

2012

考天下 讲师团 编

考研英语



(高效解决方案)

阅读理解 速成真经

新东方名师教案, 系统解析

技巧规律, 一网打尽



中国石化出版社

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2011 年全国硕士研究生入学统一考试英语试题

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)

Ancient Greek philosopher Aristotle viewed laughter as "a bodily exercise precious to health". But 1 some claims to the contrary, laughing probably has little influence on physical fitness. Laughter does 2 short-term changes in the function of the heart and its blood vessels, 3 heart rate and oxygen consumption. But because hard laughter is difficult to 4, a good laugh is unlikely to have 5 benefits the way, say, walking or jogging does.

6, instead of straining muscles to build them, as exercise does, laughter apparently accomplishes the 7, studies dating back to the 1930's indicate that laughter 8 muscles, decreasing muscle tone for up to 45 minutes after the laugh dies down.

Such bodily reaction might conceivably help 9 the effects of psychological stress. Anyway, the act of laughing probably does produce other types of 10 feedback, that improve an individual's emotional state. 11 one classical theory of emotion, our feelings are partially rooted 12 physical reactions. It was argued at the end of the 19th century that humans do not cry 13 they are sad but they become sad when the tears begin to flow.

Although sadness also 14 tears, evidence suggests that emotions can flow 15 muscular responses. In an experiment published in 1988, social psychologist Fritz Strack of the University of Würzburg in Germany asked volunteers to 16 a pen either with their teeth—thereby creating an artificial smile—or with their lips, which would produce a(n) 17 expression. Those forced to exercise their smiling muscles 18 more exuberantly to funny cartoons than did those whose mouths were contracted in a frown, 19 that expressions may influence emotions rather than just the other way around. 20, the physical act of laughter could improve mood.

- | | | | |
|----------------------|------------------|------------------|-----------------|
| 1. [A] among | [B] except | [C] despite | [D] like |
| 2. [A] reflect | [B] demand | [C] indicate | [D] produce |
| 3. [A] stabilizing | [B] boosting | [C] impairing | [D] determining |
| 4. [A] transmit | [B] sustain | [C] evaluate | [D] observe |
| 5. [A] measurable | [B] manageable | [C] affordable | [D] renewable |
| 6. [A] In turn | [B] In fact | [C] In addition | [D] In brief |
| 7. [A] opposite | [B] impossible | [C] average | [D] expected |
| 8. [A] hardens | [B] weakens | [C] tightens | [D] relaxes |
| 9. [A] aggravate | [B] generate | [C] moderate | [D] enhance |
| 10. [A] physical | [B] mental | [C] subconscious | [D] internal |
| 11. [A] Except for | [B] According to | [C] Due to | [D] As for |
| 12. [A] with | [B] on | [C] in | [D] at |
| 13. [A] unless | [B] until | [C] if | [D] because |
| 14. [A] exhausts | [B] follows | [C] precedes | [D] suppresses |
| 15. [A] into | [B] from | [C] towards | [D] beyond |
| 16. [A] fetch | [B] bite | [C] pick | [D] hold |
| 17. [A] disappointed | [B] excited | [C] joyful | [D] indifferent |
| 18. [A] adapted | [B] catered | [C] turned | [D] reacted |
| 19. [A] suggesting | [B] requiring | [C] mentioning | [D] supposing |
| 20. [A] Eventually | [B] Consequently | [C] Similarly | [D] Conversely |

Section II Reading Comprehension

Part A

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. Their 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.

21. We learn from Para. 1 that Gilbert's appointment has _____.

- | | |
|------------------------|-----------------------|
| [A] incurred criticism | [B] raised suspicion |
| [C] received acclaim | [D] aroused curiosity |

22. Tommasini regards Gilbert as an artist who is _____.

- | | |
|-----------------|--------------|
| [A] influential | [B] modest |
| [C] respectable | [D] talented |

23. 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 |

24. 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.
25. 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 Mar-ram 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."

26. When McGee announced his departure, his manner can best be described as being _____.
 [A] arrogant [B] frank
 [C] self-centered [D] impulsive
27. 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
28. The word "poached" (Line 3, Paragraph 4) most probably means _____.
[A] approved of [B] attended to
[C] hunted for [D] guarded against
29. 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
30. 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 "owned" media by sending e-mail alerts about products and sales to customers registered with its Web site. The way consumers now approach the 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.

