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#### 图书在版编目 (CIP) 数据

考研英语不读胜读/袁昊编著.—北京:中国对外翻译出版公司,2011.2

ISBN 978-7-5001-2862-5

I.①考··· II.①袁··· III.①英语-阅读教学-研究 生-人学考试-自学参考资料 IV.①H319.4

中国版本图书馆CIP数据核字 (2011) 第 016469 号

出版发行 / 中国对外翻译出版公司

地 址/北京市西城区车公庄大街甲4号物华大厦六层

电 话/(010)68338545 68353673 68359101

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传 真/(010)68357870

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M 址 / http://www.etpc.com.cn

**策划编辑** / 吴良柱 吴 蓉 **责任编辑** / 吴良柱 康辉言

印 刷/北京富泰印刷有限责任公司

经 销/新华书店

规 格 / 787 × 1092 毫米 1/16

印 张 / 24.625

字 数 / 600 千字

版 次/2011年3月第1版

印 次/2011年3月第1次

ISBN 978-7-5001-2862-5

定价: 35.00 元



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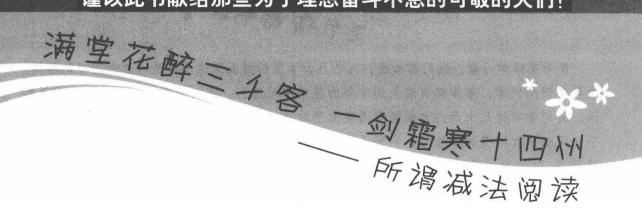
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#### ·-谨以此书献给那些为了理想奋斗不息的可敬的人们!



仓颉造字,天雨栗,鬼夜哭。文字的诞生,使得人类的智慧、学识、经验、思考可以超出个体生命的维度,代有递增,从远古蛮荒,渐入璀璨辉煌。作为个体生命,人在生物层面何其脆弱:我们无爪牙之利,无鳞甲之坚,无羽翼之自由;我们甚至不可一日无水,不可数日无粮;气力不能撼树,日行不过数里。然而江山代代,过客熙熙,文字从诞生之日就载负着过往世代的文化传承,汇聚着个体生命的思考和感悟,最终在精神的层面使得人丰富,完整,进而生长,进而强大。涓滴孱弱的个体生命,只有在文字的粘合下,才汇成滔天巨流,势不可挡。终于,有一天,曾经匍匐跪拜的人们用书本焚毁了神庙,又用科学驱赶得诸神无处躲藏。人类,作为整体,创造了文字;反过来作为社会个体的一份子,我们又被母体文明的语言文字包围、浸润和成就。所以,面对文字,我们必须满怀尊敬。

考研阅读,本质上就是一群文字使用者(考生)对另一群文字使用者(命题者)思维的梳理和解读。文字背后隐藏的,是双方智力层面的对话和交流。所以,阅读的最重要工具并不是眼睛,是大脑。眼睛只是一个低级的感觉器官,只能够被动的识别信息,却不能够了解每个信息存在的目的,也不能够指出信息背后的组织、框架。大脑,却可以指导我们,依靠分析和判断进行阅读。我们在阅读时,必须是主动地、分析性地拣选信息,分辨判断每个信息意义的强弱和主次关系。

我们经常看到有这样的情形,有的考生在阅读中碰到一个句子不能完全理解,就会本能的惊慌,然后立刻把前一个句子看上一遍。然后又没怎么看明白,于是再把后面一个句子看一遍,然后又没怎么看明白。这时候,这位考生几乎立刻会产生出一种本能的,不可遏制的冲动,要把整个段落再看上一遍。这是典型的加法性的阅读:一个句子看不懂,就看两个;两个句子看不懂,就看三个……。这种阅读方法的荒谬性就类似于有人在跑一千米,跑着跑着跑不动了,我告诉他说,你背个包再跑,跑了两步又跑不动了,我说你再背个包……。只要多背几个包,这人就哪里也去不了了。不是吗?

