

本篇导读

经 济 篇

这一类题在六级考试中还是占有一定的比例的，约为 17%。其中，以市场经济为中心的文章占绝大多数。另外还有一些文章涉及到经济策略、经济管理等。应该说，经济类的题型在考试中出现的可能性还是很大的。这类题目往往涉及与市场销售有关的策略、方法，因此考生应对这方面多加注意。

Passage One

The relationship between the home and market economies has gone through two distinct stages. Early industrialization began the process of transferring some production processes (e. g. clothmaking, sewing and canning foods) from the home to the marketplace. Although the home economy could still produce these goods, the processes were *laborious* (费力的) and the market economy was usually more efficient. Soon, the more important second stage was evident — the marketplace began producing goods and services that had never been produced by the home economy, and the home economy was unable to produce them (e. g. electricity and electrical appliances, the automobile, advanced education, sophisticated medical care). In the second stage, the question of whether the home economy was less efficient in producing these new goods and services was irrelevant; if the family were to enjoy these fruits of industrialization, they would have to be obtained in the marketplace. The traditional ways of taking care of these needs in the home, such as in nursing the sick, became socially unacceptable (and, in most serious cases, probably less successful). Just as the appearance of the automobile made the use of the horse-drawn carriage illegal and then impractical, and the appearance of television changed the radio from a source of entertainment to a source of background music, so most of the fruits of economic growth did not increase the options available to the home economy to either produce the goods or services or purchase them in the market. Growth brought with it increased variety in consumer goods, but not increased flexibility for the home economy in obtaining these goods and services. Instead, economic growth brought with it increased consumer reliance on the marketplace. In order to consume these new goods and services, the family had to enter the marketplace as wage earners and consumers. The *neoclassical* (新古典主义的) model that views the family as deciding whether to produce goods and services directly or to purchase them in the marketplace is basically a model of the first stage. It cannot accurately be applied to the second (and current) stage.

1. The reason why many production processes were taken over by the marketplace was that _____.
A) it was a necessary step in the process of industrialization
B) they depended on electricity available only to the market economy
C) it was troublesome to produce such goods in the home
D) the marketplace was more efficient with respect to these processes
2. It can be seen from the passage that in the second stage _____.
A) some traditional goods and services were not successful when provided by the home economy
B) the market economy provided new goods and services never produced by the home economy

stage.

本句中主语部分为 the neoclassical model, 谓语为 is basically a model of the first stage. that 引导 model 的同位语从句, 全句句意为: 把家庭看作可以决定直接生产某些产品和直接提供某些服务, 或是决定到市场上去购买那些产品和服务的新古典主义模式, 基本上还是第一阶段的模式。

全文大意

本文的第 1 句话已经概括了全文的内容: 家庭作坊经济和市场经济之间的关系已经经历了两个明显的阶段。第一阶段实现了生产规模的变化, 早期工业革命开始把一些生产工序由家庭作坊转入市场。在这个时期, 虽然家庭作坊仍然能生产原有的产品, 但加工方式笨拙, 而市场经济则有较高的效率。这种发展必然导致第二阶段的到来, 即实现生产技术的变革。相比之下, 这个阶段更为重要。家庭作坊已经不是效率高低的问题, 它根本无法提供工业化带来的新产品, 如电力、电器、汽车、先进的教育、以及复杂的医疗保健等等。正如汽车的问世淘汰了马车, 电视的问世削弱了收音机的作用一样, 家庭作坊已无可选择, 势必让位于市场经济。随之而来的是社会生产力的重新组合, 作坊主势必转变成产业工人, 成为市场产品的消费者, 别无选择。

