

精选精编全方位深度解析



2012 年 考研英语

阅读理解高分强化训练100篇

主编 / 白洁

精选题源 文章全部选自历年真题来源刊物，与真题选材保持高度一致，涉及多领域背景

2012年 考研英语阅读 理解高分强化 训练 100 篇

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前言

“考研成败在英语，英语成败在阅读，得阅读者得天下”，这是广大考研学子自己总结出来的复习经验，这足以说明阅读在整个英语考试中的分量。阅读之所以重要，一是它的权重大、分值高——占全卷内容的50%；二是与其他题型密切相关——完形填空考查在阅读理解基础上语法词汇的运用，翻译测试在阅读理解基础上的语言转换，写作水平更是依赖于阅读理解。阅读训练除了可以提高阅读能力本身外，还可以更高效地帮助考生记忆单词、培养语感、了解外国人的思维方式和写作模式，从整体上提高英语水平。

众所周知，英语是一门实践性很强的科目，阅读尤为如此。对广大考生而言，阅读成绩上不去的原因无非是：词汇认知能力差、句子结构框架把握不准、阅读速度慢、意思理解不到位、缺乏阅读技巧。而这几个层面能力提高的有效方法就是扩大阅读量，并且有针对性地进行一定量的阅读练习，这是必由之路。

为了帮助考生突破阅读理解大关，我们编写了《2012年考研英语阅读理解高分强化训练100篇》一书，本书具有以下几个方面的特点。

1. 精选题源。本书中所使用的文章全部来自《经济学家》、《新闻周刊》、《时代周刊》、《纽约时报》、《泰晤士报》、《英国卫报》等历年考研英语真题来源刊物，与真题选材保持高度一致。文章内容涉及经济、文化、环境、人口、教育、科普、社会等多领域背景。

2. 单元设计。每一套题为一单元，包括4篇传统四选一题型和1篇新题型。文章长度和难度、题目数量、出题角度、问题设置、考查重点、干扰项设计等完全体现真题的命题思路。

3. 考查全面。在深度分析阅读真题出题角度的基础上，总结设计出17种常考问题，即词义推测题、细节分析题、段落大意题、段落理解题、全文主旨题、文章主题题、作者态度题、作者观点题、例证意图题、引语理解题、局部细节理解题、反向推断题（虽然现在已不多见）、例证作用题、信息正误判断题、推断引申题、难句理解题、标题确定题。

4. 解析详细。题解部分包括文章体裁结构分析、试题解析、核心词与超纲词、长难句分析、全文翻译等，每篇文章都从词、句、章进行全方位深度解析，新题型还增加了干扰选项分析，让考生明白干扰项的设计角度，以保证答题的正确率，提高答题速度。

参加本书的编写人员均是中国人民大学一线教师，他们不仅非常熟悉考研试题与大学英语教学在难度上的差异，而且又都多年从事考前辅导工作，积累了帮助考生复习过关的丰富经验，因此讲解更到位、更有针对性。

由于成书仓促，错误之处难免，敬请同仁和广大读者批评指正。

编者
2011年1月

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Unit One

Part A

Directions:

Read the following four texts. Answer the questions below each text by choosing A, B, C or D.

Text 1

Until January 13th visitors to certain parts of the website of Mitsubishi Heavy Industries received an odd message in Japanese and English. It explained that “for actions in violation of the Anti-monopoly Act of Japan, the company had been ordered to suspend part of its domestic construction business. As operation of the company website is considered as one aspect of those activities, sections of the website have been closed.”

Regulators round the world sometimes find it difficult holding businesses to account for their infractions. Firms that fall foul of regulators can be fined, though they can then launch legal appeals that last for years. Forcing a company to shutter its operations for a while is rare in the West. But in Japan it is a popular form of punishment. In recent months it has been imposed upon several food companies and financial-services firms.