31. 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
32. According to Paragraph 2, sold media feature _____.
[A] a safe business environment [B] random competition
[C] strong user traffic [D] flexibility in organization
33. 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
34. 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
35. 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 children. 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.

36. 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
37. 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
[D] having children is highly valued by the public
38. It is suggested in Paragraph 3 that childless folks _____.
[A] are constantly exposed to criticism
[B] are largely ignored by the media
[C] fail to fulfill their social responsibilities
[D] are less likely to be satisfied with their life
39. According to Paragraph 4, the message conveyed by celebrity magazines is _____.
[A] soothing [B] ambiguous
[C] compensatory [D] misleading
40. Which of the following can be inferred from the last paragraph?
[A] Having children contributes little to the glamour of celebrity moms.
[B] Celebrity moms have influenced our attitude towards child rearing.
[C] Having children intensifies our dissatisfaction with life.
[D] We sometimes neglect the happiness from child rearing.

Part B

Directions:

The following paragraphs are given in a wrong order. For Questions 41-45, you are required to reorganize these paragraphs into a coherent text by choosing from the list A-G to filling them into the numbered boxes. Paragraphs E and G have been correctly placed. Mark your answers on ANSWER SHEET 1. (10 points)

- [A] No disciplines have seized on professionalism with as much enthusiasm as the humanities. You can, Mr Menand points out, become a lawyer in three years and a medical doctor in four. But the regular time it takes to get a doctoral degree in the humanities is nine years. Not surprisingly, up to half of all doctoral students in English drop out before getting their degrees.
- [B] His concern is mainly with the humanities: Literature, languages, philosophy and so on. These are disciplines that are going out of style: 22% of American college graduates now major in business compared with only 2% in history and 4% in English. However, many leading American universities want their undergraduates to have a grounding in the basic canon of ideas that every educated person should possess. But most find it difficult to agree on what a "general education" should look like. At Harvard, Mr Menand notes, "the great books are read because they have been read"—they form a sort of social glue.

- [C] Equally unsurprisingly, only about half end up with professorships for which they entered graduate school. There are simply too few posts. This is partly because universities continue to produce ever more PhDs. But fewer students want to study humanities subjects: English departments awarded more bachelor's degrees in 1970-71 than they did 20 years later. Fewer students requires fewer teachers. So, at the end of a decade of theses-writing, many humanities students leave the profession to do something for which they have not been trained.
- [D] One reason why it is hard to design and teach such courses is that they can cut across the insistence by top American universities that liberal-arts educations and professional education should be kept separate, taught in different schools. Many students experience both varieties. Although more than half of Harvard undergraduates end up in law, medicine or business, future doctors and lawyers must study a non-specialist liberal-arts degree before embarking on a professional qualification.
- [E] Besides professionalizing the professions by this separation, top American universities have professionalised the professor. The growth in public money for academic research has speeded the process: federal research grants rose fourfold between 1960 and 1990, but faculty teaching hours fell by half as research took its toll. Professionalism has turned the acquisition of a doctoral degree into a prerequisite for a successful academic career: as late as 1969 a third of American professors did not possess one. But the key idea behind professionalization, argues Mr Menand, is that "the knowledge and skills needed for a particular specialization are transmissible but not transferable". So disciplines acquire a monopoly not just over the production of knowledge, but also over the production of the producers of knowledge.
- [F] The key to reforming higher education, concludes Mr Menand, is to alter the way in which "the producers of knowledge are produced". Otherwise, academics will continue to think dangerously alike, increasingly detached from the societies which they study, investigate and criticize. "Academic inquiry, at least in some fields, may need to become less exclusionary and more holistic." Yet quite how that happens, Mr Menand does not say.
- [G] The subtle and intelligent little book *The Marketplace of Ideas: Reform and Resistance in the American University* should be read by every student thinking of applying to take a doctoral degree. They may then decide to go elsewhere. For something curious has been happening in American Universities, and Louis Menand, a professor of English at Harvard University, captured it skillfully.
- G → 41. → 42. → E → 43. → 44. → 45.

Part C

Directions:

Read the following text carefully and then translate the underlined segments into Chinese. Your translation should be written carefully on ANSWER SHEET 2. (10 points)

With its theme that "Mind is the master weaver", creating our inner character and outer circumstances, the book *As a Man Thinking* by James Allen is an in-depth exploration of the central idea of self-help writing.