试题精析

答案 **D B C C A**

1. 这是个局部性问题, 考核考生是否看懂了第 2 句和第 3 句的相互关系。第 2 句话说明了一个事实, 即早期工业革命开始将某些生产加工由家庭作坊转为市场生产这一进程, 第 3 句话则是解释家庭作坊经济为什么会转向市场经济。因此, 答案是 D 项。结果表明, 68% 的考生都能读懂作者的意图, 答对了本题。有 17% 的考生误选了 C 项。这些考生可能以为第 3 句中有 laborious (费力的) 一词因而误选了 C 项。但是, C 项中的 troublesome 的意思是 full of complicated problems or difficulties 相当于汉语的“棘手的”并不指效率的高低。
2. 这一题基本上是一个全局性的问题, 考核考生在读懂全文的前提下, 是否抓住“第二阶段”的特征, 从而清楚地认识“第二阶段”的含义是什么。B 项“市场经济提供了家庭作坊经济从未生产过的产品和服务”是答案, 60% 的考生选对了答案。有 17% 的考生误选了 D 项, 显然他们对原文和选项的理解都存在着较大问题。这些考生以为文章第 9 至 10 行中有 whether, 有 irrelevant 答案就是 D 项了。实际上, 文章中这句话是说“在第二阶段, 作坊经济在生产这些新产品和提供新的服务时的效率是否低下已无关紧要了”。这与 D 项的内容出入很大。
3. 这完全是一个局部性的问题, 答案就在第 21 至 22 行的那句话里, 说得再简单一些, 本题就是考核考生懂不懂 wage earners and consumers 在这里是什么意思。如果懂了, 就会知道 C 项是答案。workers 就是 wage earners 而 purchasers 就是 consumers。然而考试数据表明, 选择 B 项的人多于选择答案 C 的人。不过, 37% 答对的考生都是成绩好的。误选 B 项的考生虽有 42%, 但成绩是中等偏下。分析误选的原因, 可能主要是词汇障碍, 他们把 manufacturers 误解成“生产者”了, 以为与 workers 的意思一样, 后面又用了与原文一样的用词 consumers 致使这部分考生误选了 B 项。可是 manufacturers 是“制造商、工场主”的意思, 与 wage earners, workers 不是一回事。可见, 准确地掌握词汇是阅读理解中的一个重要环节。
4. 本题看似一个局部性问题, 其实不然, 学生必须在读懂全文的基础上, 总结出第二阶段的实质是什么, 才能有把握地回答这个问题。市场经济或大规模生产对小规模的作坊式生产之所以能取而代之, 是因为它能生产作坊从未也不可能生产的产品和服务, 这其中有规模问题, 也有

技术问题。如果考生在阅读全篇文章时没有得出上述印象，当他看到本题时，很可能在第 19 行的 flexibility 一词的上下找答案。在第 20~21 行有 increased consumer reliance on the marketplace 的字样，这句话从另一个角度说明家庭作坊式经济敌不过市场经济，于是消费者更加依赖市场。但是，家庭作坊经济必然解体的根本原因，是其落后的生产方式不能适应新的形势，不能生产新产品，不能提供新服务。本题的答案在第 7 行：(the home economy) was unable to produce them 可见答案是选项 C。这道题的答对率只有 32% 说明许多考生并未读懂这段文字的意思，只是在 A、B、D 项中进行猜测，这样当然不可能答对。

5. 本题考核考生是否看懂了本文倒数第二句话。为了验证自己的理解，考生必须回到第 2 至 5 行去，重读并思考第一阶段的内容是什么。这道题虽然也要求考生有融会贯通的理解，但因为经济变革的第一阶段的内容比第二阶段的内容要简单得多，所以有 61% 的考生能知道正确答案是 A 项。

隽语携君 一篇一条

God helps those who help themselves.

自助者天助

◇原 1996 年 1 月 Passage _ 4 _

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Passage Two

Video recorders and photocopiers, even ticket machines on the railways, often seem unnecessarily difficult to use. Last December I bought myself a video cassette recorder (VCR) described as “simple to use”. In the first three weeks I failed repeatedly to program the machine to record from the TV, and after months of practice I still made mistakes. I am not alone. According to a survey last year by Ferguson, the British manufacturer, more than one in four VCR owners never use the timer (定时器) on their machines to record a programme; they don't use it because they've found it far too hard to operate.

So why do manufacturers keep on designing and producing VCRs that are awkward to use if the problems are so obvious? First, the problems we notice are not obvious to technically minded (有技术思想的) designers with years of experience and trained to understand how appliances work. Secondly, designers tend to add one or two features at a time to each model, whereas you or I face all a machine's features at once. Thirdly, although finding problems in a finished product is easy, it is too late by then to do anything about the design. Finally, if manufacturers can get away with selling products that are difficult to use, it is not worth the effort of any one of them to make improvements.

Some manufacturers say they concentrate on providing a wide range of features rather than on making the machines easy to use. But that gives rise to the question, “Why can't you have features that are easy to use?” The answer is you can.

Good design practice is a mixture of specific procedures and general principles. For a start, designers should build an original model of the machine and try it out on typical members of the public — not on colleagues in the development laboratory. Simple public trials would quickly reveal many design mistakes. In an ideal world, there would be some ways of controlling quality such as that the VCR must be redesigned repeatedly until, say, 90 per cent of users can work 90 per cent of the features correctly 90 per cent of the time.