Financial penalties are considered ineffective, since companies can simply pay a fine and then pass the cost on to their customers in the form of higher prices, with little impact on corporate behavior. Lengthy legal fights are expensive. And penalizing individuals—as American prosecutors have done in recent years in response to a series of scandals—is of little use because of the Japanese ethos of collective responsibility. Executives are only too willing to accept punishment to protect their companies even if they are not directly responsible; meanwhile, bad practices continue unchecked. Threatening a suspension of activity that harms revenues and reputation, the thinking goes, is a better way to deter improper conduct.

There may also be a deeper cultural explanation for what, to Western eyes, seems an unusual approach. Under the Confucian tradition government has an absolute right to regulate all aspects of social and business relations for the common good, says Christopher Wells, a lawyer at White & Case in Tokyo. There is a stark contrast with the Western legal tradition, based on individual rights and freedoms.

An official admits that suspensions are being used more frequently. He suggests that the rules surrounding suspensions need to be clarified to prevent the practice being applied too broadly or unfairly, not just by regulators, but by companies themselves. Interpreting such a sanction to include a website—which, for Mitsubishi Heavy Industries, is more like a shop window than a cash box—may seem extreme. Yet the company chose to close it of its own accord.

1. The case of Mitsubishi Heavy Industries in Paragraph 1 is used to _____.
 A. illustrate the Japanese way of business punishment
 B. show the serious consequence of business monopoly
 C. reveal the absurdity of Japanese business regulations
 D. indicate the severity of the crime the company made
2. Punishing businesses financially does not work well in that _____.
 A. the companies will refuse to accept the punishment
 B. the punishment can be transferred to the customers
 C. the companies will use legal means to avoid the fine
 D. it is expensive for the companies to regulate their behavior
3. According to the text, a more effective way to regulate a Japanese firm would be to _____.
 A. threaten the firm with a suspension of all their operations
 B. forbid them to transfer the financial punishment to the customers
 C. punish people who are responsible for the misbehavior
 D. suspend their business activity that harms its profits and fame
4. What can we infer from the text?
 A. Western businesses often engage in legal appeal for their fines.
 B. Mitsubishi Heavy Industries does not really need the website.
 C. Regulation of business activities needs clearly stated rules.
 D. The suspension of Mitsubishi's website seems to be extreme.
5. The best title for this text may be _____.
 A. Business Penalty: Effects of Operation Suspension
 B. Infraction and Punishment: Business Regulation in Japan
 C. Business Regulations: Japan v. s. Western Countries
 D. Business Punishment: Cultural Differences

Text 2

"The ban on outdoor advertising in São Paulo is illegal and we will prove this," says Paul Meyer, chief operating officer of America's Clear Channel Outdoor, the world's biggest outdoor-advertising company. The councilors of Brazil's biggest city passed a law banning billboards last September, and Clear Channel is suing to have it overturned. Mr. Meyer says his firm's lawyers are confident that it will be declared unconstitutional. "The destruction of a business would certainly be against the law in America," he adds.

Yet bans on billboards exist in other parts of the world—even America. Vermont, Maine, Hawaii and Alaska all prohibit them, as do some 1,500 towns. In Europe, the Norwegian city of Bergen does the same and many others are imposing severe restrictions on billboards; the mayor of Moscow, for example, is about to introduce regulation to reduce their number and size.

Even so, no big city had ever imposed a complete ban on billboards before São Paulo. The "Clean City" law also bans ads on taxis and buses and imposes strict limits on shop front signs. Previously, most of São Paulo's billboards had been erected without permission, although Clear Channel had spent some \$2 m to comply with pre-ban rules on outdoor ads.

São Paulo is now ad-free. Many inhabitants of the metropolis of 11m think their city is prettier as a result. Inspired by its success, Rio de Janeiro, Brasília and Porto Alegre and even Buenos Aires, capital

of Brazil's neighbour Argentina, are discussing measures to reduce or ban outdoor ads.

"This might only be the beginning," warns Jean-François Decaux, chairman of JCDcaux, the second-biggest outdoor advertising company. In his view local companies must work together to pull down illegal billboards. Otherwise many other cities, especially in emerging economies, will be tempted to follow the Brazilian example.

