |
| 2. covet /'kʌvɪt/ | v. 贪想, 贪求 |
| 3. the Secretariat | 联合国秘书处 |
| 4. menace /'menəs/ | n. 威胁, 危及 |

难句讲解

1. Some people, quick to take advantage of the legal confusion that reigns beyond coastal waters, have planned to build independent islands atop seamounts and reefs outside the country's territorial limit—that is indeed, a romantic notion, but one with, it is suspected, the more prosaic aim of avoiding the constrictions of domestic law concerning gambling and taxes.

【简析】本句话的主干是“Some people have planned to build independent islands...”。 “quick to...”短语修饰“some people”，其中的“that”引导的定语从句修饰“confusion”；“atop”引导的短语作状语；破折号后面的内容是在进一步说明前面的句子；其中的“that”指的是“build independent islands atop seamounts and reefs outside the country's territorial limit”；“it is suspected”是插入语；“with”引导的短语修饰“one”，“one”指的是“notion”；“concerning gambling and taxes”修饰“law”。

【句意】参见全文译文。下同。

【简析】本句话的主干是“Insecticides have killed fish and waterfowl and revived fears...”。“seeping into...”短语修饰“insecticides”；“that”引导的是“fear”的同位语从句，其中的“when”引导的是条件状语从句，“they”指的是“waters”。



Scientists have begun using satellite-based systems to predict volcanic eruptions. This allows blanket coverage of the entire world. Envisat is the most advanced craft of this type. It has sensors that, by recognizing the characteristic optical signature of various substances in the atmosphere, can detect the presence of specific gases, such as sulphur dioxide. These may indicate an imminent volcanic eruption.

Mike Abrams, a scientist at America's space agency, NASA, says that the limiting factor on all such satellites is, surprisingly, not technological, but temporal. The orbits in which they are placed allow them to observe the entire earth, but they cannot pass over a particular spot more frequently than once every 15 days or so. Dr. Abrams argues that more satellites are needed to gather sufficient data on the earth's volcanoes. Existing satellites, though, do at least serve as an early warning system. If one of them detects something amiss, local volcanologists can then intensify their local monitoring efforts. If necessary, they can even initiate an evacuation.

1) In addition, it is important to predict lahars, flowing mixtures of rock, debris, ash and water, which are often set off when hot lava meets cold snow. Lahars can travel down a mountain as fast as 60 kilometres per hour. In 1985 a lahar set off by the eruption of the Nevada del Ruiz volcano in Colombia killed 25,000 people. With acoustic flow monitors, such as those developed by the USGS in the last five years, such a tragic loss of life might have been averted. 2) The flow monitors are seismometers, which measure vibration, and are sensitive to higher frequencies than those used to record earthquakes and volcanic activity; this lets them hear lahars from a long way off, creating a valuable extra hour of time that can be used to evacuate. Such systems are now in place all round the world.

Volcanic eruptions are dangerous not only to people on the ground, but also to those in the air. According to the USGS, more than 80 commercial aircraft have run into unexpected volcanic ash in the past 15 years, with the resulting damage costing hundreds of millions of dollars. If the optimists are right, the threat from volcanoes could one day become a known one. There is a problem, though. The work that needs to be done relies on the continual use of satellites and ground monitoring. Volcanologists are now issuing a new warning: that it is particularly hard to get funding for this kind of work. This is something that everybody should be bothered about. (425 words)

26. How can existing satellites predict volcanic eruption?

- [A] They use monitoring systems to detect the presence of specific gases.
- [B] They use sensors to detect the presence of specific gases.
- [C] They detect the presence of specific gases by gathering data on the earth's volcanoes.

[D] Their orbits allow them to observe the entire earth and predict volcanic eruptions.

27. By saying “more satellites are needed to gather sufficient data on the earth’s volcanoes”, Dr. Abrams implies that

[A] more satellites have already been used to observe the entire earth.

[B] the frequency of satellites’ passing over a particular spot is too low.

[C] to predict volcanic eruptions is difficult.

[D] satellites used to predict volcanic eruptions are not sufficient.

28. The example of a *lahar* from the Nevada del Ruíz volcano in 1985 is used to show that

[A] acoustic flow monitors are effective in predicting *lahars*.

[B] acoustic flow monitors are used all around the world.

[C] acoustic flow monitors can completely prevent *lahars*.

[D] acoustic flow monitors are sensitive to higher frequencies.

29. What is this text mainly about?

[A] Effective control over volcanic eruptions.

[B] Effective prediction about *lahars*.

[C] Damage of volcanic eruptions to human beings.

[D] Perspective of prediction about volcanic eruptions.

30. What is the author’s attitude toward the prospect of volcanic eruption prediction?

[A] Pessimistic.

[B] Skeptical.

[C] Bothered.

[D] Regretful.

词汇注释

1. sulphur dioxide

二氧化硫

2. volcanologist /vɒlkə'nɒlədʒist/

n. 火山学家

3. *lahar* /'lɑ:hɑ:(r)/

n. 火山泥流

4. seismometer /saiz'mɒmɪtə/

n. 地震检波器

难句讲解

1. In addition, it is important to predict *lahars*, flowing mixtures of rock, debris, ash and water, which are often set off when hot lava meets cold snow.