1. The author had trouble operating his VCR because _____.
 - A) he had neglected the importance of using the timer
 - B) the machine had far more technical features than necessary
 - C) he had set about using it without proper training
 - D) its operation was far more difficult than the designer intended it to be
2. According to the author, manufacturers _____.
 - A) should add more useful features to their machines
 - B) often fail to make their products easy to use
 - C) should make their appliances as attractive as possible
 - D) often fail to provide proper training in the use of their products
3. It seems that manufacturers will remain reluctant to make improvements unless _____.
 - A) they can do so at a very low cost
 - B) they find their machines hard to operate
 - C) they have difficulty selling their products
 - D) they receive a lot of complaints about their machines
4. According to the passage, before a VCR is sold on the market, its original model should be tried out _____.
 - A) among ordinary consumers who are not technically minded
 - B) among people who are technically minded
 - C) among experienced technicians and potential users
 - D) among people who are in charge of public relations
5. One of the reasons why VCRs are so difficult to use is that _____.
 - A) the designers are often insensitive to the operational complexities of their machines
 - B) the range of features provided is unlimited
 - C) there is no ideal way of controlling quality
 - D) their designers often ignore the complaints of their users

阅读小帮手

难词注释

survey [sə'vei] *v./n.* 审视；调查

appliance [ə'plaiəns] *n.* 器具 用具

procedure [prə'si:dʒə] *n.* 程序

reveal [ri'veil] *v.* 显现

get away with 顺利行事, 蒙混过关

难句点拨

1. I am not alone.

本句意为：我不是唯一的（碰到这种难题的）人。

2. The problems we notice are not obvious to technically minded designers with years of experience and trained to understand how appliances work.

本句中 with years of experience 这一介词短语和 trained to understand 这一分词短语共同作 designers 的后置定语。

全文大意

本文作者对某些电器产品的设计发表议论。首先，作者通过亲身经历说明现如今的录像机多么难于使用，他曾经买过一台“使用简便”的录像机（VCR），买回家后的头 3 个星期，他常常无法录下电视上的节目，用过数月之后仍然还会出错。问题是不会使用那种录像机的人不只是一个。据英国厂家的调查，拥有那种录像机但从不使用机上定时器录制节目的人多于四分之一，因为他们觉得定时器很难操作。

接着，作者思考：既然明显有问题，为什么厂家仍旧按原设计生产那种难于操作的录像机而不加以改进呢，分析起来不外乎下面四种原因：其一，对于具有技术头脑的设计人员来说，他们有多年设计经验并专门学过电器工作原理，用户的难处对他们来说算不上是什么问题；其二，设计人员在每种型号上每次只增加一、二项特殊功能，而用户则面对的是整机的全部功能；其三，虽然发现定形产品存在的问题比较容易，要更改设计已为时过晚；其四，如果厂家能把难于使用的产品卖出去，就不用不着费事去改进这些产品了。归结起来，设计人员不体会用户的难处，厂家又只关心利润，所以就出现了上述问题。最后作者指出，成功的设计应该是特种性能与通用原则相结合。最好是先生产新产品的样机让人们去试用，发现设计上的问题并及时改进。在理想化的社会里，一定会有办法控制产品质量的，例如录像机可通过反复设计，最终达到，比方说，使 90% 的用户在 90% 的时间里能正确使用其 90% 的功能。

试题精析

答案 **D B C A A**

1. 本问题问的是个细节问题，考核对第一段的理解，因为作者正是在文章开头以其亲身经历抱怨 VCR 难于操作的。作者说他买的 VCR 用着不顺手，这并不稀奇，连厂家调查也表明：多于四分之一的人从不使用某些功能，因为太难操作了。本题的正确答案是 D 项：VCR 操作起来远比设计人员预期的要难。这里“与设计人员”的比较是符合本文的意思的，因为在第二段头两句话中已包含了这层意思：有技术头脑的技术人员无法体会使用 VCR 的人有什么困难。57% 的考生答对了本题，不过误选 B 项的考生达 26% 之多，而且不乏成绩中等偏上的考生。误选 B 项的考生对全文的理解有失准确。本文有两处提到 VCR's features，第 1 处在第二段 Secondly, designers tend to one or two features at a time to each model, whereas you or I face all a machine's features at once. 作者的意思是说设计人员不体谅用户的难处。第 2 处在第三