For Robert Weissman of Commercial Alert, a lobby group, São Paulo's move is excellent news. Public space must not be abused for private commercial purposes, he says. Yet Mr Decaux argues that outdoor advertisers pay municipal authorities good money for the use of public space. They sometimes also provide cities with bus shelters, public loos and so forth in exchange for the right to place advertisements on them.

This trade gives outdoor advertisers and local authorities a strong incentive to work with one another. Decaux and Meyer say they are in favour of good regulation and strong enforcement. They point out that the proliferation of illegal billboards is bad for business because it distracts attention from legal ones. And the more legal advertising there is, the more reluctant city governments will be to part with the revenue and services it brings.

Regardless of the outcome of Clear Channel's lawsuit, São Paulo may well reintroduce advertising one day, for just those sorts of reasons. City governments, after all, are almost always short of cash—and it is no exception.

6. The passage is mainly talking about _____.
 - A. the ban of outdoor ads in São Paulo
 - B. the problem of outdoor ads in Brazil
 - C. the ads ban in some developing countries
 - D. the debate on outdoor ads ban in America
7. According to the author, the result of "Clean City law" is that _____.
 - A. there are no advertisements in São Paulo now
 - B. most people in São Paulo believe it is more beautiful now
 - C. Argentina is inspired to take measures to ban outdoor ads
 - D. many other cities are considering controlling outdoor ads
8. According to the passage, which of the following statements is true?
 - A. Clear Channel Outdoor is the largest advertising company in the world.
 - B. Mr. Weissman thinks public space must not be used for private business.
 - C. Outdoor advertisers must pay municipal authorities to use public space.
 - D. Outdoor advertising in São Paulo is likely to be made legal again.
9. We can infer from the 7th paragraph that _____.
 - A. bus shelter business will benefit outdoor advertisers and local authorities
 - B. Mr. Decaux and Mr. Meyer support the banning of outdoor ads
 - C. illegal billboards will endanger the outdoor advertising business
 - D. the growing legal advertising will reduce the revenue and services
10. What is the author's attitude toward outdoor advertising?
 - A. Neutral.
 - B. Objective.
 - C. Negative.
 - D. Positive.

Text 3

You go looking for a book to buy as a present for a child, and you will be spoiled for choice, even in



a year such as this, when there is no new Harry Potter by Ms. J. K. Rowling. And her wizard is not alone; the past decade has been a productive one for good children's books, which has set off an enormous number of films and in turn led to increased sales of classics such as "The Lord of the Rings" and so forth.

Yet despite the abundance in excellent books, reading is increasingly unpopular among children in Britain. According to the National Foundation for Educational Research, in 1997, 23% said they didn't like reading at all. In 2003, 35% did. And around 6% of children leave primary school each year unable to read properly.

Maybe the declining popularity of reading is the fault of the increasing availability of computer games. Maybe the books boom has affected only the top of the educational pile. Either way, Gordon Brown, the chancellor, plans to change things for the bottom of the class. In his pre-budget report, he announced the national implementation of Reading Recovery, a scheme to help the children who are struggling most.

Reading Recovery is aimed at six-year-olds, who receive four months of individual daily half-hour sessions with a specially trained teacher. An evaluation published earlier this year reported that children on the scheme made 20 months' progress in just one year, whereas similarly weak readers who received no special help made just five months' progress, and so ended the year even further below the level expected for their age.

At more than £2,000 per pupil, Reading Recovery is not cheap. But it may be a sound investment. The KPMG Foundation, a charity that has been paying for Reading Recovery in some schools, reckons that each child who leaves primary school unable to read will go on to cost the taxpayer at least £50,000 in specialist teaching in secondary schools, dealing with truancy, paying benefits to adults who are more likely to be sick and jobless, and the consequences of increased crime.

International research tends to find that by the time British children leave primary school they are reading well by international standards, but read less often for fun than those elsewhere. The inspectors said that when they asked why it is good to be able to read, children were more likely to say that it would help them to do well in tests or get a good job than that reading was enjoyable.

