



2013 考研英语 实战演练·终极预测 之作

考研英语 终极预测五套题

主 编/黄 涛 曹 刚

最后套题倾心打造 重点难点实战训练
答案考点详尽讲解 临考模拟强力突破



北京理工大学出版社

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录目

2013 考研英语 实战演练·终极预测之作

考研英语



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前言

本试卷是编者在结合多年命题、阅卷及辅导经验的基础上，严格按照考试大纲及样卷的标准和要求，参照近年真题，并经过辅导班学员的精确测试后，反复修改而成，其命题难度和命题思路与真题高度吻合。在命题难度上，通过大量的辅导班学员样本测试和与历年真题难度的对比分析，每份试题的综合难度系数控制在 0.5 左右；在命题思路，突显了真题的主旨与细节相结合的特点，既全面考查考生对文章主旨大意的把握，又考查考生对文章细节的理解。作文部分的命题则取材于当前国内的热点话题，在积累基本句型和表达的同时，在话题上也为考试做了储备。

试题解析全面、透彻，每道题目均给出详尽的答案解析，不但分析了正确答案的理由，而且分析了错误选项的干扰特点。

为了达到本试卷的最大使用效果，我们依据考研复习的进程以及本书的编排结构，对考生提供如下学习指导方案：

每 3 天做 1 套，并且要在下午 2:00—5:00 点之间（每套 3 小时）。之后研究解析（每套共 3 小时）。

第一步，即刻对答案，打分，评估自己的考试成绩；

第二步，对做错题目进行分析，在不看解析的情况下，自己独立思考正确答案的理由和错误选项的干扰特点；之后，再详细阅读试题精讲部分，分析并总结正确答案的理由、依据和特点以及错误选项的干扰特点，并做相应笔记；

第三步，对已做题目进行分析，回忆做题过程中确定答案的原因和依据，是非常有把握的，还是碰运气的。如果是后者，则要认真看答案解析，仔细揣摩正确答案解析中阐述的真正理由，并做相应笔记。

祝同学们复习顺利，考研成功！

编者

2012 年 11 月

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考研英语终极预测五套题 (一)

Section I Use of English

Directions:

Read the following text. Choose the best word(s) for each numbered blank and mark [A], [B], [C] or [D] on ANSWER SHEET 1. (10 points)

When retailers want to entice customers to buy a particular product, they typically offer it at a discount. According to a new study to be published in the *Journal of Marketing*, they are missing a 1. A team of researchers, led by Akshay Rao of the University of Minnesota's Carlson School of Management, looked at consumers' attitudes to 2. 3, they found, much prefer getting something extra 4 to getting something cheaper. The main reason is that most people are useless at 5.

Consumers often 6 to realize, for example, that a 50% increase in quantity is the same as a 33% discount in price. They 7 assume the former is better value. In an experiment, the researchers sold 73% more hand lotion when it was 8 in a (bonus pack) than when it carried an equivalent discount. This 9 blind spot remains even when the 10 clearly favors the discounted product. In another experiment, this time on his undergraduates, Mr Rao offered two deals on loose coffee beans: 33% extra free or 33% 11 the price. The discount is by far the better 12, but the supposedly clever students viewed them as equivalent.

Studies have shown other ways in which retailers can 13 consumers' innumeracy. One is to befuddle them with double discounting. People are more likely to see a 14 in a product that has been reduced by 20%, and then by an additional 25%, than one which has been 15 an equivalent, one-off, 40% reduction. Marketing types can 16 lessons beyond just pricing, says Mr Rao.

When advertising a new car's efficiency, for example, it is more 17 to talk about the number of extra miles per gallon it does, 18 the equivalent percentage fall in fuel consumption. There may be lessons for regulators too. Even well-educated shoppers are easily 19. Sending everyone back to school for maths refresher-courses seems 20. But more prominently displayed unit prices in shops and advertisements would be a great help.