(46) Allen's contribution was to take an assumption we all share—that because we are not robots we therefore control our thoughts—and reveal its erroneous nature. Because most of us believe that mind is separate from matter, we think that thoughts can be hidden and made powerless; this allows us to think one way and act another. However, Allen believed that the unconscious mind generates as much action as the conscious mind, and (47) while we may be able to sustain the illusion of control through the conscious mind alone, in reality we are continually faced with a question: "Why cannot I make myself do this or achieve that?"

Since desire and will are damaged by the presence of thoughts that do not accord with desire, Allen concluded: "We do not attract what we want, but what we are." Achievement happens

because you as a person embody the external achievement; you don't "get" success but become it. There is no gap between mind and matter.

Part of the fame of Allen's book is its contention that "Circumstances do not make a person, they reveal him". (48) This seems a justification for neglect of those in need, and a rationalization of exploitation, of the superiority of those at the top and the inferiority of those at the bottom.

This, however, would be a knee-jerk reaction to a subtle argument. Each set of circumstances, however bad, offers a unique opportunity for growth. If circumstances always determined the life and prospects of people, then humanity would never have progressed. In fact, (49) circumstances seem to be designed to bring out the best in us and if we feel that we have been "wronged" then we are unlikely to begin a conscious effort to escape from our situation. Nevertheless, as any biographer knows, a person's early life and its conditions are often the greatest gift to an individual.

The sobering aspect of Allen's book is that we have no one else to blame for our present condition except ourselves. (50) The upside is the possibilities contained in knowing that everything is up to us; where before we were experts in the array of limitations, now we become authorities of what is possible.

Section III Writing

Part A

51. Directions:

Write a letter to a friend of yours to

1. recommend one of your favorite movies, and
2. give reasons for your recommendation.

You should write about 100 words on ANSWER SHEET 2

Do not sign your own name at the end of the letter. User "LI MING" instead.

Do not write the address. (10 points)

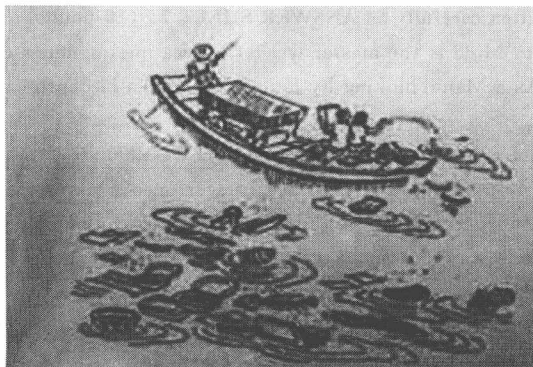
Part B

52. Directions:

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

1. describe the drawing briefly,
2. explain its intended meaning, and
3. give your comments.

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



旅程之“余”

2011 年全国硕士研究生入学统一考试

英语试题点评及答案

2011 年考研英语的考试刚刚结束,就拿到的真题分析,整体难度与 2010 年相比,有所下降,但是各部分的题目难度增减不一。完型填空部分,难度基本上没有变化,但是对词汇的考察有所加强,阅读理解 Part A 部分不论是从文章的选取和题目的设计,比去年的难度都有一定程度的降低。阅读理解的 Part B 部分,第一次出现了排序题,虽然排序在几种题型中算是难度比较低的,但是命题者通过文章的选择,避免了一些明显的标志词的出现,成功地增加了难度,但是整体而言,此部分难度比去年有所降低。这次考试,难度降低比较明显的是作文部分。2010 年的文化火锅确实使不少同学在构思和用词上煞费苦心,而今年关于旅游区爱护环境的话题,其文章审题的难度,仅限于高一语文作文的水平,加之环保是考研英语作文的大热点,相信很多同学在考前也有目的地记忆了一些这方面的词汇和句型,写起来一定是更加得心应手。

Section I Use of English

【点评】题目的文章来自于 2009 年 4 月号 Scientific American《科学美国人》杂志,作者 Steve Ayan, 原文题目为 How Humor Makes You Friendlier, Sexier:幽默如何使你更加有人缘且性感。