This matters not only because children who are keen on reading can look forward to lifelong pleasure, but because loving books is an excellent predictor of future educational success. According to the OECD, being a regular and enthusiastic reader is more of an advantage than having well-educated parents in good jobs.

11. What does the author mean by "you will be spoiled for choice" in Paragraph 1?

- A. The parent will be disappointed with the limited choices.
- B. There are too many excellent books to choose from.
- C. The parent will be confused with the books.
- D. The parent is afraid the books will spoil children.

12. According to the author, one reason for declining popularity of reading may be _____.

- A. books are no longer interesting as in the past
- B. they have too many books to read
- C. computer games take up all their spare time
- D. the books boom has not influenced all children

13. We can infer from the passage that Reading Recovery _____.

- A. is initiated to help the top education pile
- B. may save taxpayers' money in the long run
- C. includes all primary school students
- D. improved weak readers' progress by 400%

14. Which of the following statements is true of the text?
- A. In 2003, 35% children surveyed liked reading.
 - B. British primary school graduates read less well than those elsewhere.
 - C. British children read less for fun than for practical reasons.
 - D. Parents' education and career are not an advantage to children.
15. In Paragraph 5, the author mainly discusses _____.
- A. the payoffs of the Reading Recovery
 - B. the profitability of the investment in Reading Recovery
 - C. the consequences of children's reading problem
 - D. the social and financial cost of Reading Recovery

Text 4

The public holiday on the last Monday of August marks, in most British minds, the unofficial end of summer. A vast migration takes place, as millions take advantage of the long weekend to visit seaside resorts or fly to Europe in a final sun-seeking cheer. Once the festivities are over, gloom descends: workers face four months of uninterrupted labor until Christmas Eve, their next official day off.

This depression often provokes calls for more public holidays, and this year the clamor has been louder than usual. David Cameron's new Conservatives have been forced to deny rumors that they would recommend three new public holidays. Earlier in the summer, two ministers suggested a worthy sounding "Britain Day", intended to inspire civil pride. On August 27th the Institute for Public Policy Research, a worthy think-tank, called for a new day off to "celebrate community heroes".

To the idlers, the case for more time off looks persuasive. By European standards at least, Britain is a nation of workaholics, with only the Austrians labouring as many hours per week. Workers are entitled to 20 working days of leave a year; the European Union's required minimum. Other countries are more generous. France and Denmark give at least 25 days in leave, and many Finns get 30. Britons celebrate a miserably eight national holidays a year; in Europe only the Romanians, with five, have fewer. Even significant national events are celebrated grudgingly: the British were given two days off to celebrate the queen's Golden Jubilee in 2002, but had to forfeit an existing public holiday to make up for it.

National holidays are illogical as well as scarce. The queen's official birthday (a moveable holiday unrelated to her date of birth) is seen as a good excuse for a holiday in most of Britain's former colonies, but not in Her Majesty's homeland. Distribution is also badly distorted: seven of the eight holidays fall between December and May, leaving only August's to break up the rest of the year.

There are plenty of things that a new holiday might celebrate. Patriots suggest that England should honour St George (the patron saint of the place), just as Scotland takes time off for St Andrew. The historically minded argue for a Magna Carta (The charter of liberties) day, whereas the politically correct suggest holidays celebrating "communities" and "volunteering".

Sadly, not everyone is keen on increasing public holidays. The CBI, a business lobbying group, points out that legal leave is already planned to rise to 28 working days by 2009, and says that an extra public holiday would cost up to £6 billion (\$12.1 billion). In the face of such tough objections, concerns about leisure and the quality of life may seem vague and idealistic.

16. What is the passage mainly talking about?
- A. Different attitudes towards public holidays in Britain.
 - B. The increase of national holidays in Britain.

