

2016 年 12 月大学英语四级考试真题答案与详解

(第 1 套)

Part I Writing

审题思路

这是一篇四级考试中常见的议论文。此次话题 options upon graduation(毕业选择)是考生日常生活中经常思考的问题,是一个很接地气且考生很有话说的话题,因此写起来并不困难。考生应该在第一段给出自己的选择,然后将重点放在第二段阐释原因上。此话题没有对错,只要能够给出理由自圆其说即可。

写作提纲

一、开门见山:学生对于毕业后的选择因人而异(vary from person to person),我选择找工作。

二、分析原因

1. 与创业相比,找工作更容易,因为新人很难应对创业的复杂局面(beyond my ability to handle such a complex situation)
2. 为别人打工能够培养自己的性格,并为创业做好准备(develop my personalities, become more prepared and qualified)

三、给出结论:机会是留给有准备的人的(chances always favor those who are prepared)。因此,我选择毕业后先找工作。

范文点评

高分范文	精彩点评
<p style="text-align: center;">Find a Job First</p> <p>① <u>College students' options upon graduation vary from person to person.</u> Some students choose to hunt for a job while others prefer to start their own business. ② <u>As for me,</u> I would rather find a job first.</p> <p>③ <u>The reasons for my decision are as follows.</u> ④ <u>For one thing,</u> it is much easier for me to find a job compared with starting a business which demands fund, experience and the market. As a green hand who has just graduated from a college, it's totally beyond my ability to handle such a complex situation. ⑤ <u>For another,</u> working for others could develop my personalities, such as perseverance, hardworking and stress tolerance ability, which can help me become more prepared and qualified if I would like to start up my own business.</p> <p>To conclude, ⑥ <u>chances always favor those who are prepared.</u> And I don't think a person could really "build up from nothing". ⑦ <u>As a result,</u> I will find a job first after graduation.</p>	<p>① 开门见山,描述现象:大学生对于毕业以后的选择因人而异。有些学生会选择找工作,有些则想要自己创业。</p> <p>② 给出自己的选择:先找工作。</p> <p>③ 阐述选择找工作的原因。</p> <p>④⑤ 使用 For one thing,... For another,... 具体分析不同的原因,层次分明。</p> <p>⑥ 恰当引用谚语,增加文采。</p> <p>⑦ 给出结论,首尾呼应。</p> <p>加分亮点</p> <p>vary from person to person 因人而异</p> <p>demand 需要;要求</p> <p>handle 处理,应对</p> <p>qualified 具有资格的</p> <p>build up from nothing 白手起家</p>

全文翻译

我选择先找一份工作

大学生对于毕业以后的选择因人而异。有些学生会选择找工作,有些则想要自己创业。而我会选择先找一份工作。

我的选择主要基于以下考虑。一方面,相较创业而言,找工作对我来说要容易很多。创业需要资金、经验和市场,作为一个刚毕业的新人,我无法应对如此复杂的局面。另一方面,为别人打工可以培养我的品格,如坚持不懈、努力工作和抗压能力。如果以后想要自己创业,这些都会使我做好准备,更具创业资格和能力。

总之,机会总是留给有准备的人。我认为不可能有真正“白手起家”的人。因此,我毕业之后会先找一份工作。

拓展空间

主题词汇 start from scratch 白手起家 workplace 职场, 工作场所 rigorous 严格的, 严厉的 discipline 纪律 accumulation 积累 job-hopping 跳槽 sack/dismiss 解雇, 开除 gain a reputation as... 获得……的名声 entrepreneur 企业家	句式拓展 1. When it comes to..., some people think..., while others maintain... 当提到……的话题时, 有人认为……还有人则认为…… 2. Compared with A, it would be a better choice to B, because... 与 A 相比, B 将是一个更好的选择, 因为……
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Part II Listening Comprehension

Section A

News Report One

A 16th century castle in Scotland is close to collapsing after lumps of soil were washed away by floods, threatening its foundations. (1) On Sunday, the castle's owner John Gordon, 76, was forced to move out of his property after the River Dee swept away about 60 feet of land, leaving the castle dangerously close to the river, according to the Scottish Daily Record.

Abergeldie Castle, located in Aberdeenshire, Scotland, was built by Sir Alexander Gordon of Midmar who later became the Earl of Huntly. The castle, which is located on 11,700 acres, was leased to members of the royal family between 1848 and 1970, including King Edward VII and George V. (2) The Scottish Environment Protection Agency has issued more than 35 flood warnings covering several regions, as Scotland continues to clean up after Storm Frank hit the country last Wednesday. "This means that rivers will rise more slowly, but then stay high for much longer," the environmental agency said.