【答案】1. C 2. D 3. B 4. B 5. A 6. B 7. A 8. D 9. C 10. A
11. B 12. C 13. D 14. C 15. B 16. D 17. A 18. D 19. A 20. C

Section II Reading Comprehension

Part A

Text 1

【点评】文章选自不是很热门的一本杂志“Commentary”2007 年 9 月,原文作者 Terry Teachout 题目为 Selling Classical Music。作者从纽约爱乐乐团任命 Alan Gilbert 为新音乐总监一事谈起,分析了交响乐团现在面临的困境,并给出了自己的解释和解决途径。文章难度一般,后面题目也比较简单。

【答案】

21. C 如果只根据第一段的话,那么大多数人 most part 是 favorable,甚至连不苟言笑的 Anthony Tommasini 都发出万岁的声音。所以直接选 C。

22. B B 选项和 unpretentious 是近义词。

23. D 小心 C 和 D 的区别。第四段的第一句话:Devoted concertgoers who reply that recordings are no substitute for live performance are missing the point.

24. B 第四段最后两句: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.

25. A 文章第 5 段,有 But 一词,前面说了 Alex Ross 表扬 Gilbert,紧接着话锋一转,提出这个区别没有本质不同,这样做不够。But what will be the nature of that difference? Merely expanding the orchestra's repertoire will not be enough. 所以应该选 A。

【译文】

纽约爱乐乐团决定聘请 Alan Gilbert 作为下一任的音乐总监,这从 2009 年任命被宣布之日起就在古典音乐界引起了热议。别的不说,大部分人的反应是积极的。“好啊,终于好了!” Anthony Tommasini 写道,他可是一个以严肃著称的古典音乐评论家。

但是,这个任命之所以引起人们惊讶的原因却是,Gilbert 相对而言并不是很有名。甚至在《纽约时报》上发文支持 Gilbert 任命的 Tommasini 都称其为:低调的音乐家,在他身上找不到那种飞扬跋扈的指挥家的气质。纽约爱乐乐团迄今为止都是由像古斯塔夫·马勒和皮埃尔·布列兹那样的音乐家领导的。这样去描述这个乐团的下一位指挥,至少对于《纽约时报》的读者而言,这是一种苍白的表扬。

就在我看来,我不知道 Gilbert 是否是一个伟大的指挥家或者是一个好的指挥。但是我能确定的是,他能表现出很多有趣的乐章,但是我却应该不会去艾维费雪音乐厅或者其他地方去听一场有趣的交响乐演出。我要做的事情就是去我的 CD 架上,或者打开的我的电脑从 iTunes 上下载更多的唱片。

那些忠实的音乐会观众会讲唱片并不能代替现场的演出,但是他们忽略了一些事情。当下为了获得艺术爱好者的钱、时间、关注度,古典音乐的演奏家们不仅要和剧院、舞蹈队,演出公司和博物馆竞争,而且还需要和那些记录了 20 世纪的伟大的古典音乐演奏者表演的唱片竞争。唱片很便宜,哪里都能买到,并且比现在在很多现场音乐会的艺术质量要高。进一步的讲,听众能选择听唱片的时间和地点。这些到处可以获得的唱片给传统的演出机构带来了危机。

对于古典音乐演奏者而言,他们可能的一个回应就是排练出唱片上没有的曲目。Gilbert 对新音乐兴趣已经被广泛的关注了:Alex Ross,一名古典音乐的批评家,就这样描述道:他能够把爱乐乐团变成一个完全不同,更加有活力的组织。但是那种不同的性质会是什么呢?可能仅仅增加乐团演出的曲目是不够的,如果 Gilbert 和他的乐团要进步的话,他们就必须首先改变美国最古老的乐团(就是纽约爱乐乐团)同他们想吸引的新观众间的关系。

Text 2

【点评】文章选自 Business Week《商业周刊》2009 年 11 月 5 日,原文作者 Jena McGregor,原文的题目是 Top Managers Are Quitting, Without a New Job:顶级经理人在离职,新工作还没着落。讲在西方经济逐渐摆脱金融危机影响后,工作机会也渐渐多了起来,许多高级经理人不等和下家谈好,就先辞职,即现在所谓的“裸辞”或“裸跳”。作者分析了这种情况的利弊和产生的原因。文章难度一般,题目也不难。

【答案】

26. B frank 和 straight up 为近义词,如果不认识 straight up,可以根据后文“to pursue my goal of running a company”“very much my decision”感觉到。

27. D 第二段的“reflect on what kind of company he wanted to run”“his aspirations”“looking for a CEO post”清晰地表明他们辞职是为了追求新的职业目标,所以 D 选项是正确的。