【简析】本句话的主干是“it is important to predict *lahars*”。“it”是形式主语，真正的主语是后面的“to predict *lahars*”；“flowing mixtures of...”短语修饰“*lahars*”；“which”引导的非限定性定语从句也修饰“*lahars*”，其中的“when”引导的是时间状语从句。

2. The flow monitors are seismometers, which measure vibration, and are sensitive to higher frequencies than those used to record earthquakes and volcanic activity.

【简析】本句话的主干是“The flow monitors are seismometers and are sensitive to higher frequencies...”。“which”引导的非限定性定语从句修饰“seismometers”；“those”指的是“seismometers”，“used to...”短语修饰“those”。

Students taking business courses are sometimes a little surprised to find that lectures on business ethics have been included in their syllabuses of study. 1) They often do not realize that, later in their careers, they may be tempted to bend their principles to get what they want; perhaps also they are not fully aware that bribery in various forms is on the increase in many countries.

In dealing with the topic of business ethics, some lecturers ask students how they would act in the following situation: Suppose you were head of a major soft-drinks company and you want to break into a certain overseas market where the growth potential for your company is likely to be very great indeed. 2) During negotiations with government officials of this country, the Minister of Trade makes it clear to you that if you offer him a substantial bribe, you will find it much easier to get an import licence for your goods, and you are also likely to avoid "bureaucratic delays", as he puts it. Now, the question is: Do you pay up or stand by your principles?

It is easy to talk about having high moral standards but, in practice, what would one really do in such a situation? Some time ago the British car manufacturer, British Leyland, was accused of operating a "slush fund", and of questionable practices such as paying agents and purchasers with padded commission, offering additional discounts and making payments to numbered bank accounts in Switzerland. The company rejected these allegations and they were later withdrawn. Nevertheless, at this time, there were people in the motor industry in Britain who were prepared to say in private: "Look, we're in a wheeling-dealing business. Every year we're selling more than 1, 000 million worth of cars abroad. If we spend a few million greasing the palms of some of the buyers, who's hurt? If we didn't do it, someone else would."

It is difficult to resist the impression that bribery and other questionable payments are on the increase. Indeed, they seem to have become a fact of commercial life. To take just one example, the Chrysler Corporation, third largest of the U. S. motor manufacturers, disclosed that it made questionable payments of more than \$ 2.5 million. By making this revelation, it joined more than 300 U. S. companies that had admitted to the U. S. Securities and Exchange Commission that they had made dubious payments. (401 words)

31. The lectures on business ethics surprised students because

- [A] they are unaware of their later potential violation of the rules.
- [B] the forms of bribery are on the increase in many countries.
- [C] they do not know how to act to entertain the officials in other countries.
- [D] it is hard to avoid bureaucratic delays without such lectures.

32. About ethic rules in real practice, the author seems

- [A] indifferent.
- [B] pessimistic.
- [C] affirmative.
- [D] optimistic.

33. Which of the following is a questionable practice of British Leyland?

- [A] Leyland operated "slush fund" to bribe customers.
- [B] Leyland offered additional discounts and then withdrew the money.

[C] Leyland made use of the banks in Switzerland to evade tax.

[D] Leyland paid more money to its agents and buyers.

34. The author uses the example of Chrysler Corporation to argue that

[A] the revelation of bribery is difficult in America.

[B] bribery has become common in commercial life.

[C] Securities and Exchange Commission supervises dubious payments.

[D] the wheeling-dealing business drives people to bribe.

35. The best title of this text would be

[A] Bribery Is Inevitable Nowadays.

[B] Business Ethics Lectures Are Necessary.

[C] Bribery and Securities and Exchange Commission.

[D] How to Avoid Business Bribery.

词汇注释

1. syllabus /'siləbəs/

n. 课程提纲

2. bureaucratic delay

官僚主义造成的拖延

3. allegation /,æli'geɪʃən/

n. 指控

4. wheeling-dealing

a. 不择手段的

5. grease the palm of

买通, 贿赂

6. Securities and Exchange Commission

证券交易署

难句讲解

1. They often do not realize that, later in their careers, they may be tempted to bend their principles to get what they want; perhaps also they are not fully aware that bribery in various forms is on the increase in many countries.

【简析】本句话的主干是“*They often do not realize that ...*”, “*they are not fully aware that ...*”是主干句的并列成分。“*they*”指的是前面句子中的“*students*”;两个“*that*”都是引导宾语从句,其中的“*what*”也是引导宾语从句;“*in various forms*”短语是定语,修饰“*bribery*”。

2. During negotiations with government officials of this country, the Minister of Trade makes it clear to you that if you offer him a substantial bribe, you will find it much easier to get an import licence for your goods, and you are also likely to avoid “bureaucratic delays”, as he puts it.