- 段，作者的抱怨是：Why can't you have features that are easy to use? 作者并不反对多功能，他强调的依然是方便使用。可见，说 VCR 有太多不必要的技术功能（B 项）不是作者的意思。
2. 这也是个细节问题，作者在前三段都谈到厂家不关心产品是否便于使用。正确答案是 B 项，70% 的考生均能答对。
3. 本题考查对个别句子的理解，是个局部性的问题。第二段最后一句话说：... if manufacturers can get away with selling products that are difficult to use, it is not worth the effort of any one of them to make improvements. “如果生产厂家好歹能把难于使用的产品卖出去的话，谁也用不着花费精力去改进这些产品了”。反过来说，除非产品卖不出去，不然生产厂家是不愿意改进的，这就是本题的答案 C 项。60% 的考生均能答对。
4. 本题考的是对第四段第 2 句话的理解，64% 的考生均能找到正确答案 A 项，说明大部分考生对这句话的理解准确无误。
5. 这是个综合型的判断题，虽然问的是 VCRs 难于使用的原因之一，并不是作者在哪段里明确说过的，必须由考生在理解全文的基础上通过自己的判断，才能找出正确答案为 A 项。设计人员往往对机器操作的复杂性不敏感。答题的依据在第二段：“既然那些 VCRs 使用不便 (awkward to use) 是很明显的，设计人员为什么不改进设计呢？因为，对于有技术头脑的技术人员而言，他们不易体察用户的困难”。另外，在第四段也有一个地方含有这层意思，即：... try it (the original model of the machine) out on typical members of the public — not colleagues in the development laboratory. 新设计的 VCR 的样机要拿给具有代表性的普通用户去试用，而不是让研制实验室的同仁们去试用。实验室的同仁们是试不出问题来的，因为他们懂技术，怎么用着都方便，他们无法体察机器操作起来的复杂性。51% 的考生答对了本题，大多是考试成绩好的考生。22% 的考生误选了 D 项：设计人员往往漠视用户的意见，本文没有提到这层意思，因此不是本题答案。

隽语携君 一篇一条

A young idler, an old beggar.

少壮不努力，老大徒伤悲

◆原 1997 年 1 月 Passage _ 4 _

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Passage Three

The more women and minorities make their way into the ranks of management, the more they seem to want to talk about things formerly judged to be best left unsaid. The newcomers also tend to see office matters with a fresh eye, in the process sometimes coming up with critical analyses of the forces that shape everyone's experience in the organization.

Consider the novel views of Harvey Coleman of Atlanta on the subject of getting ahead. Coleman is black. He spent 11 years with IBM, half of them working in management development, and now serves as a consultant to the likes of AT&T, Coca-Cola, Prudential, and

Merch. Coleman says that based on what he's seen at big companies, he weighs the different elements that make for long-term career success as follows: performance counts a mere 10%; image, 30%; and exposure, a full 60%. Coleman concludes that excellent job performance is so common these days that while doing your work well may win your pay increases, it won't secure you the big promotion. He finds that advancement more often depends on how many people know you and your work, and how high up they are.

Ridiculous beliefs? Not to many people, especially many women and members of minority races who, like Coleman, feel that the scales(障眼物) have dropped from their eyes. "Women and blacks in organizations work under false beliefs," says Kaleel Jamison, a New York-based management consultant who helps corporations deal with these issues. "They think that if you work hard, you'll get ahead — that someone in authority will reach down and give you a promotion." She adds, "Most women and blacks are so frightened that people will think they've gotten ahead because of their sex or color that they play down(使…不突出) their visibility." Her advice to those folks: learn the ways that white males have traditionally used to find their way into the spotlight.

- According to the passage, "things formerly judged to be best left unsaid" (Line 2, Para. 1) probably refers to "_____".
 - criticisms that shape everyone's experience
 - the opinions which contradict the established beliefs
 - the tendencies that help the newcomers to see office matters with a fresh eye
 - the ideas which usually come up with new ways of management in the organization
- To achieve success in your career, the most important factor, according to the passage, is to _____.
 - let your superiors know how good you are
 - project a favorable image to the people around you
 - work as a consultant to your superiors
 - perform well your tasks given by your superiors
- The reason why women and blacks play down their visibility is that they _____.
 - know that someone in authority will reach down and give them a promotion
 - want to give people the impression that they work under false beliefs
 - don't want people to think that their promotions were due to sex or color
 - believe they can get promoted by reason of their sex or color
- The author is of the opinion that Coleman's beliefs are _____.
 - biased
 - popular
 - insightful
 - superficial
- The best title for this passage would be _____.
 - Role of Women and Minorities in Management
 - The Importance of Being Visible
 - Job Performance and Advancement
 - Sex and Career Success

阅读小帮手

难词注释

novel [ˈnɒvəl] *adj.* 新颖的
 image [ˈɪmɪdʒ] *n.* 映像；形象
 exposure [ɪkˈspəʊʒə] *n.* 暴露；揭发；曝光
 visibility [ˌvɪzɪˈbɪləti] *n.* 可见度，可见
 spotlight [ˈspɒtlaɪt] *n.* 聚光灯
 come up with 得出，作出
 get ahead 提升，前进，进步
 make for 有助于
 reach down 屈尊

难句点拨

1. Coleman concludes that excellent job performance is so common these days that while doing your work well may win your pay increases, it won't secure you the big promotion.