## 口自几个目的自习即间,《《报高行数》

作为英语学习者,我们都知道:几个月内本质的提高阅读水平是一件很困难的事情。 准备考研的同学,基本都有着长达十年的英语学习经历。回头看看,一路走来,山遥路远,又何尝有过几十天内大幅提高阅读水平的事情发生?当我们无法短期内提高阅读水平,又必须大幅提高分数时,应该千方百计的减低题目的难度!这也就是减法阅读的精髓所在:凭借对于考研文章脉络、套路、命题特点的透析,大大减低阅读题目本身的难度。

每篇考研文章,不算题目的字数约有 400 多字,但是后面只有五道小题。哪怕这五道小题全部是细节题,也只有区区五处细节能被考察到。这意味着:一篇 400 多字的考研文章中绝大多数的内容是根本考查不到的。因此,逐字逐句仔细的阅读导致的一个直接后果就是大部分努力的结果是白白浪费的。分清主次,提炼考点,梳理脉络,远远比着急忙慌的多看两句话有意义得多。

## **Michigate** Less is more

请仔细阅读下面这篇文章,并在三分钟之内把题目做出。

(2003年Text 1)

Wild Bill Donovan would have loved the Internet. The American spymaster who built the Office of Strategic Services in World War II and later laid the roots for the CIA was fascinated with information. Donovan believed in using whatever tools came to hand in the "great game" of espionage—spying as a "profession." These days the Net, which has already re-made such everyday pastimes as buying books and sending mail, is reshaping Donovan's vocation as well.

The last revolution isn't simply a matter of gentlemen reading other gentlemen's e-mail. That kind of electronic spying has been going on for decades. In the past three or four years, the World Wide Web has given birth to a whole industry of point-and-click spying. The spooks call it "open-source intelligence," and as the Net grows, it is becoming increasingly influential. In 1995 the CIA held a contest to see who could compile the most data about Burundi. The winner, by a large margin, was a tiny Virginia company called Open Source Solutions, whose clear advantage was its mastery of the electronic world.

Among the firms making the biggest splash in the new world is Straitford, Inc., a private intelligence-analysis firm based in Austin, Texas. Straitford makes money by selling the results of spying (covering nations from Chile to Russia) to corporations like energy-services firm

McDermott International. Many of its predictions are available online at www.straitford.com.

Straitford president George Friedman says he sees the online world as a kind of mutually reinforcing tool for both information collection and distribution, a spymaster's dream. Last week his firm was busy vacuuming up data bits from the far corners of the world and predicting a crisis in Ukraine. "As soon as that report runs, we'll suddenly get 500 new internet sign-ups from Ukraine," says Friedman, a former political science professor. "And we'll hear back from some of them." Open-source spying does have its risks, of course, since it can be difficult to tell good information from bad. That's where Straitford earns its keep.

Friedman relies on a lean staff of 20 in Austin. Several of his staff members have military-intelligence backgrounds. He sees the firm's outsider status as the key to its success. Straitford's briefs don't sound like the usual Washington back-and-forthing, whereby agencies avoid dramatic declarations on the chance they might be wrong. Straitford, says Friedman, takes pride in its independent voice.

- 1. The emergence of the Net has \_\_\_\_\_.
  - [A] received support from fans like Donovan
  - [B] remolded the intelligence services
  - [C] restored many common pastimes
  - [D] revived spying as a profession

诸位在快速看完全文后,是不是头昏眼花,满脑子都是数字和专有名词吧?是不是甚至在看到题干中的"Net"后,一时间也反应不过来到哪里去定位相关信息?非常正常!因为上文并不是一篇正常英文文章,而是经过考研命题组精心改写,并有意填充大量无关信息,专为考研制定的测试文章。文中的各种数字和人名、地名、机构名称等共出现了近30处。有意填充大量干扰信息的目的就是为了考查诸位是否能在阅读的整个过程始终保持头脑清醒,是否能够排除干扰,始终牢牢把握住文章的主线!

现在, 我们把这篇文章再看一遍, 并在 30 秒内做出题目。

Wild Bill Donovan	The American spymaster
	the Net,
	is reshaping Donovan's vocation as well.

