

考生姓名	
考生编号	

2016 年全国硕士研究生招生考试英语(二)

冲刺密押试卷

(科目代码:204)

考生注意事项

1. 考生必须严格遵守各项考场规则。
- (1)考生在考试开考 15 分钟后不得入场。

(2)交卷出场时间不得早于考试结束前 30 分钟。

(3)交卷结束后,不得再进考场续考,也不得在考场附近逗留或交谈。
2. 答题前,应按准考证上的有关内容填写答题卡上的“考生姓名”“报考单位”“考生编号”等信息。
3. 答案必须按要求填涂或写在指定的答题卡上。
- (1)填涂部分应该按照答题卡上的要求用 2B 铅笔完成。如要改动,必须用橡皮擦干净。

(2)书写部分必须用(蓝)黑色字迹钢笔、圆珠笔或签字笔在答题卡上作答。字迹要清楚。
4. 考试结束后,将答题卡装入原试卷袋中,试卷交给监考人员。

题型	英语知识运用	阅读理解		英译汉	写作		总计
		Part A	Part B		Part A	Part B	
分值	10 分	40 分	10 分	15 分	10 分	15 分	100 分
得分							

2016 年全国硕士研究生招生考试英语(二)

冲刺密押试卷

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 the ANSWER SHEET. (10 points)

While western governments worry over the threat of Ebola, a more pervasive but far less harmful 1 is spreading through their populations like a winter sniffle: mobile personal technology.

The similarity between disease organisms and personal devices is 2. Viruses and other parasites control larger organisms, 3 resources in order to multiply and spread. Smartphones and other gadgets do the same thing, 4 ever-increasing amounts of human attention and electricity supplied 5 wire umbilici.

It is tempting to 6 a “strategy” to both phages and phablets, neither of which is sentient. 7, the process is evolutionary, consisting of many random evolutions, 8 experimented with by many product designers. This makes it all the more powerful.

Tech 9 occurs through actively-learned responses, or “operant conditioning” as animal behaviourists call it. The scientific parallel here also involves a rodent, typically a rat, which occupies a 10 cage called a Skinner Box. The animal is 11 with a food pellet for solving puzzles and punished with an electric shock when it fails.

“Are we getting a positive boost of hormones when we 12 look at our phone, seeking rewards?” asks David Shuker, an animal behaviourist at St Andrews university, sounding a little like a man withholding serious scientific endorsement 13 an idea that a journalist had in the shower. Research is needed, he says. Tech tycoons would meanwhile 14 that the popularity of mobile devices is attributed to the brilliance of their designs. This is precisely what people whose thought processes have been 15 by an invasive pseudo-organism would believe.

16, mobile technology causes symptoms less severe than physiological diseases. There are even benefits to 17 sufferers for shortened attention spans and the caffeine overload triggered by visits to Starbucks for the free Wi-Fi. Most importantly, you can 18 the Financial Times in places as remote as Alaska or Sidcup. In this 19, a mobile device is closer to a symbiotic organism than a parasite. This would make it 20 to an intestinal bacterium that helps a person to stay alive, rather than a virus that may kill you.

- | | | | |
|-------------------|--------------|-----------------|----------------|
| 1. [A] phenomenon | [B] epidemic | [C] issue | [D] event |
| 2. [A] striking | [B] obscure | [C] interesting | [D] mysterious |

- | | | | |
|----------------------|------------------|-----------------|------------------|
| 3. [A] relying | [B] choosing | [C] grabbing | [D] using |
| 4. [A] taking over | [B] feeding on | [C] catching up | [D] allowing for |
| 5. [A] with | [B] over | [C] to | [D] via |
| 6. [A] point | [B] turn | [C] attribute | [D] prefer |
| 7. [A] Instead | [B] Moreover | [C] Therefore | [D] Otherwise |
| 8. [A] which | [B] as | [C] that | [D] where |
| 9. [A] progress | [B] term | [C] crisis | [D] addiction |
| 10. [A] dangerous | [B] special | [C] large | [D] funny |
| 11. [A] rewarded | [B] resisted | [C] resumed | [D] reversed |
| 12. [A] anxiously | [B] occasionally | [C] happily | [D] endlessly |
| 13. [A] within | [B] from | [C] about | [D] through |
| 14. [A] support | [B] approve | [C] argue | [D] insist |
| 15. [A] formed | [B] seperated | [C] classified | [D] modified |
| 16. [A] Surprisingly | [B] Importantly | [C] Fortunately | [D] Regrettably |
| 17. [A] compensate | [B] help | [C] comfort | [D] improve |
| 18. [A] share | [B] obtain | [C] subscribe | [D] observe |
| 19. [A] part | [B] sense | [C] level | [D] way |
| 20. [A] adaptive | [B] careful | [C] similar | [D] captive |

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 the ANSWER SHEET. (40 points)

Text 1

Rarely have the Christmas results for Britain's supermarkets been awaited with such anxiety. Most of them, especially the market leader, Tesco, struggled in 2014. The hard-discount stores, Aldi and Lidl, continued to undercut them, gobbling up market share, while falling food prices ate into their profits.

Asda's boss, Andrew Clarke, has warned of more challenging times ahead. Yet the lesson from these results is clear. Grocers with a clearly defined position in the market will continue to prosper, but for those without one there is more pain to come. Thus Waitrose, for instance, has remained resolutely and distinctly posh. It has refused to chase the upstart discounters by reducing prices, as mid-market rivals have done.

Natalie Berg of Planet Retail, a research organization argues that the key to survival in a ferociously competitive groceries market is to offer the customer a brand that is "clear, targeted and consistent." Waitrose, at the top end of the market, does this well, as do Lidl and Aldi at the bottom. The

rest are stranded in the middle, trying to be all things to all people. This week, for instance, Asda, Sainsbury's and Tesco announced further price cuts. That might fend off the discounters for a bit. It will also muddy perceptions of who their target customers really are.

But it is not all gloom for the supermarkets. A more clement economic environment should help all of them. Tumbling fuel prices and—a novelty, this—rising real wages will put more money in shoppers' pockets. The results also demonstrate that supermarkets are rewarded for a strong internet presence. Again, Waitrose has done well here: grocery sales through its online service grew by 26% over the Christmas period compared with a year ago. Most of the supermarkets are trying out new digital gizmos to make shopping easier. Waitrose is experimenting with a home-scanning device called Hiku. This will allow people to scan barcodes on Waitrose products at home to add them to their online shopping basket.

There are grounds for optimism even at Tesco, argues Bryan Roberts, an analyst at Kantar Retail. For a couple of years its stores in London have done better than those in the rest of the country. Store managers in the capital have enjoyed more autonomy to fill their shelves with products suited to the people who live or work in the local area. Devolution seems simple, but effective.

21. Which of the following is NOT Aldi and Lidi have done to most of Britain's supermarkets?

- [A] Undercut them.
- [B] Ate into their profits.
- [C] Gobbled up their market share.
- [D] Made their food costs increase.

22. The clear lessen in Paragraph 2 means grocers should _____.

- [A] chase the upstart discounters
- [B] have target market
- [C] reduce prices
- [D] have middle-market rivals

23. We can learn from Paragraph 3 that _____.

- [A] Asda is at the top end of the market
- [B] Lidi and Aldi are in the middle of the market
- [C] Waitrose will muddy its target customers
- [D] Tesco is stranded in the middle of the market

24. The word "gizmos" (Para. 4) probably means _____.

- [A] technologies
- [B] means
- [C] devices
- [D] products

25. It can be concluded from the last paragraph that _____.

- [A] devolution is an effective way to increase sales
- [B] there is no reason for Tesco to be pessimistic
- [C] Tesco should merge its stores in the rest of the country
- [D] Tesco's stores in London miss local trends

Text 2

For the past few months, artificial intelligence (AI) has been a much talked about topic in the worlds of both pop culture and science. Last November saw the release of Oscar-nominated and winning biopic, “The Imitation Game”, about the father of the modern computer, Alan Turing. Last month, another Hollywood film about clever robots, Chappie, hit theaters.

Is artificial intelligence a boon or does it spell doom for humans? In their book, authors Erik Brynjolfsson and Andrew McAfee, both of whom hail from MIT, US, could barely hide their excitement toward the rise of machines.

According to the authors, we are entering an age of accelerated development of artificial and robotic technology. “Digital machines have escaped their narrow confines and started to demonstrate broad abilities in pattern recognition, complex communication, and other domains that used to be exclusively human,” write the authors. “We’ve recently seen great progress in natural language processing, machine learning, computer vision, simultaneous localization and mapping, and many other areas.

“We’re going to see artificial intelligence do more and more, and as this happens costs will go down, outcomes will improve, and our lives will get better.” Already AI can help blind people see and deaf people hear. And wheelchairs have been invented that can be controlled by thoughts. We are going to witness more innovations and wonders made possible by AI, according to the authors.