本句谓语 conclude 所接的宾语从句的基本句型为 so... that...，在 that 的从句部分，又包括由 while 引导的状语从句，doing your work well 这一分词短语为其主语部分。

2. Ridiculous beliefs? Not to many people.

此处有两个省略句，完整表达应为：Are those ridiculous beliefs? They do not seem to be ridiculous to many people.

3. The scales have dropped from their eyes.

这里 scale 的用法出自《圣经》的典故，这句句意为“重见光明”或“恍然大悟”。

4. Most women and blacks are so frightened that people will think they've gotten ahead because of their sex or color that they play down their visibility.

本句中第一个 that 引导的为 frightened 的宾语从句，第二个 that 为句型 so... that... 中的分句部分。

全文大意

由于妇女和少数民族进入管理层的人数越来越多，从前被看作是最好不予以谈论的事情，现如今谈论的人似乎也多了起来。是什么影响着人们在部门里的经历（指提拔和待遇等）？新来乍到者（the newcomers）往往以全新的眼光观察办公室的事务，久而久之他们便对这个问题做出切中要害的分析。作者在本文中讨论的正是管理人员怎样取得事业成功的秘诀。

亚特兰大有个名叫哈维·科尔曼的黑人，他在美国 IBM（国际商用机器公司）干过 11 年，有一半时间都在管理开发部门工作，现在他是许多家大公司的顾问，诸如 AT&T（美国电话电报公司）、可口可乐公司、普鲁登希尔公司、摩奇公司等。他对怎样获得升迁有自己独特的看法，根据他在多家大公司的所见所闻，对有助于长远事业取得成功的诸多因素，他是这样排列他们的重要性的：工作表现只占 10%，个人形象占 30%，而展示自己却占了整整 60%。科尔曼的结论是，如今出色的工作表现十分普遍，虽说工作好你的工资可能增加，但不一定能让你大幅度地升迁，一

个人的晋升在很大程度上要看有多少人了解你和你的工作情况，要看了解你的人职位有多高。这种观点荒唐吗？不然。许多像科尔曼一样的人，尤其是妇女和少数民族成员，听了他的分析之后，都有一种恍然大悟的感觉。卡莉尔·杰米森是在纽约做管理顾问的，她的工作是协助企业处理对妇女和少数民族人员的任用。她说：“各单位的女职员和少数民族职员毫无根据地认为，如果你工作卖力气，你便会得到晋升，他们以为，权威人士会屈尊主动提拔你。没有的事！”她说女职员和黑人就怕人家说自己靠姿色或肤色（because of their sex or color）得到提拔，因此他们不愿意抛头露面（play down their visibility）。她奉劝女士和黑人职员，要把白人男士们力争展现自己的传统做法学到手，不要畏缩，不要顾虑重重。

试题精析

答案 B A C C B

1. 本题考查对个别难句的理解。things formerly judged to be best left unsaid 的字面意思是“过去被人们看作是最好不予以谈论的事情”。最好不予以谈论的事可能是指某些敏感的问题，例如妇女问题、黑人问题等，当然也指与上司不同的意见，因为谁也不想与上司唱对台戏而得罪上司。而上司一般情况下代表着并维护社会上已形成固定看法的意见，所以本题的正确答案是 B 项。只有 31% 成绩最好的学生选对了正确答案。33% 的考生误选了 D 项，他们没有看懂“... to be best left unsaid”一句话，只是看到 D 项中几处用了文章中的短语，如 the ideas, come up with 等，就选择了 D 项，但是 D 项谈的内容不存在最好不予谈论的问题，因此不是那句话指代的事情。其实，A 项、C 项的内容也不存在最好不予谈论的问题，因此均不是答案。
2. 这是一道判断题，答题的根据在第二段。科尔曼认为展示自己是很重要的（exposure, a full 60%），一个人的提升常常取决于有多少人了解你，了解你的人职位有多高，也就是说，要想得到提拔，最重要的是让上司了解你干得很出色。本题的题干 To achieve success in your career 与文中的 advancement 是一个意思，因此本题的正确答案是 A 项。49% 的考生答对了本题，他们大多是成绩较好的考生。误选 B 项的考生占 23%，他们主要是根据主观想象，没看懂“image, 30%”的意思，30% 的重要性无论如何不能算作是最重要的因素。
3. 本题检查对个别句子的理解，在本文第三段第 6—8 行有杰米森女士说的一句话，她说：“许多女士和黑人就怕人家认为他们的进步占了性别和肤色的便宜，因此他们不让自己引人注目”。C 项是本题的正确答案，考生的答对率是 67%，说明大部分考生对本句话的理解是正确的。
4. 这是一道判断题，要求考生读完本文之后，弄清科尔曼的观点，并正确地推断出作者对科尔曼的观点持有何种看法。首先，作者在介绍科尔曼的观点时用了“the novel views of”的字眼，novel 是“新颖的”的意思，显然是褒义；在第三段开头，作者肯定了科尔曼的观点不荒唐，他的观点显然是有道理的；接着作者描述了许多人听到科尔曼的观点后，突然眼睛一亮（the scales have dropped from their eyes），弄清了多年来未弄明白的问题。可见，科尔曼的观点不仅是正确的，而且是把问题分析得十分透彻的，因而是有洞察力的。C 项是正确答案。虽然答对本题的只有 33% 的考生，但他们的考试成绩最好。误选 B 项和 D 项的分别占 27% 和 26%，这些考生估计有词汇障碍，他们没有掌握好 6 级词汇，不知道 insightful 的确切意思，只得根据猜测任选一项，其实 A、B、D 项在本文中均找不到根据。
5. 本题考查概括能力，正确地概括的前提是对文章的正确理解。文章开始谈及一种现象，妇女和黑人加入管理人员行列的人多了之后，他们议论的话题变了，观点也在变。继而文章集中地介绍了科尔曼的观点：让人们了解你，特别是让上司了解你，你才能得到提拔。文章在第三段