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- 1. The emergence of the Net has .
  - [A] received support from fans like Donovan
  - [B] remolded the intelligence services
  - [C] restored many common pastimes
  - [D] revived spying as a profession

现在,诸位一定觉得用三分钟时间去做这么一道题突然变成了一件非常不可思议的事情!如果有人花了五六分钟,而且还做错的话,这人简直该买块豆腐撞死了!真实的情况是,当年参加考研的同学中有近七成做错了这道题。为什么一篇文章的绝大部分内容缺失后,做题反而变得简单了呢?这是因为文章中出现的绝大部分细节都是干扰性的、阻碍性的,并不能用来帮助解题。

减法阅读的本质: 绕开纷繁复杂的文字表象, 直入主题, 直见人心。减法阅读, 阅读的对象不是文字, 而是命题者的思维! 所以能够以少胜多, 以巧搏大。其实, 任何考研阅读文章, 能够理解 30% 左右的文字内容, 就足以解决每一道题目!

袁昊 2011 年早春 花开时节

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#### **Directions:**

Read 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 decision of the New York Philharmonic to hire Alan Gilbert as its next music director has been the talk of the classical-music world ever since the sudden announcement of his appointment in 2009. For the most part, the response has been favorable, to say the least. "Hooray! At last!" wrote Anthony Tommasini, a sober-sided classical-music critic.

One of the reasons why the appointment came as such a surprise, however, is that Gilbert is comparatively little known. Even Tommasini, who had advocated Gilbert's appointment in the *Times*, calls him "an unpretentious musician with no air of the formidable conductor about him." As a description of the next music director of an orchestra that has hitherto been led by musicians like Gustav Mahler and Pierre Boulez, that seems likely to have struck at least some *Times* readers as faint praise.

For my part, I have no idea whether Gilbert is a great conductor or even a good one. To be sure, he performs an impressive variety of interesting compositions, but it is not necessary for me to visit Avery Fisher Hall, or anywhere else, to hear interesting orchestral music. All I have to do is to go to my CD shelf, or boot up my computer and download still more recorded music from iTunes.

Devoted concertgoers who reply that recordings are no substitute for live performance are missing the point. For the time, attention, and money of the art-loving public, classical instrumentalists must compete not only with opera houses, dance troupes, theater companies, and museums, but also with the recorded performances of the great classical musicians of the 20th century. These recordings are cheap, available everywhere, and very often much higher in artistic quality than today's live performances; moreover, they can be "consumed" at a time and place of the listener's choosing. The widespread availability of such recordings has thus brought about a crisis in the institution of the traditional classical concert.

One possible response is for classical performers to program attractive new music that is not yet available on record. Gilbert's own interest in new music has been widely noted: Alex Ross, a classical-music critic, has described him as a man who is capable of turning the Philharmonic into



"a markedly different, more vibrant organization." But what will be the nature of that difference? Merely expanding the orchestra's repertoire will not be enough. If Gilbert and the Philharmonic are to succeed, they must first change the relationship between America's oldest orchestra and the new audience it hopes to attract.

1.	We learn from Paragraph 1 that Gilbert's appointment has
	[A] incurred criticism
	[B] raised suspicion
	[C] received acclaim
	[D] aroused curiosity
2.	Tommasini regards Gilbert as an artist who is
	[A] influential
	[B] modest
	[C] respectable
	[D] talented
3.	The author believes that the devoted concertgoers
	[A] ignore the expenses of live performances
	[B] reject most kinds of recorded performances
	[C] exaggerate the variety of live performances
	[D] overestimate the value of live performances
4.	According to the text, which of the following is true of recordings?
	[A] They are often inferior to live concerts in quality.
	[B] They are easily accessible to the general public.
	[C] They help improve the quality of music.
	[D] They have only covered masterpieces.
5.	Regarding Gilbert's role in revitalizing the Philharmonic, the author feels
	[A] doubtful
	[B] enthusiastic
	[C] confident
	[D] puzzled

#### Text 2

When Liam McGee departed as president of Bank of America in August, his explanation was surprisingly straight up. Rather than cloaking his exit in the usual vague excuses, he came right out and said he was leaving "to pursue my goal of running a company." Broadcasting his ambition was "very much my decision," McGee says. Within two weeks, he was talking for the first time with the board of Hartford Financial Services Group, which named him CEO and chairman on September 29.