However, not all are equally enthusiastic about AI. A February report from the Global Challenges Foundation listed AI, alongside extreme climate change, nuclear war and ecological catastrophe, as “risks that threaten human civilization”. Many preeminent scientists share the same concern. Stephen Hawking told the BBC last December that “the development of full artificial intelligence could spell the end of the human race.” “It would take off on its own, and redesign itself at an ever increasing rate,” he said: “Humans, who are limited by slow biological evolution, couldn’t compete, and would be replaced.”

Hawking’s worry echoed that of Tesla and SpaceX boss Elon Musk, who said in last October at an MIT conference that “we should be very careful about artificial intelligence. If I had to guess at what our biggest existential threat is, it’s probably that”.

26. It can be learned from Paragraph 1 that “The Imitation Game” _____.

- [A] is a science fiction movie
- [B] is not a Hollywood film
- [C] won Oscar-nomination
- [D] is about clever robots

27. Which is NOT the ability of digital machines, according to Erik Brynjolfsson and Andrew McAfee?

- [A] Natural language processing.
- [B] Intelligence production.
- [C] Fingerprint recognition.
- [D] Simultaneous localization.

28. It cannot be inferred that artificial intelligence will _____.

- [A] complete more chores
- [B] help cut down costs
- [C] help deaf people hear
- [D] control people's thought

29. According to Stephen Hawking, _____.

- [A] AI is one of the risks that threaten human civilization
- [B] the development of AI cannot threaten human race
- [C] AI might be substituted for humans in the future
- [D] AI would redesign itself at a slow rate

30. A suitable title for this text would be _____.

- [A] Bleak Future of AI
- [B] Digital Future: Uncertain
- [C] Bright Future of Digital Machines
- [D] Doom for Humans in the Future

Text 3

In his "Odyssey", Homer immortalized the idea of resisting temptation by having the protagonist tied to the mast of his ship, to hear yet not succumb to the beautiful, dangerous songs of the Sirens. Researchers have long been intrigued as to whether this ability to avoid, or defer, gratification is related to outcomes in life. The best-known test is the "marshmallow" experiment, in which children who could refrain from eating the confection for 15 minutes were given a second one. Children who could not wait tended to have lower incomes and poorer health as adults. New research suggests that kids who are unable to delay rewards are also more likely to become criminals later.

Recently, four researchers used data from a Swedish survey in which more than 13,000 children aged 13 were asked whether they would prefer to receive \$140 now or \$1,400 in five years' time. About four-fifths of them said they were prepared to wait.

Unlike previous researchers, the authors were able to track all the children and account for their parental background and cognitive ability. They found that the 13-year-olds who wanted the smaller sum of money at once were 32% more likely to be convicted of a crime during the next 18 years than those children who said they would rather wait for the bigger reward. Individuals who are impatient, they believe, prefer instant benefits and are therefore less likely to be deterred by potential punishments.

But those who fret that a person's criminal path is set already as a teenager should not despair. The four researchers offer a remedy. When the respondents' education was included in the analysis, they found that higher educational attainment was linked to a preference for delayed gratification.

Educational attainment and patience are related either because patience helps students to do better or because schooling makes people more likely to postpone rewards. Fortunately, there is evidence in support of the latter theory. Francisco Perez-Arce of the RAND Corporation, a think-tank, interviewed around 2,000 applicants for Mexican universities. The students had similar credentials

but some obtained admission through a lottery to a university that did not charge tuition fees, whereas the rest had to apply elsewhere. As a result, a higher proportion of lottery-winners than losers went to college. After a year, Mr. Perez-Arce found, the lottery-winners were more patient than the losers. Since the process was random, he concluded that higher education can make people place more weight on the future.

31. The “marshmallow” experiment is a test about _____.
[A] accepting temptation
[B] avoiding outcomes
[C] deferring gratification
[D] eating the confection
32. All of the following make the new research differ from the previous ones EXCEPT _____.
[A] the researchers tracked all the subjects
[B] the researchers surveyed a much wider range of children
[C] the researchers explained the children’s parental background
[D] the researchers considered the parents’ cognitive ability
33. It is believed that individuals who are impatient _____.
[A] tend to get benefits at once
[B] are able to delay rewards
[C] would rather wait for the bigger reward
[D] are probably deterred by potential punishments
34. People who fret that a person’s criminal path is set already can take the remedial action of _____.
[A] keeping healthy
[B] attaining higher incomes
[C] receiving higher education
[D] avoiding punishments
35. It is concluded that educational attainment and patience are related because _____.
[A] patience helps students to do better
[B] gratification is delayed by receiving higher education
[C] schooling makes people less likely to postpone rewards
[D] higher education can make people value the future more

Text 4

Ever since Muzak started serenading patrons of hotels and restaurants in the 1930s, piped-in music has been part of the consumer experience. Without the throb of a synthesiser or a guitar’s twang, shoppers would sense something missing as they tried on jeans or filled up trolleys. Specialists like Mood Media, which bought Muzak in 2011, devise audio programmes to influence the feel of shops and cater to customers’ tastes. The idea is to entertain, and thereby prolong the time shoppers spend in stores, says Claude Nahon, the firm’s international chief. Music by famous artists works better than the generic stuff that people associate with Muzak. The embarrassing brand name

was dropped in 2013.

Online shopping is an under-explored area of merchandising musicology. A new study commissioned by eBay, a shopping website, aims to correct that. Some 1,900 participants were asked to simulate online shopping while listening to different sounds. Some results were unsurprising. The noise of roadworks and crying babies soured shoppers' views of the products on offer. Chirruping birds encouraged sales of barbecues but not blenders or board games.

Sounds associated with quality and luxury seemed to be hazardous for shoppers' wallets. The study found classical music and restaurant buzz caused them to overestimate the quality of goods on offer and to pay more than they should. That backs up earlier research which found that shoppers exposed to classical music in a wine store bought more expensive bottles than those hearing pop.

EBay wants consumers to avoid such unhealthy influences when shopping online. It has blended birdsong, dreamy music and the sound of a rolling train—thought to be pleasant but not overly seductive—to help them buy more sensibly. Retailers could presumably counter by turning up the Chopin. “Classical music does seem to be the way to go” if your only interest is the narrow one of squeezing as much money as possible from your clientele, says the study's author, Patrick Fagan, a lecturer at Goldsmiths, part of the University of London.

Few traditional shops are likely to use that tactic. H&M, a clothes retailer, airs “trendy, up-tempo” music from new artists, while Nespresso's coffee boutiques go for “lounge-y” sounds, says Mr. Nahon. Grocery stores, with a broad following, play top 40 hits. The tempo tends to be slower in the mornings, when shoppers are sparser and older, and becomes more quick and lively as the day goes on.

36. The brand name Muzak was dropped in 2013 because it _____.

- [A] was outdated
- [B] was bought by Mood Media in 2011
- [C] was often associated with generic music
- [D] entertained customers better

37. The sound of _____ may increase sales of board games.

- [A] roadworks
- [B] crying babies
- [C] chirruping birds
- [D] classic music

38. The word “hazardous” (Para. 3) probably means _____.

- [A] safe
- [B] dangerous
- [C] helpful
- [D] lucky

39. The sound which helps customers buy more sensibly _____.

- [A] belongs to classical music
- [B] includes the sound of a rolling train
- [C] sounds noisy and unpleasant
- [D] is overly seductive

40. It can be inferred that a fashion shop should play _____ to attract customers.

[A] trendy and up-tempo music

[B] “lounge-y” music

[C] slow and tender music

[D] quick and lively music

Part B

Directions:

Read the following text and match each of the numbered items in the left column to its corresponding information in the right column. There are two extra choices in the right column. Mark your answers on the ANSWER SHEET. (10 points)

A Picasso painting valued at about \$140 million is the centerpiece of a new type of auction at Christie’s, combining Modern and contemporary artworks spanning 100 years, that will kick-start its postwar and contemporary sales in New York in May.

Scheduled for May 11, “Looking Forward to the Past” is an evening sale of about 25 lots organized by Loic Gouzer, of Christie’s postwar and contemporary art department. Mr. Gouzer was also the specialist responsible for Christie’s much-hyped “If I Live I’ll See You Tuesday” auction of 35 works by fashionable contemporary names, which raised \$134.6 million last May.

“Traditionally, people would start by collecting Impressionist and Modern art, and then gradually turn to contemporary,” Mr. Gouzer said. “Recently, we’re seeing the contrary. Collectors start with contemporary, and then they start to look for other works that have quality, relevance and freshness.”