1. [A] chance [B] bargain [C] product [D] trick
2. [A] retailing [B] discounting [C] devaluing [D] appreciating
3. [A] retailers [B] producers [C] shoppers [D] wholesaler
4. [A] costly [B] free [C] luxurious [D] valuable
5. [A] fractions 分数 [B] expenditure [C] budgets [D] income
6. [A] strive [B] struggle 很困难 [C] manage [D] strain
7. [A] overwhelmingly [B] typically [C] scarcely [D] rarely
8. [A] displayed [B] placed [C] removed [D] offered
9. [A] numerous [B] colorless [C] numerical [D] countless 数不完的
10. [A] deal [B] business [C] situation [D] edge
11. [A] on [B] off [C] with [D] in
12. [A] proponent [B] opponent [C] proposition [D] opposition
13. [A] explore [B] expound [C] explain [D] exploit
14. [A] flaw [B] merit [C] bargain [D] deficiency
15. [A] expose to [B] subject to 经受 [C] suffer from 受损 [D] link to
16. [A] teach [B] give [C] have [D] draw
17. [A] convincing [B] moving [C] striking [D] boosting
18. [A] more than [B] other than [C] better than [D] rather than
19. [A] foxed [B] persuaded [C] impaired [D] disappointed
20. [A] out of question [B] out of sight [C] out of the question [D] out of practice

Section II Reading Comprehension

Part A

Directions:

Reading the following four texts. Answer the questions below each text by choosing [A], [B], [C] or [D]. Mark your answers on ANSWER SHEET 1. (40 points)

Text 1

The debate about splitting up universal banks has been rumbling since the start of the crisis, when behemoths such as Citigroup and Royal Bank of Scotland (RBS) nearly collapsed, but has reignited recently. Sandy Weill was the man who stitched Citigroup together in the 1990s and in the process helped bury the Glass-Steagall act, a Depression-era law separating commercial and investment banking. Last month he performed a perfect pivot: he now wants regulators to undo his previous work. The idea is also on European minds. Wolfgang Schäuble, Germany's finance

minister, says he would “not exclude” a division of this kind.

Bashers of universal banks have three sticks with which to beat them. The first is based on the idea that there is something rotten about investment banking, a cultural miasma that infects the “good” bits of the banks where companies and individuals get loans and place deposits. The second is that they are a threat to financial stability, because universal banks tend to be bigger and more complex than more focused peers. And the third is that universal banks are a dreadful deal for investors. Mr Weill’s former bank has lost 94% of its value in the past five years; RBS is down by a regal 96%.

None of these criticisms, however, would justify a full-scale break-up. The idea that all finance’s problems stem from the investment-banking “casino” is a misdiagnosis. At its heart of the crisis was a problem of too much debt, much of it secured against property. It is true that the wholesale markets played an important role in the build-up of this debt, but it was propelled by bad lending ^{to} individuals and developers from retail and commercial banks. And with these credit channels now blocked up, investment-banking activities such as helping companies to issue debt and equity are a crucial way of channeling savings to businesses with good ideas.

The stability argument is dubious, too. Because they are diversified, universal banks spread their risks. During the crisis, for example, banks such as JPMorgan Chase saw a sudden slump in investment banking offset by their retail-banking income, and vice versa. Lehman Brothers and Bear Stearns had no such hedge—and imploded. Many firms are now choosing to issue bonds rather than take out bank loans. This means pure retail banks lose out, but those with wholesale arms boost profits by taking firms to the bond market.

The notion that universal banks are worse for shareholders than other banks is also open to question. Poorly as they have performed, they are grabbing market share from pure investment banks in areas such as bonds, currencies and commodities. Finally, though it is easy to call for banks to be carved up, it would be hellishly difficult in practice. Disentangling which shareholders and bondholders should own which bit of a divided bank would be a nightmare. ^{分析、拆分、解决。}

21. It can be inferred from the first paragraph that in the 1990s _____.

[A] specific banks were integrated into one giant group

☒ [B] Citigroup went bankrupt and transferred to other businesses

[C] universal banks were broken up into commercial ones

[D] some regulators agreed to split up universal banks

22. The critics of universal banks argue that those banks are characterized by _____.

☒ [A] deteriorating overall banking

[B] shortage of loans and savings

[C] hazards of financial collapse ~~failure~~ (text).