也是最后一段提醒女士和黑人职员，不要畏首畏尾，要像白人男士们打天下那样，敢于把自己展现在最显眼的位置上（find their way into the spotlight）。文章的标题通常是对文章的概括，本文最合适的标题应该是“引人注目的重要性”，B项是正确答案。近44%的考生答对本题。A项“妇女和少数民族人员在管理部门的作用”，本文未提及。C项“工作表现与提升”。人们通常把得到提升和工作表现联系起来，但本文的观点恰恰与此相反。D项“性别与事业的成功”，也不是本文议论的中心。因此A、C、D这3个选项均不是答案。

隽语携君 一篇一条

Where there's a will there's a way.

有志者，事竟成

◆原 1997 年 6 月 Passage _ 1 _

字数 359 实战时间 4 分钟

Passage Four

It is said that the public and Congressional concern about *deceptive* (欺骗性的) packaging *rumpus* (喧嚣) started because Senator Hart discovered that the boxes of cereals consumed by him, Mrs. Hart, and their children were becoming higher and narrower, with a decline of net weight from 12 to $10\frac{1}{2}$ ounces, without any reduction in price. There were still twelve biscuits, but they had been reduced in size. Later, the Senator rightly complained of a store-bought pie in a handsomely illustrated box that pictured, in a single slice, almost as many cherries as there were in the whole pie.

The manufacturer who increases the unit price of his product by changing his package size to lower the quantity delivered can, without undue hardship, put his product into boxes, bags, and tins that will contain even 4-ounce, 8-ounce, one-pound, two-pound quantities of breakfast foods, cake mixes, etc. A study of *drugstore* (杂货店) and supermarket shelves will convince any observer that all possible sizes and shapes of boxes, jars, bottles, and tins are in use at the same time, and, as the package journals show, week by week, there is never any hesitation in introducing a new size and shape of box or bottle when it aids in product differentiation. The producers of packaged products argue strongly against changing sizes of packages to contain even weights and volumes, but no one in the trade comments unfavorably on the huge costs incurred by endless changes of package sizes, materials, shape, art work, and net weights that are used for improving a product's market position.

When a packaging expert explained that he was able to multiply the price of hard sweets by \$ 2.5, from \$ 1 to \$ 2.50 by changing to a fancy jar, or that he had made a 5-ounce bottle look as though it held 8 ounces, he was in effect telling the public that packaging can be a

very expensive luxury. It evidently does come high, when an average family pays about \$ 200 a year for bottles, cans, boxes, jars and other containers, most of which can't be used for anything but stuffing the garbage can.

- What started the public and Congressional concern about deceptive packaging rumpus?
 - Consumers' complaint about the changes in package size.
 - Expensive packaging for poor quality products.
 - A senator's discovery of the tricks in packaging.
 - The rise in the unit price for many products.
- The word "undue" (Line 2, Para. 2) means "_____".
 - improper
 - adequate
 - unexpected
 - excessive
- Consumers are concerned about the changes in package size, mainly because _____.
 - they hate to see any changes in things they are familiar with
 - the unit price for a product often rises as a result
 - they have to pay for the cost of changing package sizes
 - this entails an increase in the cost of packaging
- According to this passage, various types of packaging come into existence to _____.
 - meet the needs of consumers
 - suit all kinds of products
 - enhance the market position of products
 - introduce new products
- The author is critical mainly of _____.
 - dishonest packaging
 - inferior packaging
 - the changes in package size
 - exaggerated illustrations on packages