Picasso, who died at 91 in 1973, has nevertheless traditionally been included in auctions of Impressionist and Modern art. But Christie’s said that the broadening client base at the week of contemporary art sales in New York was crucial in persuading an unidentified seller to come forward with Picasso’s 1955 canvas “Les Femmes d’Alger (Version ‘O’),” around which the auction house fashioned its “Looking Forward to the Past” sale. Inspired by Eugène Delacroix’s 1834 Orientalist masterpiece, “Women of Algiers,” this was one of a number of works Picasso produced in the 1950s and 1960s in response to earlier artists he admired. This particular painting was last seen on the market in November 1997, when it was bought by the London dealer Libby Howie, on the behalf of a client, for \$31.9 million at Christie’s auction from the collection of the Americans Victor and Sally Ganz.

Christie’s new valuation of about \$140 million on this superior Picasso ranks as one of the highest estimates ever put on an artwork at auction. Francis Bacon’s “Three Studies of Lucian Freud,” which sold for a record \$142.4 million at Christie’s in November 2013, carried a presale estimate of more than \$85 million. Christie’s has guaranteed the seller of “Les Femmes d’Alger (Version ‘O’)” an undisclosed minimum price. It would not specify whether this guarantee had been funded by the auction house or by a third party.

Last week, Mr. Gouzer posted an image of a 1938 Picasso painting of Dora Maar on Instagram.

That work will be in his sale with an estimate of more than \$50 million. But there are still gaps, Mr. Gouzer said. “I’m still looking for a 1960s Carl Andre.”

	[A] is an auction organized by Loic Gouzer.
41. Looking Forward to the Past	[B] is an evening sale of 35 contemporary works.
42. Les Femmes d’Alger (Version ‘O’)	[C] is Picasso’s 1955 painting valued at about \$140 million.
43. Women of Algiers	[D] is Picasso’s 1938 painting estimated more than \$50 million.
44. Three Studies of Lucian Freud	[E] is Eugène Delacroix’s 1834 Orientalist masterpiece.
45. Dora Maar	[F] was produced by Francis Bacon in the 1950s and 1960s.
	[G] set a record of \$142.4 million at Christie’s.

Section III Translation

46. Directions:

Translate the following text into Chinese. Write your translation on the ANSWER SHEET. (15 points)

Jobs’ genius for creating products and his marketing talent have long been hailed. All of that comes through in *Becoming Steve Jobs*, Schlender’s and Tetzeli’s new book.

They contend that Jobs was a far more complex and interesting man than the half-genius / half-jerk stereotype, and a good part of their book is an attempt to craft a more rounded portrait. What makes their book important is that they also contend—persuasively, I believe—that, the stereotype notwithstanding, he was not the same man in his prime that he had been at the beginning of his career. The inexperienced, impulsive, arrogant youth who co-founded Apple was very different from the mature and thoughtful man who returned to his struggling creation and turned it into a company that made breathtaking products while becoming the dominant technology company of our time. Had he not changed, they write, he would not have succeeded.

Section IV Writing

Part A

47. Directions:

Suppose you are applying for a volunteer for an international conference. Write an email to the committee to

- 1) express your interest to be the volunteer, and
 - 2) show your skills that will help you for the volunteering.
- You should write about 100 words on the ANSWER SHEET.
Do not use your own name. Use “Li Ming” instead.
Do not write your address. (10 points)

Part B

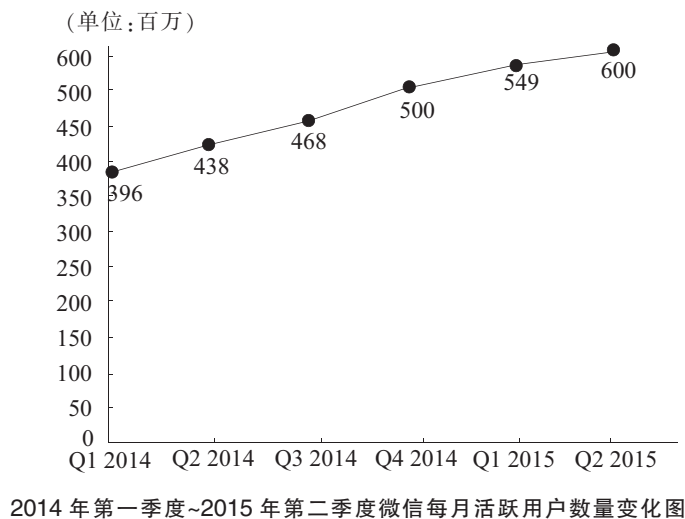
48. Directions:

Write an essay based on the following chart. In your essay, you should

- 1) interpret the chart, and
- 2) give your comments.

You should write at least 150 words.

Write your essay on the ANSWER SHEET. (15 points)



2016 年全国硕士研究生招生考试英语(二) 冲刺密押试卷参考答案及详解



答案速查

1—5	BACBD	6—10	CABDB	11—15	ADBCD
16—20	CABBC	21—25	DBDCA	26—30	CBDCB
31—35	CBACD	36—40	CDBBA	41—45	ACEGD

Section I Use of English

总体分析

本文共有六段,主要围绕移动设备对我们的影响展开论述。本文把移动设备与疾病生物体作对比,第一段指出主题:个人移动技术正在风靡全球;第二、三段阐述个人移动设备与疾病生物体之间的相似性;第四、五段通过实验说明“科技瘾”产生的原因。第六段讲移动设备对我们而言更像是共生生物体,而非寄生虫。

试题详解

1. 【参考答案】B

【试题考点】名词辨析+上下文语义

【答案精解】此处意为“在西方国家的政府担忧埃博拉的威胁之际,一种更为常见但远没那么有害的 _____,正像冬天的轻微感冒一样在人群中传播”。根据 Ebola 和 winter sniffle 可知 epidemic “流行病”符合题意,故 B. epidemic 为正确答案。phenomenon “现象”,issue “问题”和 event “事件”均不符合题意,故排除。

2. 【参考答案】A

【试题考点】形容词辨析+上下文语义

【答案精解】此处意为“疾病生物体与个人设备之间的相似性是 _____”。根据下文,可知本段都在阐述疾病生物体和个人设备之间的相似性,do the same thing 是关键信息。故 A. striking “引人注目的;显著的”符合题意,为正确答案。obscure “晦涩的,不清楚的”,interesting “令人感兴趣的,有趣的”,mysterious “神秘的;难以理解的”,均不符合题意,故排除。

3. 【参考答案】C

【试题考点】动词辨析

【答案精解】此处意为“为了繁殖和传播,病毒和其他寄生物控制更大的生物体,并 _____ 资源”。根据句意,可知这种资源的获得是强行的,grab “抢占,夺取”符合题意,故 C. grab

bing 为正确答案。rely“依靠,依赖”,choose“挑选,选择”,use“使用”,均不符合题意,故排除。

4. 【参考答案】B

【试题考点】固定搭配

【答案精解】此处意为“智能手机和其他小玩意也做着同样的事,它们靠 _____ 人类日益增长的注意力……”,feed on 意为“以……为食,以……为能源”,在此处比喻为“靠吸引人类的注意力而获得成功”,故 B. feeding on 为正确答案。take over“接受,接管”,catch up“赶上,追上”,allow for“考虑到,体谅”,均不符合题意,故排除。

5. 【参考答案】D

【试题考点】介词辨析 + 上下文语义

【答案精解】此处 supplied 短语做后置定语修饰 electricity,意为“_____ 电线枢纽提供的电力”。由此判断填入一个表示“通过”的介词,故排除 A. with 和 C. to。over 和 via 都有“通过”的意思,但是 via 更强调凭借某种途径,over 强调“越过……”,故 D. via 符合题意,为正确答案。

6. 【参考答案】C

【试题考点】固定搭配

【答案精解】此处意为“人们很容易 _____ 噬菌体和手机平板都存在什么‘战略’,尽管这两者都没有感觉”。结合下文可知,此处表示因果关系,attribute to “把某事归因于某人(某事)”符合题意,故 C. attribute 为正确答案。point to“标明,指向”,turn to“(使)转向;(使)变成;求助于”,prefer ... to ... “更喜欢”,均不符合题意,故排除。

7. 【参考答案】A

【试题考点】逻辑关系

【答案精解】根据上文可知,人们很容易认为噬菌体和手机平板都存在什么“战略”,尽管这两者都没有感觉。空格后讲述的内容则与上文不一致,暗含转折意味。故 A. Instead“相反地”符合题意,为正确答案。Moreover“再者,此外”,表示递进;Therefore“因此,所以”,表示因果;Otherwise“否则,另外”,均不符合题意,故排除。

8. 【参考答案】B

【试题考点】语法结构 + 上下文语义

【答案精解】此处意为“这个过程是渐进性的,由很多随机突变构成,_____ 大批产品设计师就此进行实验的那样”。分析句子结构可知,此句不缺少句子成分,主句为 the process is evolutionary,consisting of many random evolutions 为插入语,空格后应为一个状语从句,故 B. as“正如”为正确答案。其他三项均不符合题意,故排除。