McGee says leaving without a position lined up gave him time to reflect on what kind of company he wanted to run. It also sent a clear message to the outside world about his aspirations. And McGee isn't alone. In recent weeks the No. 2 executives at Avon and American Express quit with the explanation that they were looking for a CEO post. As boards scrutinize succession plans in response to shareholder pressure, executives who don't get the nod also may wish to move on. A turbulent business environment also has senior managers cautious of letting vague pronouncements cloud their reputations.

As the first signs of recovery begin to take hold, deputy chiefs may be more willing to make the jump without a net. In the third quarter, CEO turnover was down 23% from a year ago as nervous boards stuck with the leaders they had, according to Liberum Research. As the economy picks up, opportunities will abound for aspiring leaders.

The decision to quit a senior position to look for a better one is unconventional. For years executives and headhunters have adhered to the rule that the most attractive CEO candidates are the ones who must be poached. Says Korn/Ferry senior partner Dennis Carey: "I can't think of a single search I've done where a board has not instructed me to look at sitting CEOs first."

Those who jumped without a job haven't always landed in top positions quickly. Ellen Marram quit as chief of Tropicana a decade ago, saying she wanted to be a CEO. It was a year before she became head of a tiny Internet-based commodities exchange. Robert Willumstad left Citigroup in 2005 with ambitions to be a CEO. He finally took that post at a major financial institution three years later.

Many recruiters say the old disgrace is fading for top performers. The financial crisis has made it more acceptable to be between jobs or to leave a bad one. "The traditional rule was it's safer to stay where you are, but that's been fundamentally inverted," says one headhunter. "The people who've been hurt the worst are those who've stayed too long."

6.	When McGee announced his departure, his manner can best be described as being
	[A] arrogant
	[B] frank
	[C] self-centered
	[D] impulsive
7.	According to Paragraph 2, senior executives' quitting may be spurred by
	[A] their expectation of better financial status
	[B] their need to reflect on their private life
	[C] their strained relations with the boards
	[D] their pursuit of new career goals
8.	The word "poached" (Line 3, Paragraph 4) most probably means
	[A] approved of
	[B] attended to



- [C] hunted for
- [D] guarded against
- 9. It can be inferred from the last paragraph that \_\_\_\_\_.
  - [A] top performers used to cling to their posts
  - [B] loyalty of top performers is getting out-dated
  - [C] top performers care more about reputations
  - [D] it's safer to stick to the traditional rules
- 10. Which of the following is the best title for the text?
  - [A] CEOs: Where to Go?
  - [B] CEOs: All the Way Up?
  - [C] Top Managers Jump without a Net
  - [D] The Only Way Out for Top Performers

#### Text 3

The rough guide to marketing success used to be that you got what you paid for. No longer. While traditional "paid" media—such as television commercials and print advertisements—still play a major role, companies today can exploit many alternative forms of media. Consumers passionate about a product may create "earned" media by willingly promoting it to friends, and a company may leverage "owned" media by sending e-mail alerts about products and sales to customers registered with its Web site. The way consumers now approach the process of making purchase decisions means that marketing's impact stems from a broad range of factors beyond conventional paid media.

Paid and owned media are controlled by marketers promoting their own products. For earned media, such marketers act as the initiator for users' responses. But in some cases, one marketer's owned media become another marketer's paid media—for instance, when an e-commerce retailer sells ad space on its Web site. We define such sold media as owned media whose traffic is so strong that other organizations place their content or e-commerce engines within that environment. This trend, which we believe is still in its infancy, effectively began with retailers and travel providers such as airlines and hotels and will no doubt go further. Johnson & Johnson, for example, has created BabyCenter, a stand-alone media property that promotes complementary and even competitive products. Besides generating income, the presence of other marketers makes the site seem objective, gives companies opportunities to learn valuable information about the appeal of other companies' marketing, and may help expand user traffic for all companies concerned.

The same dramatic technological changes that have provided marketers with more (and more diverse) communications choices have also increased the risk that passionate consumers will voice their opinions in quicker, more visible, and much more damaging ways. Such hijacked media are the opposite of earned media: an asset or campaign becomes hostage to consumers, other stakeholders, or activists who make negative allegations about a brand or product. Members of social networks, for instance, are learning that they can hijack media to apply pressure on the businesses that

originally created them.