- C. The problem of public holidays in Britain.
D. The call for more public holidays in Britain.
17. The calls for more public holidays in Britain could be the results of _____.
A. the economic depression
B. the 4-month work without a rest
C. the long wait for an official day off
D. recommendation of two ministers
18. What does the word "workaholics" most probably mean (Line 2, Para. 3)?
A. Compulsive workers.
B. Idle workers.
C. Lazy workers.
D. Irrational workers.
19. According to the passage, the increase of British working days of leave _____.
A. is supported by all British people
B. is planned by CBI to be carried out by 2009
C. is challenged by some opponents
D. is likely to result in economic recession
20. We can draw the following conclusions except _____.
A. British national holidays are neither reasonable nor enough
B. from June to December, there is only one British national holiday
C. the queen's official birthday is celebrated in more than one country
D. people suggest new holidays from different perspectives

Part B

Directions:

In the following text, some sentences have been removed. For Questions 1—5, choose the most suitable one from the list A—G to fit into of the numbered blank. There are two extra choices, which do not fit in any of the gaps.

Conventional wisdom has it that breakthrough ideas come only from the minds of geniuses. People like Edison—history's biggest brains are responsible for its biggest innovations. Inventors, in history, are loner-savants, solving the world's problems solo in musty labs and libraries. Many companies are organized with this idea in mind.

[1] _____.

Creativity, in other words, isn't a solitary affair—and it's not the exclusive domain of the brilliant and gifted. In fact, research shows that people working in groups are far more innovative than previously thought. [2] _____.

So what can businesses do to take advantage of their employees' creativity? Generating new ideas isn't as simple as pouring money into R&D. [3] _____. Microsoft, with its massive \$5 billion research budget, isn't known for its innovations, while Toyota, only the third-biggest R&D spender in the auto industry came up with the most popular hybrid vehicle on the market.

[4] _____. For instance, Semco, a Brazilian manufacturer of devices from marine pumps to commercial dishwashers, as an example of a managerial pattern shift. Until 1980, Semco was a traditional company, with a top-down management structure and a shelf full of binders with procedures for any situation. The only problem: It was on the verge of bankruptcy.

Then Ricardo Semler, the son of the company's founder, took over as CEO. He tossed the binders, fired most of his senior managers, and handed the reins to the company's employees. Small groups now run the company with near-total autonomy. After the company's reorganization, revenues climbed from \$4 million to \$212 million.

Some managers are also trying to inspire employee creativity the old-fashioned way. Gary Carini, a professor at Baylor University, found that companies that offer financial rewards for business ideas have seen worker "idea outputs" increase by up to 40 percent.

[5] _____. He believes employees will learn that gathering ideas is the fastest way to a quick buck. For purists who support collaboration for collaboration's sake, bottom-up innovation isn't something managers can do piecemeal. Employees in the future will either be empowered or they won't. Whether managers think they can compete without creative workers, of course, is up to them.

[A] Indeed, a 2005 Booz Allen Hamilton study found no relationship at all between the dollar amount companies spend on research and development and the growth of sales or profits.

[B] At Cisco Systems, the networking giant, senior managers have begun allowing non-salespeople to talk to customers, something that was frowned upon for years. When engineers hear complaints directly from customers, the thinking goes, they're likely to generate new ideas.

[C] But here's the thing: Thomas Edison didn't work alone. The invention of the light bulb was the work of an entire lab team; it was one of his assistants who came up with the idea of screwing the bulbs into sockets instead of just mounting them straight up. Charles Darwin's work on evolution wasn't dreamed up in a vacuum, either: While doing his research, he was corresponding with dozens of scientists across Europe.

[D] Tapping into employee creativity takes more than money: It requires a new way of thinking about management—one that is often hard for those at the top to accept. "Most managers aren't willing to give up enough autonomy," says Sawyer, author of *Group Genius: The Creative Power of Collaboration*.

[E] According to one recent study, 14 percent of the "substantial innovations" that come out of small groups account for 61 percent of all profits. "Whether you're a lawyer or a factory worker, companies are relying more and more on your ideas," says Richard Florida, author of *The Rise of the Creative Class*.