9. 【参考答案】D

【试题考点】名词辨析 + 上下文语义

【答案精解】此处意为“科技 _____ 是通过主动习得的反应——也就是动物行为学家所说的‘操作性条件反射’——患上的”。根据上下文可知,addiction“着迷;嗜好”与 Tech 搭配意为“科技瘾”,故 D. addiction 符合题意,为正确答案。progress“进步,进展”,term“术语,条款”和 crisis“危机”与 Tech 搭配后,均与文中的“主动习得”不符,故排除。

10. 【参考答案】B

【试题考点】形容词辨析 + 上下文语义

【答案精解】此处意为“它被关在一个名叫‘斯金纳箱’的 _____ 笼子里”。文章并没有指出此箱子的性质、大小,但我们可以推测出这个箱子是为了实验而特意制作的。故 B. special “特殊的”符合题意,为正确答案。dangerous“危险的”,large“大的”,funny“有趣的”,均不符合题意,故排除。

11. 【参考答案】A

【试题考点】动词辨析 + 上下文语义

【答案精解】此处意为“如果解开谜题,这只动物会得到一点食物作为 _____;如果没能解开,便会遭到电击以示惩罚”。此句前后为对称结构,根据后面的 punished 可推断此处应选与之相对的 rewarded “奖励”,故 A. rewarded 为正确答案。resist“抵抗,反对”,resume “重新开始,继续”,reverse“反转,交换”,均不符合题意,故排除。

12. 【参考答案】D

【试题考点】副词辨析 + 上下文语义

【答案精解】此处意为“当我们 _____ 看手机时,我们是否正受到荷尔蒙的正向刺激,在寻求奖励?”根据上下文可知,此处要表达当人们不停地看手机时,即前文所说的“科技瘾”,故 D. endlessly“不休,永久地”为正确答案。anxiously“焦急地”,occasionally“偶尔,偶然”,happily“高兴地”,均不符合题意,故排除。

13. 【参考答案】B

【试题考点】固定搭配 + 上下文语义

【答案精解】此处意为“有点像一个人从严谨的科学角度,拒绝 _____ 一名记者在淋浴时得到的想法”。withhold sth. from sth. / sb.意为“不给,拒绝给”,此处表示“拒绝赞同记者的想法”,故 B. from 符合题意,为正确答案。其他三项均不符合题意,故排除。

14. 【参考答案】C

【试题考点】动词辨析 + 上下文语义

【答案精解】此处意为“与此同时,科技巨头们会 _____ 移动设备的流行要归功于他们的设计很有水平”,这与上文所阐述的观点角度不同,因此 argue “争论,辩称”符合题意,故 C. argue 为正确答案。support“支持”,approve“赞同”,insist“坚持,强调”,均不符合题意,故排除。

15. 【参考答案】D

【试题考点】动词辨析

【答案精解】此处意为“这恰恰是那些思维过程已被入侵的准生物体 _____ 的人愿意相信的”。根据句意可知,modify“修改,变更”符合题意,故 D. modified 为正确答案。form“形成,产生”,separate“分离,分开”,classify“分类,归类”,均不符合题意,故排除。

16. 【参考答案】C

【试题考点】副词辨析 + 上下文语义

【答案精解】此处意为“_____,移动技术引起的症状不如生理疾病那般严重”。根据上下文尤其是下一句的 There are even benefits 可知,此处要表达的是“幸运的是”,故 C. Fortunately 符合题意,为正确答案。Surprisingly“惊人地”,Importantly“重要地”,Regrettably“令人遗憾地”,均不符合题意,故排除。

17. 【参考答案】A

【试题考点】动词辨析 + 固定搭配

【答案精解】此处意为“对那些因常光顾星巴克使用免费 Wi-Fi 而导致注意力集中时间缩短、体内咖啡因过多的‘患者’来说,移动技术甚至提供了一些好处来 _____ 他们”。句中的 for 暗示此处填入与 for 搭配的动词。compensate for 意为“赔偿……的损失”符合题意,故 A. compensate 为正确答案。help“帮助”,comfort“安慰”,improve“改善,提高”,均不符合题意,故排除。

18. 【参考答案】B

【试题考点】动词辨析

【答案精解】此处意为“最重要的是,你在像阿拉斯加那么远的地方也能 _____ 英国《金融时报》”。obtain“获得,得到”,在此引申为“看到,读到”。故 B. obtain 符合题意,为正确答案。share“共享,分享”,observe“观察”,均不符合题意;subscribe 表示“订阅”需和 to 连用。

19. 【参考答案】B

【试题考点】固定搭配 + 上下文语义

【答案精解】此处意为“_____,移动设备更像是共生生物体,而不是寄生虫”。空格后面是论述完上文后的结论,in this sense“从这点来看”符合题意,因此 B. sense 为正确答案。in this part“在这部分”,in this level“在这个水平”,in this way“用这种方式”,均不符合题意,故排除。

20. 【参考答案】C

【试题考点】形容词辨析

【答案精解】此处意为“这使它 _____ 是一种帮助人维持生命的肠道细菌,而非可能害死你的病毒”。下文 rather than“而不是”提示此处表示“是”,因此 C. similar“类似的,相似的”符合题意,为正确答案。adaptive“适应的”;careful“仔细的,小心的”;captive“能够的,有能力的”,均不符合题意,故排除。

重点词汇和短语

pervasive	[pə'versɪv]	a. 普遍的,扩大的
epidemic	[,epɪ'demɪk]	n. 流行病;迅速的传播
sniffle	['snɪfl]	n. 轻微感冒
multiply	['mʌltɪplaɪ]	v. 繁殖;滋生
umbilici	[ʌm'bɪlɪsaɪ]	n. 种脐,核心
phage	[feɪdʒ]	n. 抗生素,噬菌体
sentient	['sentɪənt]	a. 有感知能力的;有知觉力的
rodent	['rəʊdnt]	n. 啮齿动物
pellet	['pelɪt]	n. 小团;小球
intestinal	[,ɪntes'taɪnəl]	a. 肠的;肠壁
bacterium	[bæk'tɪərɪəm]	n. 细菌
be triggered by ...		由……引起,触发

全文翻译

在西方国家的政府担忧埃博拉的威胁之际,一种更为常见但远没那么有害的流行病,正像冬天的轻微感冒一样在人群中传播,那就是个人移动技术。

疾病生物体与个人设备之间的相似性是惊人的。为了繁殖和传播,病毒和其他寄生物控制更大的生物体,并篡夺资源。智能手机和其他小玩意也做着同样的事,它们靠“食用”人类日益增长的注意力和通过电线枢纽提供的电力过活。

人们很容易认为噬菌体和手机平板都存在什么“战略”,尽管这两者都没有感觉。其实,这个过程是渐进性的,由很多随机突变构成,正如大批产品设计者就此进行实验的那样。这就让它变得更具威力。

“科技瘾”是通过主动习得的反应——也就是动物行为学家所说的“操作性条件反射”——患上的。这里举出的科学上的比照物也涉及啮齿动物(通常是老鼠),它被关在一个名叫“斯金纳箱”的特殊笼子里。如果解开谜题,这只动物会得到一点食物作为奖励;如果没能解开,便会遭到电击以示惩罚。

“当我们不停地看手机时,我们是否正受到荷尔蒙的正向刺激,在寻求奖励?”圣安德鲁斯大学动物行为学家戴维·舒凯尔问道。这听起来有点像一个人从严谨的科学角度,拒绝赞同一名记者在淋浴时得到的想法。舒凯尔称,有必要对此进行研究。与此同时,科技巨头们会辩称,移动设备的流行要归功于他们的设计很有水平。这恰恰是那些思维过程已被入侵的准生物体修改的人愿意相信的。

幸运的是,移动技术引起的症状不如生理疾病那般严重。对那些因常光顾星巴克使用免费Wi-Fi而导致注意力集中时间缩短、体内咖啡因过多的“患者”来说,移动技术甚至提供了一些好处来补偿他们。最重要的是,你在像阿拉斯加那么远的地方也能看到英国《金融时报》。从这点来看,移动设备更像是共生生物体,而不是寄生虫。这使它看起来更像是一种帮助人维持生命的肠道细菌,而非可能害死你的病毒。

Section II Reading Comprehension

Part A

Text 1

总体分析

本文主要讲英国的超市整体销售业绩不佳,以及它们如何应对困境。全文共五段。第一段讲超市面临的困境,第二段讲超市面对困境采取的解决办法,第三段讲超市存活的关键在于市场定位,第四段讲网络的存在使超市仍有发展的机遇,最后一段以 Tesco 超市为例,说明适当授权也是应对困境的办法之一。