28. C 本题属于猜词题,可以用代入法。根据上下文,代入 C 选项最符合文意。即是挖来的,而不是自己放弃自己公司,主动跑来的。所以这不寻常 unconventional。

29. A 根据最后一段:6—Many recruiters say the old disgrace is fading for top performers. 以及... more acceptable... The traditional rule was..., but that's been fundamentally inverted 都说明现在不同于过去,大家可以接受优秀员工跳槽。但 B 是主观推导,而且不符合常识。公司员工不能不讲信誉,对公司忠诚是应该的,所以 A 更为合适。

30. C C 选项的 Top Managers 和本文一直强调的高级经理人的概念一致。第一段:president of Bank of America;第二段的 the No. 2 executives;第三段的 deputy chiefs, CEO turnover;第四和第五段的 CEO candidates。

【译文】

当八月份,Liam McGee 以总裁的身份从美国银行离职的时候,他的解释出人意料的直白。他没有忸怩的用平常的模糊的理由来遮掩他的离开,他很坦诚的讲他离开就是为了去追求他经营一家公司的目标。McGee 说宣扬自己的目标就是自己的决定。两周后,他第一次和 Hartford Financial Services Group 的董事会第一次会谈,这家公司在 9 月 29 日提名他为董事会主席和 CEO。

他说在离开的时候并没有找好后面的职位(下家),使他有时间去反思他到底想去经营一家什么样的公司。这同时也就他的激情和决心,传达给了外界一个清晰的信号。这样做的并不只

是 McGee 一个人。最近几周, Avon and American Express 的一些高级经理离职并解释说想要找一个 CEO 的职位。当董事会迫于股东的压力对一系列的计划进行审查的时候, 那些计划被否定掉的经理们也会想离开。激烈的商业环境同样使得高级经理很小心, 模糊的表态可能会破坏他们的声誉。

当经济复苏的标志开始确定的时候, 二把手们可能更愿意在没有网(新的工作)情况下换工作。第三季度, 根据 Liberum 的调查, CEO 的更迭和一年前相比减少了 23%, 这是由于紧张的董事会紧盯着他们的 CEO 们。随着经济的复苏和好转, 对有理想的头儿们, 机会是很多的。

离开高管的职位去寻找一个更好的职位, 并不是传统的做法。多年以来, 经理们和猎头们都认同这样一个原则: 最有吸引力的 CEO 的竞争是那些需要去挖来的人。Korn/Ferry 资深股东 Dennis Carey 说道: “我所做的每一次的招聘中, 董事会都要求我从那些在任的 CEO 中寻找人选。”

那些没有找到工作就离开的人并不是很快就能找到顶级的职位。(10 年前, Tropicana 被 PepsiCo (PEP) 收购了) Ellen Marram 以经理的身份离职了, 她说她想当 CEO。但是花了一年的时间她才成为一家小型互联网商品交易公司的头。2005 年 Robert Willumstad 带着想成为 CEO 的梦想离开了花旗集团。可是三年后他才成为了一家主要的金融机构的 CEO。

很多招聘的人都说对于高管而言, 过去认为的丢脸的感觉(没有工作)已经慢慢消失了。金融危机已经使得跳槽, 离开一个不好的工作变得更加可以接受了。一个猎头就说到: “传统的规则是待在你原来的地方会更加安全, 但是现在已经彻底改变了。那些受伤最厉害的就是那里在一个地方待太久的人。”

Text 3

【点评】文章选自 McKinsey Quarterly《麦肯锡季刊》, 讲的是媒体最新的变化, 因为涉及到一些大众传播学的原理和理论知识, 文章难度较难, 题目也不容易。

【答案】

31. D Consumers passionate about a product may, for example, create “earned” media by willingly promoting it to friends, 迷恋某种产品的消费者可能会通过心甘情愿地向朋友宣传该产品, 而创建“免费”媒介。所以 D 为正确答案。

32. C 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. 说明 sold media 的访问量很大, 才可以把自己的广告空间卖给想要的客户。所以本题 C 为正确答案。A 选项文章中没有强调 safe 的含义。B 和 D 是无中生有, 主观推导。

33. B 文章中强调了 earned media 也可以被用来攻击 a brand or product。即 earned media 是一把双刃剑, earned media 会出现消极评论, 它就会转变为 hijacked media。