[F] But not everyone is convinced dangling bonuses in front of workers is the best way to inspire collaboration. "It won't work in the long run," Florida says.

[G] Employees are referred to as "associates" and hired into evolving work areas, not specific jobs. They are guided by "sponsors", not bosses. Workers, not managers, choose product areas that fit their skills.



试题解析

Part A

◆ 第一篇 ◆

文章体裁结构分析

这是一篇议论文。文章首段以三菱重工网站部分内容被关闭事件引出商业惩罚的主题。第二、三段讨论了使用经济处罚、处罚个人和暂停营业的方法。第四段对日本惩罚措施进行了文化解释。最后一段指出停业措施需要将规则加以明确。

试题解析

1. [答案] A

[考点] 论据例证

[解析] 此题考查的是三菱公司网站关闭一事所论证的论点。本段内容只是例子本身，真正要揭示的论点在第二段。第二段最后三句指出这是日本商业惩罚措施，这也是文章讨论的中心话题。因此选项 A（说明日本式的商业惩罚）符合原文。

2. [答案] B

[考点] 细节理解

[解析] 此题考查使用经济手段处罚违法公司效果不佳的原因。定位到原文第二段第二句和第三段第一句，作者指出公司可以交罚款，但会转嫁给顾客，并且会展开漫长的诉讼。选项 B（惩罚会被转移给顾客）符合原文表达。干扰选项 A（公司将拒绝接受惩罚）违背原文意思，文章指出它们是先接受惩罚，然后将罚款以高价形式转嫁给消费者。选项 C（公司将用法律手段来避免罚款），情况同选项 A，不符合原文说法。选项 D（公司约束自己行为的成本很昂贵）的说法是偷梁换柱，原文只是说公司因为被罚款而诉讼，其费用很昂贵。

3. [答案] D

[考点] 细节理解

[解析] 此题考查如何规范日本公司的细节。根据关键词 more effective 定位到第三段最后一句，意思是：有种看法认为，采取威胁手段使影响公司利润和声誉的经营活动暂停是制止不法行为的更好办法。选项 D（暂停危害其利润和名声的商业活动）符合原文说法。干扰选项 A（威胁公司暂停其所有运营）说法违反原文，文章只是说停止影响其利润和声誉的商业活动，三菱公司就是这样的例子。选项 B（禁止公

司将经济处罚转移给顾客)说法无根据,原文没有此说法。选项 C(惩罚为违规行为负责的人)说法错误,原文的说法是惩罚个人,但这种方法没有用,因为这些人无论是有无责任,都乐于接受惩罚,这对公司的行为没有什么影响。

4. [答案] C

[考点] 推理判断

[解析] 此题考查的是基于原文的多处细节的推理判断。选项 C(规范商业活动需要明确的规则)符合最后一段第二句的说法,原文指出关于停业的规则需要加以明确。干扰选项为选项 A(西方公司经常因为被罚款而忙于上诉),原文只是提到如果对违法公司进行经济处罚,这些公司会因交罚款而提出上诉,但没有具体说明是否西方公司经常被罚款。选项 B(三菱重工并不是真的需要这个网站)说法也不正确,原文虽然说网站是展示窗口而不是钱箱子,但并不意味着公司就不需要网站这个展示窗口。选项 D(暂停三菱公司网站似乎有些极端)说法错误,文章是说对包括网站在内的处罚法律解释似乎有些极端,并非关闭网站本身是极端的,因为文章指出这种暂停影响公司收入和名声的经营活动的做法是比较好的惩罚措施。

5. [答案] B

[考点] 主旨大意

[解析] 此题考查文章全文主旨大意。从全文结构来看,文章先以三菱为例引出话题,然后讨论了经济处罚、惩罚个人和停业等措施,从文化视角对日本做法进行了分析,最后指出停业措施需明确规则。因此文章的中心是在讨论日本企业违法与惩罚措施。选项 B(违法与惩罚:日本商业规范)符合全文大意。干扰选项 A 中的 Effects 在原文没有体现。重点干扰项为选项 C(商业规范:日本 v.s. 西方国家)和选项 D(商业惩罚:文化差异)。文章确实提到了比较,但并非以此为中心,即使提到西方国家,也是为了从侧面说明日本做法的不同寻常,侧重点依然在日本。