[D] insecure rewards for investors

23. According to the author, the biggest financial problem is that banks _____.

[A] are zealous to invest gambling

[B] are saddled with excessive debt

[C] strive to expand wholesale markets

[D] lend money to persons and businesses

24. According to the last two paragraphs, the author contends that _____.

[A] universal banks may aggravate the imminent threats

[B] Lehman Brothers collapsed for the big slump in banking

[C] the bond market will be lucrative for many companies

[D] universal banks have performed from bad to worse

25. The author's attitude towards the splitting up universal banks is one of _____.

[A] tolerance

[B] objection

[C] appreciation

[D] objectiveness

Text 2

Film has traditionally been a good business and a bad investment. The dream machine has been oiled by sources as varied as property developers, tax-averse Germans and the Baptist church. But returns have usually been disappointing. The inherent risk of the film business is one reason. The big studios now spend an average of just over \$100m making and selling each film. Led by Disney, they are cutting back on the number of movies they produce, making the gambles they do take all the more risky. Another is the studios' accounting practices, which, until recently, were as laden with special effects as the films they produced. Thus the studios' corporate parents would prefer it if their financial reports were a little less suspenseful.

Now Wall Street knows much more about how the film business works. Consequently Wall Street money is stirring the independent film business, too. Until recently, investors were nervous about dealing with firms that produce only a few films a year. But financiers have noticed that cheap hits such as "Little Miss Sunshine" can be hugely profitable. And beneath their maverick exteriors, such outfits are reassuringly obsessed with cost control. Jim Stern, a former fund manager who has raised enough money to start producing films, reckons he can undercut the big studios by making them for \$ 20m-35m.

Such a firm strives to protect its investors by pre-selling films abroad and exploiting tax refunds. Overture Films, a four-month-old studio, plans to follow a similar strategy. It will evade broad teenage fare (which is expensive to advertise) in favor of movies targeted as narrower audiences such as blacks and young women.

Chris McGurk, who runs Overture, reckons that three-quarters of the newly financed outfits will be gone within five years, and he may be right. The film industry's real problem, says John Sloss, a consultant, is not so much a shortage of films as a shortage of eyeballs. Getting movies to the screen and the DVD racks, and persuading people to see them, is the tricky part. Here the established studios have a huge advantage. They have global networks and legions of marketing men—and can attach their tailors to blockbusters. 美国; 营销; 广告; 宣传

The other problem is that film is such an unpredictable business. Who could have predicted, for example, that Americans would spend some \$ 70m in just three days last week to see "300", a poorly reviewed film featuring a Scottish-accented Spartan warrior? Perhaps nobody—but a studio like Warner, which produced the film, probably had a better chance than the fund manager trying to go out of the dilemma.

26. According to the text, film investment has not been profitable in that .

- [A] heavy taxes are often imposed on the movie industry
- [B] it is naturally risky to invest in film business
- [C] movies are so disappointing as to be unpopular with viewers
- [D] film business is confronted with great financial trouble

27. From the second paragraph we can learn the film investors' conception of .

- [A] cost-effectiveness
- [B] huge profits
- [C] low costs
- [D] investment risks

28. The studio Overture Films focuses mainly on the market of .

- [A] global audiences
- [B] teenagers
- [C] blacks and young females
- [D] marketing men

29. What can be inferred about the film industry from Paragraph 4?

- [A] Most of the established outfits are certain to go bankrupt.
- [B] It is really hard for the movie industry to appeal to its audiences.
- [C] Film productions all over the world will soon be on the rise.
- [D] The new studios are proud of their global networks and marketers.

30. The author seems to be mainly concerned with .

- [A] the unpredictability in film making
- [B] great profits of film investment
- [C] a better chance to produce films
- [D] real problems existing in film business

Text 3

“A GOOD newspaper, I suppose, is a nation talking to itself,” mused Arthur Miller in 1961. A decade later, two reporters from the Washington Post wrote a series of articles that brought down President Nixon and the status of print journalism soared. At their best, newspapers oblige governments and companies to shoulder responsibilities. But in the rich world newspapers are now an endangered species. The business of selling words to readers and selling readers to advertisers, which has sustained their role in society, is falling apart. 迫切

Of all the “old” media, newspapers have the most to lose from the Internet. Circulation has been falling in America, Western Europe, and Australia for decades. But in the past few years the web has hastened the decline. In his book “*The Vanishing Newspaper*”, Philip Meyer calculates that the first quarter of 2043 will be the moment when newsprint dies in America as the last exhausted reader ~~tosses aside~~ the last crumpled edition. Britons aged between 15 and 24 say that they spend almost 30% less time reading national newspapers once they start using the web.