34. A 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. 丰田汽车公司在今年早些时候的汽车召回危机中, 利用比较快速和精心策划的社交媒介应对活动, 包括在一些网站(如 Twitter 和社会新闻网站 Digg)直接与消费者接触的努力, 减轻了这次危机造成的一些损害。可以看出 Toyota 是个积极有效的正面的例子。

35. A 本文第一段引出了付费媒体(Paid Media)、免费媒体(Earned Media)、自有媒体(Owned Media), 第二段引出出售媒体(sold media), 第三段引出劫持媒体(hijacked media); 第四段讲针对劫持媒体的对策。所以本文主要谈论付费媒体之外的其他新名词。

【译文】

过去, 市场营销的成功诀窍简而言之就是一分钱一分货。然而时过境迁。虽然传统的“付费”(paid)媒介, 比如电视和广播广告、平面广告和路边广告牌等, 仍然扮演着重要角色, 但企业如今还可以利用许多其他形式的媒介。比如, 痴迷于某种产品的消费者, 可能会乐意将之推荐给朋友, 从而为企业创造因产品的优良品质带来的“无偿”(earned)媒介。企业还可以利用“自有”(owned)媒介, 通过邮件向其网站的注册用户发送产品和销售提示。事实上, 如今消费者作出购

买决定的方式,意味着市场营销的影响力来自于传统付费媒介之外的广泛因素。

营销人员通过付费和自有媒介推销其产品,而在“无偿”媒介方面,营销人员就像是触发用户响应的初始催化剂。在某些情况下,某营销者的自有媒介会成为另一个营销者的付费媒介。比如,当某电子商务零售商出售其网站的广告空间时,我们就将这种“售出”媒介定义为拥有巨大流量、以致其他机构纷纷前来投放内容或电子商务引擎的自有媒介。我们认为,这种趋势已蓬勃发端于零售商和航空、酒店等旅游供应商,虽然还处于初始阶段,但无疑可以走得更远。比如,强生公司创建了著名网站 BabyCenter,一个独立的传媒物业,借以推广互补性乃至竞争性产品,而其他营销者的出现不仅带来了收入,还令该网站看起来公正客观,并且使企业有机会从其他公司的营销活动中获得可贵的信息,最后还有助于扩大所有相关企业的用户流量。

剧烈的技术变革使营销人员获得了数量更多、种类更广的沟通选择,但同时也带来了更高的风险,因为激动的消费者能够以更迅速、更明显、更有害的方式来表达他们的意见。这就是与“无偿”媒介相对的“劫持”媒介:某项资产或活动变成了对某个品牌或产品不满的消费者、其他股东或积极分子的劫持物。比如,社交网络用户正领悟到,他们可以通过“劫持”媒介来对最初创建该媒介的企业施加压力。

如果那种事情发生,激动的消费者试图说服其他人共同抵制两家公司的产品,从而危及企业声誉。当这种事情发生的时候,如果企业的回应不够快或不够好,那么就可能酿成悲剧。比如,在今年较早前发生的召回危机中,丰田汽车公司采取了较快且较有序的社交媒体回应行动,包括在 Twitter 和社会新闻网站 Digg 等网站上与客户进行直接交流,从而挽回了部分损失。

Text 4

【点评】文章选自 2010 年 9 月 7 日的 Newsweek《新闻周刊》,文章作者 Jennie Yabroff, 文章的题目是 Not On Board With Baby: 孩子不能登机登船,副标题是 Parenthood-the condition, not the TV show-sucks. Or so everyone keeps saying. 文章讨论的是美国社会中的一个热点话题,是否要孩子。作者直言不讳地指出,美国流行文化中对养育孩子的好处比较渲染,而养育孩子的艰苦则提的较少。这篇文章的难度主要体现在考生对作者的态度把握上比较困难。

【答案】

36. C Jennifer Senior 在他文章中主要表达的是养孩子是辛苦的,但回顾起来有幸福感。所以选 C。A 和 B 增加了 temporary 和 in progress, D 无中生有。

37. D A 的 gossip 无中生有, B 的 deserve attention 也是无中生有。C 以名人的生育作为新闻其实是让大家有事情可以关心娱乐一下而已,这是表面推导,其实和第一段联系起来,就可以发现 D 更正确,杂志是映射人们心理的。