核心词与超纲词

monopoly *n.* 垄断, 独占

suspend *v.* 暂停, 中止

infraction *n.* 违法

foul *a.* 犯规的

prosecutor *n.* 起诉人

ethos *n.* 民族精神

unchecked *a.* 没有受到抑制的

deter *vt.* 阻止

stark *a.* 完全的, 绝对的

of one's own accord 自愿的, 主动的

长难句分析

1. Threatening a suspension of activity that harms revenues and reputation, the thinking goes, is a better way to deter improper conduct.

解析 这是一个复合句, 句子结构是: Threatening...is a better way...。主语为动名词短语, activity 由 that 定语从句修饰, 主语与系动词之间有一个插入语 the thinking goes, 意思是: 有种看法认为。

译文 有种看法认为, 采取威胁手段使影响公司收入和声誉的经营活动暂停是制止不良行为的更好办法。

2. Interpreting such a sanction to include a website—which, for Mitsubishi Heavy Industries, is more like a shop window than a cash box—may seem extreme.

解析 这是一个复合句, 句子结构是: Interpreting...may seem extreme。主语为动宾结构的动名词短语 Interpreting such a sanction..., to include... 充当 sanction 的后置定语, 不定式动词 include 的宾语 website 由非限制性定语从句修饰。

译文 对包括网站在内的处罚的法律解释似乎有些极端，对三菱重工而言，网站只是个展示窗而非钱箱。

全文翻译

直到1月13日，访问三菱重工网站特定部分的人都会收到一份古怪的日文与英文的信息。信息提示，“由于存在违反日本反垄断法的行为，该公司被下令暂停其部分国内的建筑业务。而公司网站的运营被认为是这种行为的一部分，所以网站部分内容被关闭了。”

有时，世界上的管理者发现很难要求企业为它们的违规行为负责。违规的公司会被处以罚金，可这些公司随后会进行持续数年的法律诉讼。在西方，强迫一家公司暂停运营是十分少见的。但在日本，这却是常见的处罚。最近几个月，有几家食品公司和金融服务公司便受到了这种处罚。

经济处罚被认为是无效的，因为公司可以只是支付罚金，然后将这个成本以更高价格转移到顾客身上，而对公司行为影响甚小。旷日持久的法律战十分昂贵。而处罚个人——像美国公诉人最近几年对一系列丑闻所做的那样——由于日本民族精神中固有的集体责任感，也几乎没有什么作用。公司高管们，即使他们没有直接的责任，也非常乐于接受处罚，以此来保护他们的公司；与此同时，非法的行为仍得不到遏制。有种看法认为，采取威胁手段使影响公司收入和声誉的经营活动暂停是制止不法行为的更好办法。

对此，在西方人看来，还有文化上更深层次的解释。在儒学传统之下，政府在管理与公共福利有关的社会和商业的各个方面上拥有绝对的权利，东京 White & Case 的律师克里斯托弗·韦尔斯如此说道。这与西方的基于人权和自由的法制传统形成鲜明的对比。

一位官员承认停业处罚被使用得越来越频繁。他建议有关停业处罚的规章需要更加明晰，避免其被管理者，也包括公司自己过分广泛和不公平的应用。对包括网站在内的处罚的法律解释似乎有些极端。对三菱重工而言，网站只是个展示窗而非钱箱。然而，三菱重工还是自愿关闭了它。

◆ 第二篇 ◆

文章体裁结构分析

这是一篇议论文。文章首段提到圣保罗对户外广告发布禁令，而美国户外广告公司称禁令是违法的。随后开始讨论世界其他地方与圣保罗做法的异同，讨论户外广告的利弊和禁令的得失。最后作者指出，出于经济利益考虑，圣保罗市政府会再次让户外广告合法化。