Questions 1 and 2 are based on the news report you have just heard.

未听先知 预览两道题各选项, 由 dangerous, live in, strike, storm, forest fire 和 attack 等词可以推测, 新闻内容与某个危险事件导致房屋不能居住有关。

1. Why did John Gordon move out of the Abergeldie Castle?

A)。 详解 新闻中提到, 城堡的主人约翰·戈登周日被迫搬离城堡, 这是由于迪河的河水冲走了大约 60 英尺的土地, 导致城堡离河太近, 十分危险。由此可知, 约翰·戈登搬离城堡是因为居住在这里会有危险, 故答案为 A)。

2. What happened in Scotland last Wednesday?

B)。 详解 新闻中提到, 自法兰克福风暴于上周三袭击苏格兰后, 苏格兰环境保护署已经发布了超过 35 次覆盖多个地区的洪水警报。由此可知, 上周三苏格兰受到了风暴袭击, 故答案为 B)。

News Report Two

(3) Rescue efforts were underway Thursday morning for 17 miners who were stuck in an elevator below ground at Cargill rock salt mine near Lansing, New York, according to Marcia Lynch, public information officer with Tompkins County's Emergency Response Department. Emergency workers have made contact with the miners via a radio, and they all appear to be uninjured, said Jessica Verfuss, the emergency department's assistant director.

(4) Crews have managed to provide heat packs and blankets to the miners so that they can keep warm during the rescue operation, Verfuss said. Details about what led to the workers' being trapped in the elevator weren't immediately available. The mine, along New York's Cayuga Lake, processes salt used for road treatment. It produces about 2 million tons of salt that is shipped to more than 1,500 places in the northeastern

United States. The rock salt mine is one of three operated by Cargill with the other two in Louisiana and Ohio.

Questions 3 and 4 are based on the news report you have just heard.

【未听先知】 预览两道题各选项,由选项中的 lost contact, trapped, underground elevator, calls for help, repair, supplies 和 miners 等词可以推测,新闻内容与矿工受困和救援有关。

3. What does the news report say about the salt miners?

B)。 **【详解】** 新闻开头便提到,周四上午,纽约州兰辛附近的嘉吉岩盐矿中,有 17 名矿工被困在了地下电梯里,救援工作正在进行当中。因此答案为 B)。

4. What did the rescue team do?

C)。 **【详解】** 新闻中提到,救援人员已经想办法为受困矿工提供了保暖袋和毛毯,好让矿工可以在救援期间保持温暖。因此答案为 C)。

News Report Three

(5) The US Postal Service announced today that it is considering closing about 3,700 post offices over the next year because of falling revenues.

Facing an \$ 8.3 billion budget deficit this year, closing post offices is one of several proposals the Postal Service has put forth recently to cut costs. (6) Last week, for example, Postmaster General Pat Donahoe announced plans to stop mail delivery on Saturdays, a move he says could save \$ 3 billion annually. “We are losing revenue as we speak,” Donahoe said. “We do not want taxpayer money. We want to be self-sufficient. So like any other business, you have to make choices.”

Dean Granholm, the vice president for delivery and post office operations, said the first wave of closings would begin this fall. (7) He estimated that about 3,000 postmasters, 500 station managers and between 500 and 1,000 postal clerks could lose their jobs.

Questions 5 to 7 are based on the news report you have just heard.

【未听先知】 预览三道题各选项,由选项中的 postage rates, services, delivery, post offices, Shortening, Closing, Stopping 和 mail 等词可以推测,新闻内容与邮政现有的问题以及为应对问题所采取的措施有关。

5. What is the US Postal Service planning to do?

D)。 **【详解】** 新闻中提到,美国邮政总局今日宣布,由于收入减少,他们正考虑在明年关闭约 3 700 个邮局。因此答案为 D)。

6. What measure has been planned to save costs?

C)。 **【详解】** 新闻中提到,邮政总局局长帕特·多纳霍宣布,他们计划停止周六的邮件派送服务,这一措施每年可节省 30 亿美元。因此答案为 C)。

7. What will happen when the proposed measure comes into effect?

A)。 **【详解】** 新闻结尾处提到,迪恩·格兰霍姆说第一波邮局关闭工作将在今年秋天开始实施,他预计会有大约 3 000 名邮政局长、500 名站长以及 500 到 1 000 名邮政人员失业。因此答案为 A)。

Section B

Conversation One

M: Mrs. Hampton, we've got trouble in the press room this morning.