If that happens, passionate consumers would try to persuade others to boycott products, putting the reputation of the target company at risk. In such a case, the company's response may not be sufficiently quick or thoughtful, and the learning curve has been steep. Toyota Motor, for example, alleviated some of the damage from its recall crisis earlier this year with a relatively quick and well-orchestrated social-media response campaign, which included efforts to engage with consumers directly on sites such as Twitter and the social-news site Digg.

11.	Consumers may create "earned" media when they are
	[A] obsessed with online shopping at certain Web sites
	[B] inspired by product-promoting e-mails sent to them
	[C] eager to help their friends promote quality products
	[D] enthusiastic about recommending their favorite products
12.	According to Paragraph 2, sold media feature
	[A] a safe business environment
	[B] random competition
	[C] strong user traffic
	[D] flexibility in organization
13.	The author indicates in Paragraph 3 that earned media
	[A] invite constant conflicts with passionate consumers
	[B] can be used to produce negative effects in marketing
	[C] may be responsible for fiercer competition
	[D] deserve all the negative comments about them
14.	Toyota Motor's experience is cited as an example of
	[A] responding effectively to hijacked media
	[B] persuading customers into boycotting products
	[C] cooperating with supportive consumers
	[D] taking advantage of hijacked media
15.	Which of the following is the text mainly about?
	[A] Alternatives to conventional paid media.
	[B] Conflict between hijacked and earned media.
	[C] Dominance of hijacked media.
	[D] Popularity of owned media.

#### Text 4

It's no surprise that Jennifer Senior's insightful, provocative magazine cover story, "I Love My Children, I Hate My Life," is arousing much chatter—nothing gets people talking like the suggestion that child rearing is anything less than a completely fulfilling, life-enriching experience. Rather



than concluding that children make parents either happy or miserable, Senior suggests we need to redefine happiness: instead of thinking of it as something that can be measured by moment-to-moment joy, we should consider being happy as a past-tense condition. Even though the day-to-day experience of raising kids can be soul-crushingly hard, Senior writes that "the very things that in the moment dampen our moods can later be sources of intense gratification and delight."

The magazine cover showing an attractive mother holding a cute baby is hardly the only Madonna-and-child image on newsstands this week. There are also stories about newly adoptive—and newly single—mom Sandra Bullock, as well as the usual "Jennifer Aniston is pregnant" news. Practically every week features at least one celebrity mom, or mom-to-be, smiling on the newsstands.

In a society that so persistently celebrates procreation, is it any wonder that admitting you regret having children is equivalent to admitting you support kitten-killing? It doesn't seem quite fair, then, to compare the regrets of parents to the regrets of the childless. Unhappy parents rarely are provoked to wonder if they shouldn't have had kids, but unhappy childless folks are bothered with the message that children are the single most important thing in the world: obviously their misery must be a direct result of the gaping baby-size holes in their lives.

Of course, the image of parenthood that celebrity magazines like *Us Weekly* and *People* present is hugely unrealistic, especially when the parents are single mothers like Bullock. According to several studies concluding that parents are less happy than childless couples, single parents are the least happy of all. No shock there, considering how much work it is to raise a kid without a partner to lean on; yet to hear Sandra and Britney tell it, raising a kid on their "own" (read: with round-the-clock help) is a piece of cake.

It's hard to imagine that many people are dumb enough to want children just because Reese and Angelina make it look so glamorous: most adults understand that a baby is not a haircut. But it's interesting to wonder if the images we see every week of stress-free, happiness-enhancing parenthood aren't in some small, subconscious way contributing to our own dissatisfactions with the actual experience, in the same way that a small part of us hoped getting "the Rachel" might make us look just a little bit like Jennifer Aniston.

- 16. Jennifer Senior suggests in her article that raising a child can bring \_\_\_\_\_
  - [A] temporary delight
  - [B] enjoyment in progress
  - [C] happiness in retrospect
  - [D] lasting reward
- 17. We learn from Paragraph 2 that ...
  - [A] celebrity moms are a permanent source for gossip
  - [B] single mothers with babies deserve greater attention
  - [C] news about pregnant celebrities is entertaining