试题解析

6. [答案] A

[考点] 判断全文主旨

[解析] 此题考查全文的主旨大意。全文主要围绕圣保罗对户外广告禁令展开。提到的其他国家和城市都是围绕圣保罗的情况。选项 A（圣保罗的户外广告禁令）符合题意。选项 B：偷梁换柱。选项中 in Brazil 范围过大，而原文户外广告禁令是在圣保罗。选项 C：偷梁换柱。选项中 the ads ban 范围过大，而文章中心是户外广告（outdoor ads）。in some developing countries 是禁令实施范围的偏离。选项 D：in America 偏离了禁令实施的范围。

7. [答案] D

[考点] 单一细节

[解析] 此题考查细节理解。正确选项为 D。其意思是：很多其他城市正在考虑控制户外广告。原文相关信息在第四段第二句：Inspired by its success, Rio de Janeiro, ...are discussing measures to reduce or ban outdoor ads. 其意思是：一些城市在考虑减少或禁止户外广告，这与“控制”的说法一致。选项 A 是对原文第四段第一句的 São Paulo is now ad-free 断章取义的理解。原文这句话很显然指没有户外广告牌，而不是没有广告。其他类型广告并没有禁止。选项 B 将原文提到的很多居民 (many inhabitants)，偷换成多数居民 (most inhabitants)。选项 C 将原文提到的 Buenos Aires (阿根廷首府布宜诺斯艾利斯) 替换成整个阿根廷。

8. [答案] D

[考点] 多项细节真伪判断

[解析] 此题考查原文多个细节的正误判断。选项 A 相关句为第一段第一句的 the world's biggest outdoor-advertising company，指出这个公司是最大的户外广告公司，选项 A 故意漏掉了关键词 outdoor，改变了原意。选项 B 意思是：公共空间禁止用于私人公司，这与原文第六段第二句的 Public space must not be abused (公共空间不能滥用) 不符。与选项 C 相关的第六段第三句并未说明是必须付费使用，而第四句 They sometimes...in exchange for the right to place advertisements on them 表明可以向城市提供公共设施来换取放置广告的权利。正确选项 D 的意思是：圣保罗的户外广告很可能再次合法化。第八段首句 ...São Paulo may well reintroduce advertising one day 表明圣保罗很可能重新允许户外广告，即合法化。

9. [答案] C

[考点] 推理判断

[解析] 此题考查基于原文细节的推理。正确选项为 C，意思是：非法户外广告对户外广告行业造成危险。这与原文第七段第三句中 illegal billboards is bad for business 的意思吻合。选项 A 中 bus shelter business 指的是“公交候车亭生意”，而原文第七段 This trade 的意思为交换，即用提供公共设施来交换广告投放空间，而非“贸易和生意”的意思。选项 B 意思是：两人支持禁止户外广告，而第七段第二句 Decaux and Meyer say they are in favour of good regulation and strong enforcement 表明两人赞同对户外广告进行良好规范并确保实施。而不是禁止。选项 D 意思是：不断增长的合法广告会降低财政收入和服务。这与第七段第四句 And the more legal advertising there is, ...it brings (合法广告越多，政府就越不愿意放弃广告带来的收入和服务) 意思不符。

10. [答案] B

[考点] 判断作者态度

[解析] 此题考查作者对于户外广告的态度问题。根据语气态度题的规律和全文各段主题句来看，作者都是在客观引述其他人的观点，并没有直接表达自己的观点。因此其态度应该是客观的。选项 A: neutral, 强调持中立态度，不偏袒任何一方。通常指的是在对立观点或争端双方中不偏袒的立场。而 objective 着重客观、真实，不为个人偏见、兴趣、感情或看法所左右，不强调自己为第三方中立方。

核心词与超纲词

emerge vi. 兴起

incentive n. 激励，刺激

municipal a. 市的，市政府的

part vi. 离开

part with 放弃

proliferation n. 激增

trade vt. & n. 交换