W: Oh dear, what about?

M: One of the press operators arrived an hour and a half late.

W: (8) But that's a straightforward affair. He will simply lose part of his pay. That's why we have a clock in system.

M: But the point is the man was clocked in at 8 o'clock. We have John standing by the time clock, and he swears he saw nothing irregular.

W: (9-1) Is John reliable?

M: (9-2) Yes, he is. That's why we chose him for the job.

W: Have you spoken to the man who was late?

M: Not yet. I thought I'd have a word with you first. He's a difficult man, and I think there's been some trouble on the shop floor. I've got a feeling that the trade union representative is behind this. The manager told me that Jack Green's been very active around the shop the last few days.

W: Well, what do you want me to do?

M: (10) I was wondering if you'd see Smith—the man who was late—because you are so much better at handling things like this.

W: Oh, alright. I'll see him. I must say I agree with you about there being bad feelings in the workers. (11) I've had the idea for some time that Jack Green's been busy stirring things up in connection with the latest wage claim. He's always trying to make trouble. Well, I'll get the manager to send Smith up here.

Questions 8 to 11 are based on the conversation you have just heard.

【未听先知】 预览四道题各选项,由 promotion, pay, workmates, trade union representative 和 wages 等词可以推测,对话围绕与工作相关的话题展开,可能会涉及薪水或者需要工会出面解决的纠纷等问题。

8. What will happen to the press operator who was late for work according to the woman?

D)。 **【详解】** 对话中,男士告诉女士他们的印刷工人今天早上迟到了一个半小时,女士认为这是一件很简单的事情,既然迟到了,那就扣工钱。因此答案为 D)。

9. What does the man say about John who stands by the time clock?

B)。 **【详解】** 对话中,男士告诉女士负责考勤的约翰说那个印刷工人按点到单位了,女士问约翰是否值得信赖,男士回答说是的,正因如此,才让他负责考勤工作。因此答案为 B)。

10. Why does the man suggest the woman see the worker who was late?

D)。 **【详解】** 对话中,男士问女士是否能与那个迟到的印刷工人史密斯谈一谈,因为他认为女士在处理此类问题上要比他强得多。因此答案为 D)。

11. What does the woman say about Jack Green?

C)。 **【详解】** 对话结尾,女士说她关注杰克·格林已经有一段时间了,她认为杰克一直在搅动最近要求涨工资的事,而且他还常常制造麻烦。因此答案为 C)。

Conversation Two

W: Our topic today is about something that foreigners nearly always say when they visit Britain. It's "Why are the British so cold?" (12-1) And they're talking about the British personality—the famous British "reserve". It means that we aren't very friendly...we aren't very open.

M: So, do you think it's true?

W: It's a difficult one. (12-2) So many people who visit Britain say it's difficult to make friends with British people. They say we're cold, reserved, unfriendly.

M: I think it's true. Look at Americans or Australians. They speak the same language, but they're much more open. And you see it when you travel. People—I mean strangers—speak to you on the street or on the train. (13) British people seldom speak on the train, or the bus. Not in London, anyway.

W: "Not in London". That's it. Capital cities are full of tourists and are never friendly. People are different in other parts of the country.

M: Not completely. (14) I met a woman once, an Italian. She'd been working in Manchester for two years, and no one—not one of her colleagues—had ever invited her to their home. They were friendly to her at work, but nothing else. She couldn't believe it. She said that would never happen in Italy.

W: You know what they say—"an Englishman's home is his castle". It's really difficult to get inside.

M: Yeah. (15-1) It's about being private. You go home to your house and your garden and you close the door. It's your place.

W: (15-2) That's why the British don't like flats. They prefer to live in houses.

M: That's true.

Questions 12 to 15 are based on the conversation you have just heard.