试题详解

21. 【参考答案】D

【试题类型】细节题

【题干信息】NOT Aldi and Lidi have done to most of Britain's supermarkets

【答案精解】根据题干定位到第一段。原文 The hard-discount stores, Aldi and Lidl, continued to undercut them, gobbling up market share, while falling food prices ate into their profits. 可知 A、B、C 项都符合原文。D 项“使英国大部分超市的食品成本增加”不符合原文,原文只是说“食品价格下降”,因此 D 项为正确答案。

22. 【参考答案】B

【试题类型】细节题

【题干信息】clear lessen, Paragraph 2

【答案精解】根据题干定位到第二段。原文 Yet the lesson from these results is clear.接下来讲到 Grocers with a clearly defined position in the market will continue to prosper, but for those without one there is more pain to come. 并以 Waitrose 为例说明。由此可见, the lesson 指的就是零售商要有清晰的目标市场。因此 B 项为正确答案。A 项“追随暴富的折扣店”, C 项“降低价格”, D 项“有中端市场的竞争对手”, 均与题意不符。

23. 【参考答案】D

【试题类型】推断题

【题干信息】Paragraph 3

【答案精解】根据题干定位到第三段。此题适合使用排除法。A 项与原文 Waitrose, at the top end of the market 不符, B 项与原文 Lidl and Aldi at the bottom 不符。第三段最后一句 It will also muddy perceptions of who their target customers really are, 其中 it 指的是 Asda, Sainsbury's and Tesco announced further price cuts, 与 Waitrose 没关系, 排除 C 项。原文 The rest are stranded in the middle, 其中包括 Tesco, 因此 D 项为正确答案。

24. 【参考答案】C

【试题类型】含义题

【题干信息】“gizmos” (Para. 4)

【答案精解】根据题干定位到第四段。原文 Most of the supermarkets are trying out new digital gizmos to make shopping easier. 接下来就举例: Waitrose is experimenting with a home-scanning device called Hiku. 由此可以推断 gizmos 就是 device 之类的意思。因此 C 项为正确答案。gizmos 意为“小装置, 小玩意儿”。

25. 【参考答案】A

【试题类型】推断题

【题干信息】the last paragraph

【答案精解】根据题干定位到最后一段。本段讲 Tesco 在伦敦的店铺经营情况好于全国其他地区, 因为 Store managers in the capital have enjoyed more autonomy to ..., 末句又说 Devolution seems simple, but effective. 可见授权也是改善超市经营情况的方法之一, 因此 A 项为正确答案。B 项“Tesco 没有理由悲观”属于过度推断, 原文只是讲 There are grounds for optimism even at Tesco (就算是 Tesco, 也有乐观的理由)。C 项“Tesco 应该合并其在全国其他地区的店铺”, D 项“Tesco 在伦敦的店铺错过了当地的发展机会”, 在原文没有根据。

重点词汇和短语

posh	[pɒʃ]	a. 时髦的; 豪华的; 精美的
strand	[strænd]	v. 搁浅, 陷入困境
muddy	['mʌdi]	v. (使) 变得泥泞; 变得复杂
tumble	['tʌmbəl]	v. (价格、价值等) 暴跌
clement	['klemənt]	a. (尤指气候) 温和的; 宽大的, 仁慈的

gizmos	['gɪzməʊz]	n.小玩意儿,小装置
gobble up		蚕食,侵吞
fend off		抵挡,提防,应对,避开

全文翻译

英国的超市很少像现在这样期待圣诞节的销售业绩,因为他们心怀焦虑。这种情形着实罕见。在 2014 年,大部分超市,特别是 Tesco 这个市场领头羊,过得很艰难。Aldi 和 Lidl 这样的超低折扣商铺,不断挖它们的墙角,侵吞它们的市场份额。而下降的食品价格使得超市的利润率降低。

Asda 的老板安德鲁·克拉克,早已警惕前方比这更有挑战性的日子。然而上述结局带来的教训也是显而易见的。在市场中具有清晰定位的零售商将继续繁荣下去,而那些仍旧没有明确定位的,仍将面临窘境。比如 Waitrose,它依旧坚定且旗帜鲜明地保持高雅风格,拒绝追随那些通过大减价而暴富的折扣店,而它的中端市场的竞争对手都是这么做的。

一家名为“行星零售”的调查组织的成员娜塔莉·伯格认为,在竞争激烈的零售商市场中存活下来的关键,在于给顾客留下一个“清晰、目标明确、持久”的品牌形象。Waitrose 定位于高端市场,而 Lidl 和 Aldi 则占据了低端市场,它们都很好地贯彻了这一理念。其余的卡在中间,想着面向所有消费群体,做所有产品。例如,这周 Asda, Sainsbury's 和 Tesco 宣布进一步下调价格。这或许能对折扣店的攻势抵挡一阵子,但同时也模糊了它们的目标消费人群。

不过对于超市来说也不全是坏消息。更为温和的经济环境应能帮助他们所有人。下跌的油价——这确实是新鲜事——和上涨的工资使得顾客们的荷包鼓起来。结果也表明,互联网的存在使得超市获益。这点还是 Waitrose 做得好:跟一年前相比,圣诞节期间的食品杂货销售额依靠在线服务增长了 26%。大部分超市尝试使用新的数码设备使得购物变得简单。Waitrose 在试验一种叫作 Hiku 的家庭扫描小装置。它允许人们在家扫描 Waitrose 商品上的条码以便把商品放入在线购物车中。

坎塔尔零售的分析师布莱恩·罗伯茨则认为,就算是 Tesco 也有乐观的理由。经过多年经营, Tesco 在伦敦的店铺,其经营情况好于全国其他地区。伦敦店铺的经理享有更多的自主经营权,他们能为所在区域生活或工作的居民提供适合他们的货品。授权看似简单,却很有效。

Text 2

总体分析

本文共六段。第一段讲人工智能已经成为流行文化的热门话题,并以两部电影为例说明。第二至四段讲一本著作的两位作者看好人工智能的发展前景。最后两段讲还有一些人认为人工智能的发展是对人类的巨大威胁。

试题详解

26. 【参考答案】C

【试题类型】推断题

【题干信息】Paragraph 1, The Imitation Game

【答案精解】根据题干定位到第一段。根据原文 the release of Oscar-nominated and winning-biopic, “The Imitation Game”可知它是一部传记片(biopic),而不是科幻片,排除 A 项。并且获得了奥斯卡提名,因此 C 项正确。由 another Hollywood film about clever robots, Chappie

可知 The Imitation Game 也是好莱坞电影,且 Chappie is about clever robots 故排除 B、D 两项。

27. 【参考答案】B

【试题类型】细节题

【题干信息】NOT the ability of digital machines, Erik Brynjolfsson and Andrew McAfee

【答案精解】根据题干定位到第二、三段。本题适合使用排除法。A、D 两项都是第三段的原文再现。第三段还提到 pattern recognition, C 项“指纹识别”属于模式识别的范畴。B 项“产生智力”,原文没有提到,因此为正确答案。

28. 【参考答案】D

【试题类型】推断题

【题干信息】cannot be inferred, artificial intelligence

【答案精解】根据题干定位到第四段。D 项 control people's thought(控制人们的思想)与原文 And wheelchairs have been invented that can be controlled by thoughts 不符,原文是说轮椅可以通过思想来控制。A 项 complete more chores 对应于原文 do more and more, B 项 help cut down costs 对应于原文 as this happens costs will go down, C 项为原文再现。因此 D 项为正确答案。

29. 【参考答案】C

【试题类型】细节题

【题干信息】Stephen Hawking

【答案精解】根据题干定位到第五段。C 项“或许在将来会用人工智能取代人类”是原文 Humans ... and would be replaced 的同义替换,为正确答案。A 项“人工智能是威胁人类文明的危险因素之一”是 Global Challenges Foundation 的观点。B 项“人工智能的发展不会威胁到人类”与 Stephen Hawking 说的 the development of full artificial intelligence could spell the end of the human race 矛盾。D 项“人工智能会以缓慢的速度进行自我再设计”与原文 re-design itself at an ever increasing rate 矛盾。

30. 【参考答案】B

【试题类型】主旨题

【题干信息】A suitable title

【答案精解】本题考查文章主旨。第一段提到 AI has been a much talked about topic in the worlds of both pop culture and science, 第二段开头问道 Is artificial intelligence a boon or does it spell doom for humans? 并且提到乐观派的态度 their excitement toward the rise of machines, 第三、四段讲人工智能的各种好处, 第五段开头为过渡句 However, not all are equally enthusiastic about AI, 接着论述了一些知名人士对人工智能发展的忧虑。综合可见, 人工智能的未来到底是人类的福音还是丧钟, 尚未确定。因此 B 项为正确答案。A、C 两项都是片面的。D 项并未提到文章关键词“人工智能”, 故不选。