38. A 文章第三段强调了在我们的社会中不可能不要孩子,文章没有 B、C 选项的内容,虽然 A 和 D 似乎都像答案, D 选项的 less likely to be satisfied 类似原文 unhappy, 而 A 选项 exposed to criticism 类似于原文的 childless folks are bothered, 由于本段主要强调人们认为有孩子重要, 没有孩子的人肯定会受影响、受干扰, 所以这里选 A 更合适。

39. D 与第四段第一句话中的 unrealistic 一词相对应的是 D 选项。

40. B A 错, 本段主要不是讲明星妈妈; C 不对, 本段主要说我们养孩子和明星父母养孩子的对照, 并没有强调养孩子这件事会强化我们对生活的不满; D 不符合原文, 本段强调了养孩子会对现实不满, 养孩子不比做头发那么简单, 没有强调有幸福。所以排除法选 B。

【译文】

毫无疑问, Jennifer Senior 在有煽动意味的杂志封面故事中表达了她的独到见解, “我爱我的孩子们, 我讨厌我的生活”——这唤起了人们的谈兴。人们一谈到养孩子就会觉得这是一件完全令人愉悦、生活充实的事情。Jennifer Senior 没有指出养孩子到底是使得父母快乐呢还是痛苦呢, 她倒是认为, 我们需要重新定义幸福: 幸福不应该是一个个瞬间的快乐组合的可以被衡量的东西; 我们应该把幸福视为一种过去式的状态。尽管抚养孩子的日子漫长难熬, 令人筋疲力尽, 但是 Jennifer Senior 认为, 正是那些情绪沉重的时刻, 日后却成为我们喜悦和欢乐的源泉。

杂志封面上的一位给力的母亲抱着一个可爱的婴儿,这种(圣母与圣子)麦当娜和孩子的图画这周在杂志上多次出现。例如杂志上讲到最近刚收养孩子的母亲——有时是刚变成单身母亲——桑德拉·布洛克,以及那种很常见的“詹尼弗·安尼斯顿怀孕了”的新闻。实际上,每周都有至少一位名人母亲、或者准母亲在杂志上笑迎读者。

在一个不断地庆祝生育的社会中,承认自己后悔生育孩子就相当于承认自己支持杀小猫,这难道不值得反思吗?把父母的后悔与孩子的后悔相比较,这显然并不合理。没有人会去让不情愿养孩子的父母去反思自己是否不该养孩子,但是那不幸的没有孩子的人却为类似这样的信息所困扰:“孩子是世上唯一最可珍惜的东西”,显然,你们的不幸必须通过生育子女才能得以消除。

当然,像《美国周刊》与《人物》这样的杂志提供的名人父母的形象是非常不切实际的。特别是像布洛克这样的单身母亲时更是如此。多项研究表明,有孩子的父母很少比没有孩子的夫妇更快乐,而单亲家庭是最不快乐的。这并不奇怪,因为一个人养一个孩子实在太麻烦了,没有人可以依靠。然而,你听听布洛克和小甜甜布兰妮说的话:自己“一个人”养孩子,其实非常简单。(她们当然觉得简单了,因为她们是在周围有一帮人全天候的候着啊。)

很难想象有的人生孩子就只是很傻很天真。因为 Reese 和 Angelina 这种名流使这种行为变的很光鲜,——多数成年人其实理解:养孩子可不是剪头发那样简单。但这确实有趣:反思一下我们每周看到的无忧无虑,幸福诱人的为人父母的生活会不会从一种微小的,无意识的方面加剧我们对于现实生活的不满。这种方式就好像:我们有那种想成为“the Rachel”(《老友记》中的单身妈妈)的心理,这种心理,使得我们看上去有点像詹尼弗·安尼斯顿(Rachel 的扮演者)。

Part B

【点评】文章选自于 2010 年 2 月 25 日的 Economist《经济学人》杂志,原文题目为 University Education in America: 美国的大学教育。

【答案】41. B 42. D 43. A 44. C 45. F

Part C

【点评】原文选自一本非常著名的书 Fifty Self-help Classics,主要选自这本书的第 11 页和 12 页,经过命题专家改写,有些变了模样。该书是一本励志类的读物,是一部书评,所以翻译起来并不轻松,甚至还有一些哲理性的语言,颇费思量。

【答案】

46. 我们每个人都认为:自己不是机器人,因此能够控制自己的思想;爱伦的贡献在于他研究了这一假说,并揭示其错误的本质。

47. 我们或许只通过意识就能维持这种控制的幻觉,但事实上,我们却总是面临一个问题:我们为什么不能让自己去做这件事情,实现那个目标呢?