【未听先知】 预览四道题各选项,第12题各选项均为形容人性格的形容词,考查对某人性格的描述;第13题各选项为对 They 这个群体的行为描述,考查这一群体在特定环境中的行为动作;第14题四个选项主语均为 She,且出现了 foreigner 和 English castle,由此可以推测,对话内容与英国或英国人相关,本题可能考查某位女士在英国所受到的待遇;第15题考查某类人的住房要求。

12. What do foreigners generally think of British people according to the woman?

D)。 **【详解】** 对话开头女士就提到,许多来英国旅游的外国人都在谈论英国人的性格,即“保守”,意思是说英国人不友好、不开放。在后面的对话中她再次提到,许多来英国旅游的人说很难与英国人交朋友,说英国人冷漠、保守、不友好。因此答案为 D)。

13. What may British people typically do on a train according to the man?

A)。 **【详解】** 对话中,男士告诉女士,英国人很少在火车或公交车上说话。也就是说,他们在火车上通常都保持沉默,故答案为 A)。

14. What does the man say about the Italian woman working in Manchester?

C)。 **【详解】** 对话中,男士说他有一次遇到一位意大利女士,她在曼彻斯特工作有两年了,可是从来没有同事邀请过她去家里做客。因此答案为 C)。

15. Why do British people prefer houses to flats?

B)。 **【详解】** 对话结尾,男士说英国人都很注重隐私,回到家,把门一关,家和花园就是自己的天下了。女士同意男士的观点,说这正是英国人不喜欢住公寓而喜欢住独栋房屋的原因。因此答案为 B)。

Section C

Passage One

In college, time is scarce, and consequently, very precious. At the same time, expenses in college pile up surprisingly quickly. A part-time job is a good way to balance costs while ensuring there is enough time left over for both academic subjects and after-class activities.

If you are a college student looking for a part-time job, the best place to start your job search is right on campus. (16) There are tons of on-campus job opportunities, and as a student, you'll automatically be given hiring priority. Plus, on-campus jobs eliminate commuting time, and could be a great way to connect with academic and professional resources at your university. (17) Check with your school's careers service or employment office for help to find a campus job. Of course, there are opportunities for part-time work off campus too. If you spend a little time digging for the right part-time jobs, you'll save yourself time when you find a job that leaves you with enough time to get your school work done too.

(18) If you are a college student looking for work but worried you won't have enough time to devote to academic subjects, consider working as a study hall or library monitor. Responsibilities generally include supervising study spaces to ensure that a quiet atmosphere is maintained. It's a pretty easy job, but one with lots of downtime—which means you'll have plenty of time to catch up on reading, do homework or study for an exam.

Questions 16 to 18 are based on the passage you have just heard.

【未听先知】 预览三道题各选项,由 jobs, interviews, hiring 和 school careers service 等词可以推测,短文内容与学生找工作有关。

16. What does the speaker say about college students applying for on-campus jobs?

D)。 **【详解】** 短文中提到,在学校内有很多就业机会,作为学生,你自然会有被雇用的优先权。因此答案为 D)。

17. What can students do to find a campus job according to the speaker?

C)。 **【详解】** 短文中提到,学生可以去向学校的就业服务中心或职业介绍所寻求帮助,找一份校园内的工作。因此答案为 C)。

18. What does the speaker say is a library monitor's responsibility?

B)。 **【详解】** 短文中提到,如果你是一个正在找工作的大学生,但是担心没有足够的时间来学习,你可以考

虑担任自习室或图书馆的监管员,这类工作的主要职责就是对学习空间进行监管,以确保维持一个安静的学习环境。因此答案为B)。

Passage Two

Agricultural workers in green tea fields near Mount Kenya are gathering the tea leaves. It is beautiful to see. The rows of tea bushes are straight. All appears to be well. But the farmers who planted the bushes are worried.

Nelson Kibara is one of them. He has been growing tea in the Kerugoya area for 40 years. (19-1) He says the prices this year have been so low that he has made almost no profit. He says he must grow different kinds of tea if he is to survive.

Mr. Kibara and hundreds of other farmers have been removing some of their tea bushes and planting a new kind of tea developed by the Tea Research Foundation of Kenya. Its leaves are purple and brown. When the tea is boiled, the drink has a purple color.

(19-2/20) Medical researchers have studied the health benefits of the new tea. They say it is healthier than green tea and could be sold for a price that is three to four times higher than the price of green tea.

But Mr. Kibara says he has not received a higher price for his purple tea crop. (21) He says the market for the tea is unstable. And he is often forced to sell his purple tea for the same price as green tea leaves. He says there are not enough buyers willing to pay more for the purple tea.

Questions 19 to 21 are based on the passage you have just heard.