重点词汇和短语

biopic	['baɪəpɪk]	n. 传记片
boon	[bu:n]	n. 恩惠; 福利
spell	[spel]	v. 意味着, 招致(某种不好的结果)

doom	[du:m]	n.厄运,死亡
bleak	[bli:k]	a.暗淡的,昏暗的;没有指望的
spell the end of		预示……的结束

全文翻译

就在短短的几个月间,人工智能成为了流行文化和科学界的热门话题。去年 11 月上映的电影《模仿游戏》就是关于现代计算机之父艾伦·图灵的一部传记片;该片获得奥斯卡多项提名,并最终拿下奥斯卡奖。上个月,好莱坞另一部关于智能机器人的影片《超能查派》也在各大影院获得成功。

对人类来说,人工智能到底是福音还是丧钟?立克·布林约尔弗森与安德鲁·麦凯菲均来自美国麻省理工学院,他们在著作中都表达出对于机器崛起难掩的兴奋。

这两位作者认为,我们正在迎来一个人工智能和机器人技术加速发展的时代。他们写道:“数字机器不再局限于狭小的范围,而是开始在更广泛的领域里大放异彩,模式识别、复杂交流以及其他曾经只专属人类的领域里都有了它的身影。近年来,自然语言处理、机器学习、计算机视觉、同步定位和测绘等诸多领域也取得了长足发展。”

“我们将会看到人工智能完成越来越多的事务,而成本却日益下降、产出不断提高,我们的生活也将变得越来越好。”在人工智能的帮助下,盲人可看,聋人可听,轮椅可通过思想控制。因此,该书的作者们还认为,我们将见证人工智能带来的更多创新与奇迹。

然而,并非人人都如此乐观。全球挑战基金会在 2 月的一份报道中,将人工智能与极端气候变化、核战争和生态灾难并列为“威胁人类文明的风险因素”。许多知名的科学家也表达了同样的担忧。去年 12 月,史蒂芬·霍金在接受 BBC 采访时就表示“全人工智能的发展将意味着人类的终结”。他说:“人工智能将能够以不断增长的速度自我提升、自我再设计(自我更新);而人类由于缓慢生物进化的限制,难以与之抗衡,最终将被取代。”

美国太空探索技术公司与环保跑车特斯拉公司的大老板埃隆·马斯克也有着和霍金一样的担忧。去年十月,在麻省理工学院的会议上,马斯克就提出:“我们对待人工智能应十分谨慎。如果让我说目前人类生存最大的威胁,那十有八九就是它了。”

Text 3

总体分析

文章主要讲心急的孩子长大后更容易成为不法分子。全文共五段。第一段以荷马《奥德赛》中主人公抵制诱惑的故事引出本文的话题:探索人们是否有能力抵制诱惑。下文主要介绍了一项与此相关的最新实验。第二、三段介绍实验过程与结论。第四段讲了补救措施。第五段用另一项实验证明了教育程度与耐心的相关性。

试题详解

31.【参考答案】C

【试题类型】细节题

【题干信息】The “marshmallow” experiment

【答案精解】根据题干定位到第一段。原文开头提到 Homer immortalized the idea of resisting temptation, 接着说 whether this ability to avoid, or defer, gratification is related to outcomes in life. The best-known test is the “marshmallow” experiment, 可见这个实验与 resisting

temptation 或 avoid / defer gratification 有关,因此 C 项为正确答案,意为“推迟满足感”。A 项“接受诱惑”,B 项“抵制成果”,D 项“吃糖果”,均与原文不符。

32. 【参考答案】B

【试题类型】细节题

【题干信息】make the new research differ from the previous ones

【答案精解】根据题干定位到第三段。原文指出 Unlike previous researchers, the authors were able to track all the children and account for their parental background and cognitive ability. (不同于以往的研究者,此次调查中,研究人员追踪所有的孩子,并对其父母的背景和认知能力进行评估。)A、C、D 项都是对原文的同义转述。B 项“研究人员对更多的孩子进行了大范围的调查”不是原因,故为正确答案。

33. 【参考答案】A

【试题类型】细节题

【题干信息】individuals who are impatient

【答案精解】根据题干定位到第三段。原文 Individuals who are impatient, they believe, prefer instant benefits and are therefore less likely to be deterred by potential punishments. (研究人员相信,缺乏耐心的个体喜欢即时的好处,而且不太可能因潜在的惩罚而却步。)A 项 tend to get benefits at once 为原文 prefer instant benefits 的同义转述,为正确答案。

34. 【参考答案】C

【试题类型】细节题

【题干信息】People who fret that a person's criminal path is set already, remedial

【答案精解】根据题干定位到第四段。由原文 they found that higher educational attainment was linked to a preference for delayed gratification 可知,接受教育可以作为补救措施。因此 C 项正确。A 项“保持健康”,B 项“获得较高收入”,D 项“避免惩罚”,均与题意不符。

35. 【参考答案】D

【试题类型】推断题

【题干信息】educational attainment and patience are related because

【答案精解】根据题干定位到第五段。由原文 Fortunately, there is evidence in support of the latter theory. 可知后一种原因是有论据支撑的,结合最后一句 he concluded that higher education can make people place more weight on the future, 可知 D 项“高等教育可以使人们更加看重未来”为正确答案。A 项是前一种理论,可能没有论据支撑。B 项“通过接受高等教育,满足感被延迟了”,C 项“学校教育使人们不太可能推迟回报”,均与原文不符。

重点词汇和短语

immortalize	[ɪ'mɔ:təlaɪz]	v.使永恒,使不朽
protagonist	[prə'tæɡənɪst]	n.主角,主人公
intrigue	[m'tri:g]	v.迷住,激起……的好奇心
marshmallow	[mɑ:f'mæləʊ]	n.棉花糖
confection	[kən'fekʃn]	n.甜食,糕点
deter	[dɪ'tɜ:]	v.阻止,制止;使不敢

fret	[fret]	v. 磨损, 焦急, 使烦恼
credential	[krə'denʃl]	n. 凭证, 信任状
succumb to		屈服
refrain from		忍住, 控制住

全文翻译

荷马笔下的《奥德赛》里,那抵制诱惑的故事经久不衰。主角将自己绑在船的桅杆上,听得到塞壬美妙却又危险的歌声,但不屈从于诱惑。长期以来,研究人员一直好奇人们是否有能力抵制或推迟与生活相关的满足感。在最知名的“棉花糖”实验里,15分钟内能忍住不吃糖的孩子就可以吃到两块棉花糖。无法等待的孩子成年后往往收入较低,健康状况较差。新的研究表明,不能耽搁而必须立即享受奖赏的孩子们之后也更可能成为罪犯。

最近,四位研究者使用了一项取自瑞典的调查数据,调查中,超过 13 000 名 13 岁的孩子被问及是希望现在获得 140 美元还是五年后获得 1 400 美元,约五分之四的孩子说他们愿意等待。

不同于以往的研究者,此次调查中,研究人员追踪所有的孩子,并对其父母的背景和认知能力进行评估。他们发现,与那些宁愿等待更大奖赏的 13 岁孩子相比,想要一次性取得较小金额的孩子有 32%的可能在今后 18 年内犯下罪行。因此,研究人员相信,缺乏耐心的个体喜欢即时的好处,而且不太可能因潜在的惩罚而却步。

但是,那些为一个人的犯罪轨迹在十几岁时就已定型而焦急的人也不用绝望。四位研究人员提供了一项补救措施。当受访者的教育程度被纳入分析时,研究人员发现,较高的教育程度与推迟满足感的偏好是有联系的。

教育程度和耐心有相关性,可能是因为耐心能帮助学生做得更好,或者是因为教育增加了人们推迟奖赏的可能性。幸运的是,后一种理论有着论据支撑。咨询研究机构兰德的弗朗西斯科·佩雷斯·阿尔塞采访了大约 2 000 名墨西哥大学的申请者。学生们手中有相似的凭证,但一些人能凭借抽奖被大学录取且不收学费,其他人则需申请其他大学。结果,抽奖赢家们上大学的比例高于未被抽中者。一年后,佩雷斯·阿尔塞发现,抽中奖的赢家比输家更有耐心。由于这个过程是随机的,他得出结论称高等教育可以使人们更多地关注于未来。

Text 4

总体分析

本文主要讲购物时播放的背景音乐会影响到顾客的购物选择和销售额。文章共五段。第一段讲购物时播放背景音乐从而影响销售的现象从 20 世纪 30 年代就存在。第二、三段具体讲音乐对于顾客购物与消费体验的影响。第四段讲消费者要避免不良的影响以免多花钱,以及如果零售商只想从顾客身上多赚钱,那么播放古典音乐是个不错的选择。最后一段举例说明传统商店是如何利用这一现象促进销售额提升的。