Advertising is following readers out of the door. The rush is almost awkward, largely because the Internet is a tempting medium that supposedly matches buyers with sellers and proves to advertisers that their money is well spent. Classified ads, in particular, are quickly shifting online. Rupert Murdoch once described them as the industry’s rivers of gold—but, as he said last year, “sometimes rivers dry up.” In Switzerland and the Netherlands newspapers have lost half their classified advertising to the internet. 有诱惑 据说

Newspapers have not yet started to shut down in large numbers, but it is only a matter of time. Over the next few decades half the rich world’s general papers may fold. Jobs are already disappearing. According to the Newspaper Association of America, the number of people employed in the industry fell by 18% between 1990 and 2004. 下降趋势, 彻底消失

Having ignored reality for years, newspapers are at last doing something. In order to cut costs, they are already spending less on journalism. Many are also trying to attract younger readers by shifting the mix of their stories towards entertainment, lifestyle and subjects that may seem more relevant to people’s daily lives than international affairs and politics are. They are trying to create new business on-and offline. And they are investing in free daily papers, which do not use up any of their poor editorial resources. So far, these measures look unlikely to save many of them, which marks the loss of newspapers as the public role of the Fourth Estate.

31. Arthur Miller and two journalists are mentioned to show _____.

- ☒ [A] the reason for President Nixon’s resignation
- ☒ [B] the powerful influence of newspapers
- ☐ [C] the severe threat to current newspapers

- [D] their great popularity with the public
32. According to the author, the internet _____.
- [A] has sped up the decreasing circulation of newspapers
 - [B] owes its emergence to the decline of newspapers
 - [C] makes Britons spend more time reading national newspapers
 - [D] has replaced newspapers completely for people to get their news
33. The main reason why newspapers' advertising drops greatly is _____.
- [A] the awkward matches of the internet
 - [B] advertisers' financial trouble
 - [C] readers' change in interest
 - [D] their losing appeal to advertisers
34. It can be inferred from the last paragraph that _____.
- [A] newspapers focus more on international events and politics
 - [B] People can read some daily newspapers on line free of charge
 - [C] newspapers are taking actions to reverse the situation
 - [D] some national newspapers have begun to shut down
35. The best title for this passage could be _____.
- [A] The Decline of Newspapers
 - [B] The Emergence of the Internet
 - [C] The Classified Advertising of Newspapers
 - [D] The Threat of Newspapers to the Internet

Text 4

The upstart science of happiness mixes psychology with economics. Its adherents start with copious survey data, such as those derived from the simple, casual question concerning happiness put to thousands of Americans every year or two since 1972. Some of the results are unsurprising: the rich report being happier than do the poor. But a paradox emerges that requires explanation: affluent countries have not got much happier as they have grown richer. From America to Japan, figures for well-being have barely changed.

The science of happiness offers two explanations for the paradox. Capitalism, it notes, is adept as turning luxuries into necessities—bringing to the masses what the elites have always enjoyed. But the negative aspect of this genius is that people come to take for granted things they once coveted from afar. Ornaments they never thought they could have become essentials that they can't do without. People are ^{stuck} stuck on a treadmill: as they achieve a better standard of living, they become insensitive to its pleasures.

Capitalism's ability to take things down-market also has its limits. Many of the things people most prize—such as the top jobs, the best education, or an exclusive home address—are luxuries by necessity. An elite schooling, for example, ceases to be so if it is provided to everyone. These “luxuries” as they are called, are in fixed supply: you can enjoy them only if others do not. The amount of money and efforts required to grab them depends on how much your rivals are putting in.

Take work, for instance. In 1930 John Maynard Keynes imagined that richer societies would become more leisured ones, liberated from toil to enjoy the finer things in life. Yet most people still put in a decent shift. They work hard to afford things they think will make them happy, only to discover the fruits of their labor sour quickly. They also aspire to a higher place in this fierce society, but in so doing force others in the fat race to run faster to keep up. So everyone loses.