【简析】本句话的主干是“*the Minister of Trade makes it clear to you that ...*”。“*during*”短语作状语;第一个“*it*”是形式宾语,指的是后面的“*that*”引导的从句;“*if*”引导的是条件状语从句,其中的“*him*”指的是“*the Minister of Trade*”,第二个“*it*”也是形式宾语,指的是后面的“*to get an import licence ...*”短语;“*as*”引导的是非限定性定语从句,修饰前面句子中引号里面的内容。

◀

Mention the word “multinational”, and most people think of borderless mobility—of companies at home everywhere and nowhere, moving huge quantities of men, money and materials around the globe in the restless pursuit of profit. Aurelio Peccei, a director of Fiat, once claimed that the multinational corporation was “the most powerful agent for the internationalization of society”. 1) Carl Gerstacker, sometime chairman of Dow Chemicals, confessed that he had “long dreamed of buying an island owned by no nation and of establishing the world headquarters of the Dow company on the truly neutral ground of such an island, beholden to no nation or society”.

Mention of the word “multinational” also makes people think of global products—of consumers in Greenwich Village and some village in Bengal drinking identical soft drinks. Theodore Levitt, a marketing guru at Harvard Business School, once argued that companies no longer need to be so “respectful” of local quirks and peculiarities, and that global companies can sell the same thing in the same way anywhere.

Multinationals should beware of following Mr. Levitt down this path. After a brief flirtation with globalization, companies such as Nestle and Unilever now realize that their local managers represent an invaluable resource. General Electric has broken with its strict practice of dividing its operations into global product lines by setting up a regional headquarters in Asia. Even the most powerful global brand has had to bow before local differences. People in the south of Japan like their Coca-cola slightly sweeter than people in Tokyo, and the company obliges. 2) PepsiCo was puzzled why one of its best-selling products, “7-Up” remained on the shelves in Shanghai until it discovered that, in the local dialect, the phrase means “death through drinking”. Even those pillars of American Puritanism, IBM and Disney, have dropped their strict no-alcohol policy in France. Philips Morris has had to make local adjustments to its familiar advertising symbol, Marlboro man: In Hong Kong the advertisement focuses on the horse, because the man reminds locals of coolie, and in Argentina the man was dropped entirely for a while, because cowboys were regarded as low-class wasters. Companies are also learning to their cost that the apparent convergence between different cultures has not gone as far as they thought. EuroDisney failed to take off, among other things, because the company assumed that Micky Mouse and other cartoon characters would be familiar in Europe as they are in the U. S. , and did not invest nearly enough in promoting their product. (415 words)

36. By citing the example of Aurelio Peccei, the author intends to

- [A] prove “multinational” means borderless mobility.
- [B] explain the role of multinational corporation in internationalization of society.
- [C] describe some people’s desired model of future multinational corporations.
- [D] illustrate some people’s misunderstanding of “multinational”.

37. According to the author, multinationals should

- [A] sell the same thing in the same way everywhere.
- [B] pay attention to local and cultural differences.
- [C] start a global production line.

[D] establish a neutral area.

38. By saying "Even those pillars of American Puritanism, IBM and Disney, have dropped their strict noalcohol policy in France." (Para. 3), the author means

[A] IBM and Disney used to believe in Puritanism.

[B] IBM and Disney have begun to sell alcohol in France.

[C] IBM and Disney have had to give way to French alcohol companies.

[D] IBM and Disney have had to make local adjustments to their products in France.

39. Which of the following statements is true?

[A] People in the south of Japan prefer sweet drinks while people in Tokyo like bitter ones.

[B] "7-Up" sold badly in Shanghai because local people didn't like the name of this drink.

[C] "7-Up" remained on shelves in Shanghai because local people didn't like drinking.

[D] The Marlboro ad focused on the horse in Hong Kong because cowboy means coolie in the local dialect.

40. From the failure of EuroDisney we can learn that

[A] Europeans don't like Disney's cartoon characters.

[B] American and European cultures are not convergent at all.

[C] America and Europe have not so much in common as the company thought.

[D] not all people around the world like cartoons.

词汇注释

1. beholden to

依赖于

2. quirk /kwɜ:k/

n. 怪癖

3. flirtation /flɜ:'teɪʃən/

n. 不认真地考虑或对待

4. oblige /ə'blaɪdʒ/

v. 施惠于, 满足……的要求

5. coolie /'ku:li/

n. 苦力

6. Puritanism /'pjʊərɪtə'nɪzəm/

n. 清教徒主义

难句讲解

1. Carl Gerstacker, sometime chairman of Dow Chemicals, confessed that he had "long dreamed of buying an island owned by no nation and of establishing the world headquarters of the Dow company on the truly neutral ground of such an island, beholden to no nation or society".

【简析】本句话的主干是“Carl Gerstacker confessed that...”。 “sometime” 短语是“Carl Gerstacker”的同位语；“that”引导的是宾语从句；“owned by no nation”是定语，修饰“island”；“and of establishing...”是“of buying...”的并列成分；“on the truly...”短语作状语；“beholden to no nation or society”短语作定语，修饰“island”。

2. PepsiCo was puzzled why one of its best-selling products, "7-Up" remained on the shelves in Shanghai until it discovered that, in the local dialect, the phrase means "death through drinking".

【简析】本句话的主干是“PepsiCo was puzzled...”。 “why”引导的是宾语从句；“7-Up”是“one