试题详解

36. 【参考答案】C

【试题类型】细节题

【题干信息】The brand name Muzak was dropped in 2013

【答案精解】根据题干定位到第一段。最后两句话表明:人们总是把乏味的普通音乐与 Muzak 联想在一起,但著名艺术家的音乐能更好地刺激消费。因此 Muzak 这个尴尬的品牌名称在

2013 年被弃用。可见 C 项“人们经常把它与乏味的普通音乐联想在一起”为正确答案。A 项“(它)过时了”,B 项“(它)在 2011 年被 Mood Media 收购”,D 项“(它)能更好地愉悦消费者”,均与题意不符。

37. 【参考答案】D

【试题类型】细节题

【题干信息】increase sales of board games

【答案精解】根据题干定位到第二段。此题可用排除法。原文 The noise of roadworks and crying babies soured shoppers' views of the products on offer. 可以排除 A 项“道路施工的噪音”、B 项“婴儿的哭声”。根据 Chirruping birds encouraged sales of barbecues but not blenders or board games 排除 C 项“鸟的叽喳声”。因此只能选择 D 项。从全文来看,古典音乐确能提升商品销售额。

38. 【参考答案】B

【试题类型】含义题

【题干信息】“hazardous” (Para. 3)

【答案精解】根据题干定位到第三段。生词的含义要联系上下文理解。下文提到 pay more than they should 以及 shoppers exposed to classical music in a wine store bought more expensive bottles than those hearing pop, 都是使顾客多掏钱或者买更贵的商品,因此可以推断与品质和奢华相联系的声音对顾客的钱包是有“不良”影响的,只有 B 项“危险的”是指不好的影响,因此为正确答案。

39. 【参考答案】B

【试题类型】细节题

【题干信息】helps customers buy more sensibly

【答案精解】根据题干定位到第四段。本段首句中的 such unhealthy influences 与上一段联系紧密,表示要避免这种不良影响,因此下文指出有一种音乐可以使顾客保持理智的同时又多购物:It has blended birdsong, dreamy music and the sound of a rolling train—thought to be pleasant but not overly seductive—to help them buy more sensibly. 因此 B 项正确,排除 C、D 两项。下文继续提到零售商的做法 turning up the Chopin ... Classical music, 可见著名艺术家演奏的才是古典音乐,排除 A 项。

40. 【参考答案】A

【试题类型】推断题

【题干信息】a fashion shop

【答案精解】根据题干定位到最后一段。本段讲不同的传统商店如何播放不同的背景音乐来吸引顾客。根据原文的 H&M, a clothes retailer, airs “trendy, up-tempo” music from new artists 可以推断出 a fashion shop(时装店)应该也播放快节奏的新潮音乐,因此 A 项为正确答案。B 项“lounge-y” music 是像咖啡店之类消磨时光的店铺播放的,C、D 两项的音乐则是杂货店在早上和之后的时间段里播放的。

重点词汇和短语

patron

[ˈpeɪtrən]

n. 赞助人;顾客,老主顾

musicology	[ˌmjuːzɪˈkɒlədʒɪ]	n. 音乐学
sour	['saʊə(r)]	v. 变坏, (使) 恶化
blender	['blendə(r)]	n. 搅拌机
hazardous	['hæzədəs]	a. (尤指对健康或安全) 有危险的; 有危害的
seductive	[sɪ'dʌktɪv]	a. 诱惑的, 引诱的; 有魅力的
tempo	['tempəʊ]	n. [乐] 速度, 拍子
boutique	[bu:'ti:k]	n. (女士) 时装店, 精品店
lounge	[laʊndʒ]	v. (懒洋洋地) 坐, 躺
back up		支持, 证实(某种说法)

全文翻译

自从 20 世纪 30 年代 Muzak 开始为旅馆和饭店的顾客演奏小夜曲以来, 耳边回荡着的音乐就成了消费者体验的一部分。消费者在试穿牛仔裤或往购物车里挑商品的时候, 一旦没有混音器的震动作响或吉他的琴音, 就会似乎觉得缺少了点什么。此类专业公司如 Mood Media, 设计音频方案以影响顾客对商店的感觉, 迎合消费者的品位, 且其在 2011 年收购了 Muzak。该公司的国际业务总监克劳德·拿翁说这一创意是为了使消费者感到愉悦, 并因此延长消费者留在商店里的时间。人们总是把乏味的普通音乐与 Muzak 联想在一起, 但著名艺术家的音乐能更好地刺激消费。因此 Muzak 这个尴尬的品牌名称在 2013 年被弃用。

网上购物是销售音乐学有待开发的一个领域。由购物网站 eBay 委托进行的一项新研究就是为了填补这一空白。约 1 900 名参与者被要求在不同的背景声音下模拟网上购物。一些结果并不让人意外。道路施工的噪音以及婴儿的哭声让顾客对所提供的商品感到失望。鸟的叽喳声有利于烧烤工具的销售而不利于搅拌机或棋盘类游戏的销售。

与品质和奢华相联系的声音似乎可以使顾客的钱包大出血。研究发现古典音乐和餐厅的杂音可以使顾客高估所提供的商品的质量, 并使他们的花销比本应该花的更多。这一点支持了一个早期研究发现: 在酒行里, 听着古典音乐的顾客会比听着流行音乐的顾客购买更贵的酒。

EBay 希望消费者在网购时能够避免这些不健康的影响。混合了鸟鸣、梦幻般的音乐以及火车转轮声的音频——被认为是令人愉悦的、但不过于诱人的音乐——使得顾客保持理智的同时又购买更多的商品。零售商们想必会通过把播放着肖邦音乐的音箱声音调大来彼此竞争。伦敦大学歌德史密斯学院的讲师帕特里克·费根是该研究报告的作者, 他指出如果你唯一的兴趣仅仅是想从你的客户身上榨取尽可能多的钱, “古典音乐似乎就是正确的选择”。

很少有传统商店会使用这一策略。拿翁先生说, 服装零售商 H&M 会播放来自新兴艺术家的“新潮、快节奏”的音乐, 而雀巢咖啡精品店会选择“lounge-y”这类懒洋洋的音乐。有着广泛顾客群的杂货商店会播放排行榜前 40 名的单曲。早上, 顾客比较稀少且多为老年人时, 就播放节奏舒缓的音乐, 而随后逐渐变为快而活泼的音乐。

Part B

总体分析

本文共六段。前两段简述事件, 即佳士得拍卖公司即将举行一场名为“期待往昔”的拍卖会, 它将把现代和当代艺术作品聚集在一起。第三段介绍了艺术品收藏的趋势。第四段介绍拍

卖会的重头戏——毕加索的一幅作品及其创作背景。最后两段简要介绍了此作品的估价以及市场空白。

试题详解

41. 【参考答案】A

【答案精解】根据题干关键词 Looking Forward to the Past 定位到第二段。由“Looking Forward to the Past” is an evening sale of about 25 lots organized by Loic Gouzer, 并结合第一段内容可知 Looking Forward to the Past 为一场拍卖会的名称,因此 A 项正确。由“If I Live I’ll See You Tuesday” auction of 35 works by fashionable contemporary names 可知,B 项犯了张冠李戴的错误。

42. 【参考答案】C

【答案精解】根据题干关键词 Les Femmes d’Alger (Version ‘O’)定位到第四段。文中提到 with Picasso’s 1955 canvas “Les Femmes d’Alger (Version ‘O’),” around which the auction house fashioned its “Looking Forward to the Past” sale,可知 Looking Forward to the Past 拍卖会是围绕 Les Femmes d’Alger (Version ‘O’))这件作品组织的。再结合第一段第一句,可知 C 项为正确选项。干扰项为 F 项,这件作品是毕加索创作的,不是弗朗西斯·培根创作的。

43. 【参考答案】E

【答案精解】根据题干关键词 Women of Algiers 定位到第四段。由 Inspired by Eugène Delacroix’s 1834 Orientalist masterpiece, “Women of Algiers,” this was one of a number of works Picasso produced in the 1950s and 1960s 可知,E 项是对原文的正确表述。此外还知,Les Femmes d’Alger (Version ‘O’))是毕加索以 Women of Algiers 为灵感创作出来的。

44. 【参考答案】G

【答案精解】根据题干关键词 Three Studies of Lucian Freud 定位到第五段。文中表述为 Francis Bacon’s “Three Studies of Lucian Freud,” which sold for a record \$142.4 million at Christie’s in November 2013,因此 G 项为正确答案。

45. 【参考答案】D

【答案精解】根据题干关键词 Dora Maar 定位到最后一段。文中表述为 Mr. Gouzer posted an image of a 1938 Picasso painting of Dora Maar on Instagram. That work will be in his sale with an estimate of more than \$50 million.因此 D 项为正确答案。