阅读小帮手

难词注释

senator [ˈsenətə] *n.* 参议员, 上议员
 undue [ˌʌnˈdjuː] *adj.* 不适当的, 过度的
 even [ˈiːvən] *adj.* 平坦的, 对等的
 incur [ɪnˈkɜː] *vt.* 招致, 惹气
 luxury [ˈlʌksjəri] *n.* 奢侈品
 evidently [ˈevidəntli] *adv.* 明显地
 stuff [stʌf] *n.* 材料 *vt.* 填满
 unfavorably [ˌʌnˈfeɪvərəbli] *adv.* 不赞成地
 differentiation [ˌdɪfəˈrenʃiˈeɪʃən] *n.* 区分
 net weight 净重

难句点拨

1. The manufacturer who increases the unit price of his product by changing his package size to lower the quantity delivered can, without undue hardship, put his product into

boxes, bags and tins that will contain even 4-ounce, 8-ounce, one-pound, two-pound quantities of breakfast foods, cake mixer, etc.

本句很长,结构也比较复杂,主语为 the manufacturer, 谓语为 can, who 引导的长句为主语的定义从句, by changing 这一介词短语为方式状语; 而 that 引导的长句为 boxes, bags and tins 的定义从句。

2. But no one in the trade comments unfavorably on the huge costs incurred by endless changes of package sizes, materials, shape, art work, and net weights that are used for improving a product's market position.

本句中 incurred by endless changes 为 costs 的后置定语, that 引导的定义从句修饰 sizes, materials, shape, art work and net weights.

全文大意

参议员 Hart 一家在购买盒装食品时,发现商品的包装带有极大的欺骗性,由此在公众和议会中引起了一场轩然大波。他们买的食品,包装盒变高了,变窄了,食品的份量也减少了,但是价格并没有降低。随后,他们又不无道理地抱怨说,他们在商店里买的糕饼,装在漂亮的包装盒里,包装盒上印着一小块饼,上面撒的樱桃几乎是整块糕饼上樱桃的总和,给人的印象是整个糕饼上面全是樱桃。

那些一味改变包装大小,减少分量从而提高产品单价的生产厂家,可以轻而易举地把 4 盎司、8 盎司、1 磅、2 磅的早餐食品、蛋糕混合配料等放入盒中、袋中和罐中。一份有关杂货店和超市货架的研究报告使每一位观察家确信,五花八门、形状大小的盒子、罐子、瓶子、听子都在同时使用,而且,正如包装杂志一期又一期地表明的那样,只要能产品标新立异,人们便会毫不犹豫地推出新的包装式样。生产包装产品的商家极力反对在改变了的包装里面装上原有分量的商品。但是,在他们这个行当里,却没有人反对为了取得产品的市场优势,在不断地改变包装的大小、包装的用料、包装的形状、包装的制造工艺以及商品本身的重量上大大增加产品的成本。

一位包装专家向我们解释说,他可以把硬糖稍加包装后,便可将价格从 1 美元提高到 2.5 美元,或者把装 5 盎司的瓶子包装成看起来像装了 8 盎司。他在说这番话时,实质上是在告诉公众,包装是一种极为昂贵的享受。当一户普通的家庭每年要在那些只能塞进垃圾桶的瓶瓶罐罐、纸箱盒上花掉 200 美元时,不是明显地太昂贵了么。

试题精析

答案 C D B C A

1. 本题问及是什么使得公众和议会关注欺骗性包装引发的一场轩然大波,这正是文章第一段的中心内容。公众和议会这场轩然大波是参议员 Hart 一家发现了包装商品中的问题而引发的。C 项是正确答案。68% 的考生答对了本题。文章没有提到消费者抱怨包装大小的变化(A 项)全篇都在讲商品数量(quantity)的减少,没有提到商品的质量问题(B 项),更没有一般性地讲述物价的上涨(D 项)。只有少数成绩较差的考生误选了这 3 项。
2. 本题需要在读懂全篇的基础上猜出 undue 的意思。“改变包装大小和式样”并不是什么“不适当”(A 项)的 hardship,也不是什么“适当的、足够的”(B 项)或什么“突如其来的、没有想到的”(C 项)hardship。唯有 D 项(改变包装的大小或式样并不需要)“过多的、过分的”hardship 是正确答案。本题较难,只有 31% 最好的考生选择了正确的答案,其余的考生,包括中等水平的考生都误选了其他选项。看来考生从全篇整体上判断一个词的意思的能力尚需进一步提高。