Yet it is not self-evident that less work would mean more happiness. In America, when the working week has shortened, the gap has been filled by endless TV-watching. As for well-being, other studies show that elderly people who stop working tend to die sooner than their peers who labor on. Indeed, another side of happiness economics busies itself studying the non-monetary rewards from work: most people enjoy parts of their work, and some people love it.

36. What can we infer from the first two paragraphs?

- [A] The science of happiness is based on the yearly survey results.
- [B] Turning luxuries to necessities doesn't bring great pleasure.
- [C] The increase of wealth is inevitable in making people happy.
- [D] The American masses can only dream what the elites have enjoyed.

37. What does the author mean by “People are stuck on a treadmill :”(Last sentence, Para 2)?

- [A] A better life standard brings about American indifference to happiness.
- [B] The rising living standard provides people with mounting pleasures.
- [C] It is human nature to get tired of necessities that can easily be won.
- [D] People take for granted that their well-being is dependent on wealth.

38. Which of the following statement is True according to the text?

- [A] Figures for happiness have changed in some developed countries.
- [B] An elite schooling means what most people can enjoy but you can't.
- [C] Most Americans can obtain the top jobs and the best education.
- [D] Capitalism plays a role in affecting people's attitude toward happiness.

39. In the last two paragraphs the author uses the example of “work” to _____.

- [A] praise the benefits of richer and more leisured societies
- [B] stress the importance of hard work in our life
- [C] illustrate the topic of what may make people happier

[D] explain why competition is essential in our modern world

40. The author ends the passage with the implication that _____.

[A] less work provides people with happiness

C [B] more TV-watching diverts Americans most

[C] work can bring people more rewards besides money

[D] work is more inclined to make elderly people die sooner

Part B

Directions:

In the following text, some sentences have been removed. For Questions 41-45, choose the most suitable one from the list [A]-[G] to fit into each of the numbered blanks. There are two extra choices, which do not fit in any of the blanks. Mark your answers on ANSWER SHEET 1. (10 points)

Like a tired marriage, the relationship between libraries and publishers has long been reassuringly dull. E-books, however, are causing heartache. Libraries know they need digital wares if they are to remain influential, but many publishers are too wary of piracy and lost sales to co-operate. Among the big six, only Random House and HarperCollins license e-books with most libraries. (41) B.

Publishers are wise to be nervous. Owners of e-readers are exactly the customers they need: book-lovers with money (neither the devices nor broadband connections come cheap). If these wonderful people switch to borrowing e-books instead of buying them, what then?

Electronic borrowing is awfully convenient. Unlike printed books, which must be checked out and returned to a physical library miles from where you live, book files can be downloaded at home. (42) E.

Awkwardly for publishers, buying an e-book costs more than renting one but offers little extra value. You cannot resell it, lend it to a friend or burn it to stay warm. Owning a book is useful if you want to savor it repeatedly, but who reads "Fifty Shades of Grey" twice?

E-lending is not simple, however. There are lots of different and often incompatible e-book formats, devices and licenses. Most libraries use a company called OverDrive, a global distributor that secures rights from publishers and provides e-books and audio files in every format. Some 35m titles were checked out through OverDrive in 2011, and the company now sends useful data on borrowing behaviour to participating publishers. (43) F.

Publishers were miffed when OverDrive teamed up with Amazon, the world's biggest online bookseller, last year. Owners of Amazon's Kindle e-reader who want to borrow e-books from

libraries are now redirected to Amazon's website, where they must use their Amazon account to secure a loan. Amazon then follows up with library patrons directly, letting them know they can "Buy this book" when the loan falls due.

(44) Finally. "Ultimately Amazon wants to control the library business," says Mike Shatzkin, a publishing consultant.

Library users—nearly 60% of Americans aged 16 and older, according to Pew, an opinion researcher—are a perfect market for Amazon. It woos them by making loans on the Kindle uniquely easy.

Library boosters argue that book borrowers are also book buyers, and that libraries are vital spaces for readers to discover new works. (45) But. But the report also noted that few people know that e-books are available at most libraries, and that popular titles often involve long waiting lists, which may be what inspires people to buy.

[A] Yet publishers and libraries are worried by Over-Drive's market dominance, as the company can increasingly dictate fees and conditions.