重点词汇和短语

centerpiece	['sentəpi:s]	n.主要特色,重点,关键
auction	['ɔ:kʃn]	n.拍卖,竞卖
kick-start	['kɪk,stɑ:t]	vt.强力启动;提供最初推动力
lot	[lɒt]	n.待售商品;(尤指)拍卖品
hype	[haɪp]	vt.大肆宣传;夸张地宣传
relevance	['reləvəns]	n.相关性,关联;实用性
crucial	['kru:ʃl]	a.关键性的,极其显要的;决定性的
canvas	['kænvəs]	n.帆布;油画(布)
fashion	['fæʃn]	vt.制作,塑造,使成形

come forward

自告奋勇,主动提供(信息)

全文翻译

5月份,佳士得拍卖公司的一场新型拍卖会把时间跨度为一百年的现代和当代艺术作品聚集在一起,其中重头戏是一幅估价约为1.4亿美元的毕加索油画。这场拍卖会将为佳士得纽约战后和当代系列拍卖会拉开序幕。

“期待往昔”拍卖会定于5月11日晚举行,将有约25件拍卖品,组织者是佳士得战后和当代艺术部的卢瓦克·古泽。他也为去年5月佳士得大肆宣传的拍卖会“假如我活着,那就周二见”担任专家,该拍卖会包括热门当代艺术家的35件作品,共拍出1.346亿美元。

“过去,人们通常是先收藏印象派和现代艺术,然后慢慢转向当代作品,”古泽先生说,“最近,我们看到相反的做法。收藏者们先收藏当代作品,然后开始寻找其他高品质、有价值、新颖的作品。”

毕加索于1973年去世,享年91岁,他的作品通常在印象派和现代艺术拍卖会上拍卖。不过,佳士得称,纽约当代艺术拍卖周的客户群在不断扩大,因此才能劝说未透露身份的卖家同意拍卖毕加索1955年的油画《阿尔及尔女人(O版)》。佳士得围绕这件作品组织了“期待往昔”拍卖会。二十世纪五六十年代,毕加索以欧仁·德拉克鲁瓦1834年的东方主义杰作《阿尔及尔女人》为灵感,创作了《阿尔及尔女人(O版)》,是当时创作的众多作品其中之一,以向他钦佩的前辈们致敬。《阿尔及尔女人(O版)》上一次出现在市面上是在1997年11月的佳士得拍卖会,当时它是美国人维克多和萨莉·甘兹的收藏品,被伦敦交易商莉比·豪伊代客户以3190万美元的价格买走。

佳士得对毕加索这件华丽作品的最新估价约为1.4亿美元,是拍卖公司对艺术品的最高估价之一。2013年11月,弗朗西斯·培根的《卢西恩·弗罗伊德肖像画习作三联画》在佳士得拍卖会上拍出史上最高的1.424亿美元,当时的预估价为8500万美元。佳士得已向《阿尔及尔女人(O版)》的出售者担保了一个未公布的最低价,不过它不会具体说明这份担保是由佳士得还是第三方出资。

上周,古泽先生在Instagram上发布了毕加索1938年的油画《多拉·马尔》的图片。这幅作品也将出现在他的拍卖会上,估价在5000万美元以上。不过,古泽先生说,还存在一些市场空白,“我还在寻找卡尔·安德烈20世纪60年代的作品”。

干扰项

[B]是晚上的拍卖会,有35件当代艺术作品。

[F]是弗朗西斯·培根二十世纪五六十年代创作的。

Section III Translation

重点词汇和短语

hail	[heɪl]	vt.赞扬(或称颂)……为(尤用于报章等)
contend	[kən'tend]	vt.声称,主张;争论,争辩
jerk	[dʒɜ:k]	n.蠢人,傻瓜,笨蛋
stereotype	['steriətaɪp]	n.模式化观念或形象;刻板印象

craft	[kra:ft]	v.(尤指用手工)精心制作
notwithstanding	[,nɒtwɪθ'stændɪŋ]	prep.尽管;虽然
prime	[praɪm]	n.精华;初期;全盛时期 a.最好的;首要的
breath-taking	['breθteɪkɪŋ]	a.令人惊叹的,激动人心的;壮观的
come through		(消息)传来;(重病后)康复;(成功地)履行诺言
a good part of		大部分

要点解析

(1) far more ... than ... 意为“远非……而是……”。half-genius / half-jerk stereotype 指乔布斯留给人们的“半是天才半是混蛋”的惯常印象。

(2) an attempt 为名词短语,后面接不定式短语作定语,由于定语较长,因此翻译时转译为动词“尝试(做)”。craft 用作动词意为“精心制作”,这里指精心刻画人物形象。

(3) persuasively, I believe 为插入语,因为 contend 后面的宾语较长,因此把插入语放在宾语从句后单独翻译。

(4) 倒数第二句很长,要提取出主干 The youth was very different from the man, man 后跟了一个 who 引导的定语从句,里面又嵌套了一个 that 引导的定语从句修饰 company,翻译时候要根据意思译为两句话,以符合汉语表达习惯。

(5) 倒数第二句中的 his struggling creation 联系语境可知是指前半句的 Apple,后面 turned it into a company 中的 it 也指 Apple。翻译中要注意代词以及某些抽象名词的指代作用,并将其翻译出来,明确其所指。

参考答案

乔布斯创造产品的天才以及营销天赋长期以来受到赞许。所有这些都在施伦德和特策利的新书《成为乔布斯》中得到了表达。

两人认为,乔布斯远非半是天才半是混蛋的惯常形象,而是一个更复杂而有趣的人。两人的书中用了很多笔墨尝试勾画出一幅更全面的形象。他们的书之所以重要,还在于他们也提出,尽管形成了刻板印象,但巅峰时期的乔布斯和事业刚开始时的乔布斯并不是同一个人——在我看来他们的论述很有说服力。共同创立苹果的那个稚嫩、鲁莽、傲慢的年轻人,与危难之时回归苹果的那个成熟、深思熟虑的男人之间,有很大的不同。他回到自己缔造的苹果公司之后,将它变成了一家能够造出令人叹为观止的产品的企业,这家公司已经成为我们这个时代主导的科技企业。他们写道,如果他没有转变,可能就不会成功。

Section IV Writing

Part A

思路点拨

本题要求写一封邮件,实质是申请信。申请信是为了申请某些机会(如求学、申请奖学金等)而写的信。写作可按如下步骤:(1)开头自我简介,说明申请什么;(2)中间突出自己的优势,表明自己有能力胜任;(3)结尾表示希望对方积极考虑,尽早答复。写作要注意语气诚挚友好,并表明自己渴望获得录取的心情。

参考范文

Dear Sir / Madam,

I am writing to express my great interest in the international conference launched by your committee, and I would like to apply as a qualified volunteer.

As an English major student, my fluency in both French and English as well as my basic command of German guarantees that I meet the language requirement for the various volunteer positions. More importantly, I have been an enthusiastic participant in many international exchange programs, which are reflected in my attached resume and therefore, I believe my communication skills make me competent for such a post.

I would be most grateful if you could give me an interview.

Sincerely yours,
Li Ming

亮点词汇

lunch	v.开展(重大活动),发起
qualified	a.有资格的
guarantee	v.保证,担保
attached	a.附带的
competent	a.胜任的

精彩表达

fluency in	在……方面表达流利
command of	精通,掌握
meet the requirement	符合……的要求
international exchange programs	国际交换项目

Part B

思路点拨

本题是关于折线图的作文。图片反映的现象是:从2014年第一季度到2015年第二季度,微信每月活跃用户数量不断增长。考生可分三段写作。第一段描述数据,第二段分析原因,第三段进行总结。要注意用词的多样性。

参考范文

The chart above demonstrates that the number of WeChat monthly active users has experienced a relatively steady rise from the first quarter in 2014 to the second quarter in 2015.

Various factors lead to the phenomenon. First of all, WeChat is an instant messenger which allows people to send both text message and voice message to their friends. Users can also share photographs and videos in order to strengthen the relations with their friends. Besides, WeChat provides information ranging from political news to entertainment reports, so users can easily gain access to the very information they are intended to read. And the convenience of WeChat message caters to

the rapid tempo of modern life by saving time in reading. Last but not least, WeChat functions as a platform for merchants to help enterprises achieve brand creation, product marketing and so on in order to make profit.

Obviously, the figure of WeChat active users will continue to increase. However, some negative influences may coexist with the popularity of WeChat. Therefore, we should use WeChat in line with the law and moral principles.

亮点词汇

entertainment	n. 娱乐, 消遣
intended	a. 有意的, 想要的
tempo	n. [乐] 速度, 拍子
coexist	v. 同时共存, 和平共处

精彩表达

experience a relatively steady rise	经历了相对稳定的增长
instant messenger	即时通讯
text message	文本信息
voice message	语音信息
range from ... to ...	范围从……到……
gain access to	获得, 接近
cater to	迎合, 面向
in line with	跟……一致, 符合