3. 本题问消费者关注包装大小的改变的主要原因是什么。这是一道涉及全篇理解的题目。文章第一段开宗明义,说到参议员 Hart 一家购得的包装商品分量少了,但价格未减,第二段一开始就提到一些生产厂家用改变包装式样的办法提高商品的单价。由此得出结论,消费者首先关注的是商品包装的改变带来的是商品单价的提高,也就是 B 项所说的内容。约有 50% 的考生答对了本题。至于 A 项“消费者讨厌把自己熟悉的商品改头换面”一说,文章倒从反面予以否定。文章第三段提到的包装专家,他能将同等质量和数量的商品(硬糖块)略加装饰便可从 1 美元的价格提高到 2.5 美元。可见改变了的包装并未引起消费者的反感,只有 5% 的成绩最差的考生选择了 A 项。C 和 D 项都是作者得出的结论,并非是消费者所直接关注的问题,却分别有 25% 和 21% 的考生误选。显然这些考生(包括一些中等水平的考生)没有从全篇的角度理解文章的意思,未能弄清哪些是消费者(如参议员 Hart 一家)关注的问题,哪些是作者的论述和看法,因而未能作出正确的判断。
4. 本题问形形色色的包装的出现,目的何在。是满足消费者的需要(A 项),还是适合商品本身的需要(B 项),或者是为了推出新产品(D 项)。从全篇文章看来,这些形形色色的包装的出现,主要目的使自己的产品外观标新立异,以取得市场的优势,也就是 C 项所说的内容。这一题相对来说比较容易,有近 72% 的考生答对了本题。
5. 本题问及作者批评的主要方面是什么?是粗制滥造的包装(B 项)?是不断变化的包装大小(C 项)?还是包装上的夸大其词的图案(D 项)?从全篇来看都不是。只有文章开头说的引起轩然大波的 *deceptive packaging* 才是本文作者批评的主要现象。因此, A 项才是本题的正确答案。有 55% 的考生选对了答案。值得一提的是有 28% 的中等水平的考生误选了 D 项。文章只有一处提到包装上的夸大其词: ... *complained of a store-bought pie in a handsomely illustrated box that pictured, ...* (Line 6, Para. 1) 然而,作者提及此事也只是为了说明“包装的欺骗性”,夸大其词是包装欺骗性的一个例子,不是作者的矛头所指。

隽语携君 一篇一条

Easier said than done.

说着容易 做起来难

◆原 1997 年 6 月 Passage 2

字数 399 实战时间 4.5 分钟

Passage Five

If sustainable competitive advantage depends on work-force skills, American firms have a problem. Human-resource management is not traditionally seen as central to the competitive survival of the firm in the United States. Skill acquisition is considered an individual responsibility. Labour is simply another factor of production to be hired — rented at the lowest possible cost — much as one buys raw materials or equipment.

The lack of importance attached to human-resource management can be seen in the corporate hierarchy. In an American firm the chief financial officer is almost always

second in command. The post of head of human-resource management is usually a specialized job, off at the edge of the corporate hierarchy. The executive who holds it is never consulted on major strategic decisions and has no chance to move up to Chief Executive Officer(CEO). By way of contrast, in Japan the head of human-resource management is central — usually the second most important executive, after the CEO, in the firm's hierarchy.

While American firms often talk about the vast amounts spent on training their work forces, in fact they invest less in the skills of the bottom hoalf of their employees than do either Japanese or German firms. The money they do invest is also more highly concentrated on professional and managerial employees. And the limited investments that are made in training workers are also much more narrowly focused on the specific skills necessary for the next job rather than on the basic background skills that make it possible to absorb new technologies.

As a result, problems emerge when new breakthrough technologies arrive. If American workers, for example, take much longer to learn how to operate new flexible manufacturing stations than workers in Germany(as they do), the effective cost of those stations is lower in Germany than it is in the United States. More time is required before equipment is up and running at capacity, and the need for extensive retraining generates costs and creates bottlenecks that limit the speed with which new equipment can be employed. The result is a slower pace of technological change. And in the end the skills of the bottom half of the population affect the wages of the top half. If the bottom half can't effectively staff the processes that have to be operated, the management and professional jobs that go with these processes will disappear.

1. Which of the following applies to the management of human resources in American companies?
 - A) They hire people at the lowest cost regardless of their skills.
 - B) They see the gaining of skills as their employees' own business.
 - C) They attach more importance to workers than equipment.
 - D) They only hire skilled workers because of keen competition.
2. What is the position of the head of human-resource management in an American firm?
 - A) He is one of the most important executives in the firm.
 - B) His post is likely to disappear when new technologies are introduced.
 - C) He is directly under the chief financial executive.
 - D) He has no say in making important decisions in the firm.
3. The money most American firms put in training mainly goes to _____.
 - A) workers who can operate new equipment
 - B) technological and managerial staff
 - C) workers who lack basic background skills
 - D) top executives
4. According to the passage, the decisive factor in maintaining a firm's competitive advantage is _____.