[B] So publishers keep tweaking their lending arrangements in search of the right balance. For example, Penguin plans to keep new releases out of libraries for at least six months, and each book will expire after a year.

[C] The others have either denied requests or are reluctantly experimenting. In August, for example, Penguin will start a pilot with public libraries in New York.

[D] Many were cheered by a recent Pew survey, which found that more than half of Americans with library cards say they prefer to buy their e-books.

[E] Digital library catalogues are often browsed at night, from a comfy sofa. The files disappear from the device when they are due (which means no late fees, nor angst about lost or damaged tomes).

[F] Late last year Amazon also unveiled its Kindle Owners' Lending Library, which lets its best customers (called "Amazon Prime" members) borrow free one of thousands of popular books each month.

[G] This arrangement nudged Penguin to end its deal with OverDrive earlier this year. The publisher's new pilot involves 3M, a rival distributor that does not yet support the Kindle.

Part C

Directions:

Read the following text carefully and then translate the underlined segments into Chinese.

Your translation should be written clearly on ANSWER SHEET 2. (10 points)

The Titanic disaster has lost nothing of its horrifying appeal, even as we approach its 100th anniversary on April 15. The television is brimming with documentaries, there is the inevitable rebroadcast of James Cameron's famous 1997 film (a new, IMAX 3D version of which is now in theatres), and gift shops are busy coming up with new and occasionally macabre gimmicks.

Economists are interested, too. Survival on board the Titanic is famous for its gender bias: roughly three out of four women survived, and almost half of the children, but only around 20% of men and crew. (46) Social norms, an important building block of an economy, seem to hold up even in the most extreme of circumstances. Or should we say British norms? The recent Costa Concordia disaster off the coast of Italy, in which the captain abandoned his sinking ship, led to discussions of British chivalry at sea.

A new and timely paper from Sweden tries to shed some further light on the issue. Mikael Elinder and Oscar Erixson of Uppsala University have looked at 18 peace-time shipwrecks for which they could find detailed data. The results are striking. Women had a lower chance of survival in 11 out of 18 instances. (47) Only on two ships was it an advantage to be a woman, including Titanic. The best odds of survival on average were, somewhat surprisingly, those of the crew, followed by none other than the captain. Children were worst off.

Is the Titanic therefore just an exception to the rule? Or are there other factors that can explain the difference in survival outcomes? Several possibilities come to mind: whether the ship sank fast, whether it was before or after the First World War, whether the captain gave the order that women and children are to be evacuated first—and whether the ship was British. The researchers tested all these different explanations.

(48) The amount of time for evacuation does not seem to matter for women's survival, contrary to what the comparison between the Titanic (slow) and Lusitania (fast) suggests. On post-World War shipwrecks, women's odds are somewhat higher. What does seem to matter, however, is the behaviour of the captain. If he orders that women and children are to be evacuated first, their odds improve considerably. (49) And as we know from eye-witnesses, such orders were not only given, but also somewhat brutally enforced on board the Titanic. Finally, the results are bad news for notions of British chivalry: surprisingly, women fared worse on ships under British command, not better.

The authors are careful not to overstate their conclusions. After all, they (luckily) had only 18 cases to study. (50) But such a descriptive analysis reminds us to be cautious. Social norms may hold up—if a combination of other factors supports them. But depending on the circumstances, the dynamics of the situation might go either way. One example, almost trivial in comparison, is littering and the broken window theory: if we observe others breaking social norms and rules, we

are more likely to do so ourselves. Maybe it is the role of an enforcer to steer the dynamics in a favorable direction. One such example might have been the captain on the Titanic.

Section III Writing

Part A

51. Directions:

Suppose you have lost your wallet and Wang Ming found it and returned it to you. Write a letter of commendation to the authorities of Peking University, praising Wang Ming for his selfless spirit:

- 1) details about the event,
- 2) purpose of writing this letter.

You should write about 100 words on ANSWER SHEET 2.

Do not sign your name at the end of the letter. Use "Li Ming" instead.

Do not write the address. (10 points)

Part B

52. Directions:

Write an essay of 160-200 words based on the following drawing. In your essay, you should

- 1) describe the drawing,
- 2) interpret its meaning, and
- 3) give your own comments.

You should write neatly on ANSWER SHEET 2. (20 points)