48. 这种说法似乎为忽视需要帮助的人找到了借口,使剥削合理化,令上层人优越,底层人卑微。

49. 环境似乎旨在激发我们的最大潜能,如果我们总感觉“上天不公”,那么不太可能会自觉地努力脱离现状。

50. 积极的一面是,既然万事都取决于我们,那么就无限可能。以前,我们能够熟练应对种种局限;现在,我们把握着未来的可能。

Section III Writing

【点评】2011 年考研英语已经尘埃落定,写作部分比起 2010 年超纲的“告示”和“变态”的火锅,难度大为降低,现解析如下。

Part A: 小作文

【题目译文】

给你的一位朋友写一封信

1. 推荐你最喜欢的一部电影。
2. 给出推荐的原因。

【真题详解】

令广大考生欣慰的是,2011年小作文并未考查大纲中已提到六年但并未考查过的摘要题型,也未考查2010年刚刚考查过的告示题型,而是考查了广大考生最为熟悉、从2005到2009已经连续五年考查的书信。

回顾刚刚过去的2010年,中国内地电影票房成功突破100亿元,成为旭日初升的朝阳产业。从年中的《唐山大地震》、《盗梦空间》(Inception)、《哈利·波特与死亡圣器》(上)、《山楂树之恋》到年底的三大贺岁片《赵氏孤儿》、《让子弹飞》、《非诚勿扰2》,电影已经重新成为全民关注的话题。今年的考研小作文即考查了“电影”这一热点话题。

需要注意的是,写给朋友的称呼应该直呼其名,不应写某某先生或女士。本题属于半正式文体中的私人书信,文中最好使用3~5次缩写、省略句或口语表达。两点提纲可以各写一段,第三段进行结尾。首段无需进行自我介绍,开门见山表明写作目的即可;第二段应该分析两到三点原因。

【参考范文】

Dear Bob,

As one of your closest friend, I'm writing the letter in purpose of recommending one of my favorite movies to you, Around the World in Eighty Days.

The primary factors for my recommendation as follows. For one thing, this is a movie of science fiction which tells us an exciting story about an English gentleman, Mr. Phileas Fogg, who makes a bet with his clubmates and managers to travel around the world in eighty days. For another, it gives us a vivid description of the many difficulties and incidents which happen on his journey.

Wish you enjoy the movie. Looking forward to your reply. (104 words)

Yours sincerely,
Li Ming

【参考译文】

鲍勃:

作为你最好的一位朋友,我写这封信是为了向你推荐我最喜欢的电影之一:《八十天环游地球》。

我推荐的主要原因如下。首先,这是一部科幻电影,讲述了一位英国绅士的一个激动人心的故事。菲力·弗格先生跟他的俱乐部伙伴和经理打了个赌,并设法在八十天之内环游了地球。其次,电影生动描述了他在旅途中遇到的困难和发生的故事。

希望你喜欢这部电影。期待着你的回信。

你真诚的,
李明

Part B: 大作文

【真题详解】

不出意外,2011年大作文自2000年以来连续第十二年考查了图画作文题型,三点提纲也与2008年以来的提纲完全一致,考查了考研写作六大话题之一:“环境保护”。

“环境保护”这一话题考研写作已是第五次考查:第一次是1991年考查了提纲作文“城乡环境差别”,第二次是1999年考查了图表作文“保护野生物种”,第三次是2000年考查了图画作文“保护海洋资源”,第四次是2009年考查了书信“限制使用塑料袋”,今年是第五次考查了图画作文“旅游与环境”。今年的考试再次提醒广大考生:考研写作历年真题是考研写作复习的重中之重!

值得注意的是,近三年的考研写作真题与专业四级写作真题存在某种微妙的联系。2007年专四写作考查了“网络”这一话题,两年之后2009年考研大作文考查“网络”;2008年专四写作考查了“志愿者活动”这一话题,两年之后2010年考研小作文考查了“志愿者活动”;2009年专四写作考查了“旅游与环境”这一话题,两年之后考研大作文再次如约考查“旅游与环境”。

之所以出现这种现象其实可以理解。考研写作命题组成员多为全国各重点大学英语系教授级人物,对于英语专业学生必考的专四考试当然了如指掌。