未听先知 预览三道题各选项,由 grow, sold, price, green tea, tea drinkers, tea farmers 和 market 等词可以推测,短文内容与茶叶的种植和售卖有关。

19. Why have tea farmers in Kenya decided to grow purple tea?

C)。 **详解** 短文中提到,尼尔森·基巴拉说今年的茶叶价格过低,他几乎赚不到什么钱,所以为了生存他必须种植不同种类的茶叶。于是他和其他茶农决定种植一种新型茶叶——紫茶,医学研究人员研究后指出,这种茶叶比绿茶更加有益健康,而且其售价可能比绿茶价格高出三到四倍。由此可知,茶农决定种植紫茶的原因是希望能够卖个好价钱,故答案为C)。

20. What do researchers say about purple tea?

A)。 **详解** 短文中提到,研究人员已经研究了紫茶的健康益处,认为紫茶比绿茶更加有益健康。因此答案为A)。

21. What does Mr. Kibara find about purple tea?

D)。 **详解** 短文结尾处提到,茶农基巴拉说紫茶的市场很不稳定。因此答案为D)。

Passage Three

(22) Today's consumers want beautiful handcrafted objects to wear and to have for their home environment. They prefer something unique and they demand quality. Craftsmen today are meeting this demand. People and homes are showing great change as more and more unique handcrafted items become available.

Handicrafts are big business. (23) No longer does a good craftsman have to work in a job he dislikes all day, and then try to create at night. He has earned his professional status. He is now a respected member of society. Part of the fun of being a craftsman is meeting other craftsmen. They love to share their ideas and materials and help others find markets for their work.

(24) Craftsmen have helped educate consumers to make wise choices. They help them become aware of design and technique. They help them relate their choice to its intended use. They often involve consumers in trying the craft themselves.

When a group of craftsmen expands to include more members, a small craft organization is formed. Such an organization does a lot in training workshops in special media, crafts marketing techniques, crafts fairs and sales, festivals, TV appearances and demonstrations. (25) State art councils help sponsor local arts and crafts

festivals which draw crowds of tourist consumers. This boosts the local economy considerably because tourists not only buy crafts, but they also use the restaurants and hotels and other services of the area.

Questions 22 to 25 are based on the passage you have just heard.

未听先知 预览四道题各选项,由 decorations, creations, crafts 和 handicrafts 等词可以推测,短文内容与手工艺品有关。

22. What does the speaker say about today's consumers?

B)。 **详解** 短文开头提到,现在的消费者希望穿戴美丽的手制品或用它们装点房屋,他们喜欢独特且高品质的东西。因此答案为 B)。

23. What does the speaker say about good craftsmen in the past?

B)。 **详解** 短文中提到,优秀的手工艺者不再需要白天做自己不喜欢的工作,而到了晚上才能进行创作了。由此可知,在过去,优秀的手工艺者只能在晚上进行创作,故答案为 B)。

24. What do craftsmen help consumers do?

A)。 **详解** 短文中提到,手工艺者们已经教会消费者如何做出明智的选择,故答案为 A)。

25. Why do state art councils help sponsor local arts and crafts festivals?

A)。 **详解** 短文结尾处提到,许多州立艺术委员会都会赞助当地的工艺品节,因为这样可以大大地推动当地经济。因此答案为 A)。

Part III Reading Comprehension

Section A

全文翻译

当有人犯罪时,我们总是希望惩罚与罪行相当。但是,每当提到最残忍的罪行之一——动物角斗——时,事情往往(26) 很少如我们希望的那样。角斗之后受害的小狗们为人类的利益和“娱乐”被(27) 折磨和杀害,然而那些犯下罪行造成动物一生痛苦的施虐者往往只被判(28) 极轻的刑。大约半数由联邦宣判有罪的组织动物角斗者们都得到了缓刑。

在起诉这些动物角斗犯罪者方面已经取得了一些进步。但是联邦法官们通常都严格依照《美国量刑准则》来(29) 量刑,而在动物角斗案件方面,那些准则都已经过时并且过(30) 轻。

美国量刑委员会是(31) 制定判刑准则的机构,目前正在重新讨论这些准则,提议将最轻判决从6~12个月提高到21~27个月。这是在正确的(32) 方向上迈出的一步,但是我们仍然希望看到美国量刑委员会在这些准则上做出进一步的改变。

除上述努力外,我们还与动物保护者和州及联邦立法者们一起在全国范围内(33) 加强反虐待法案,以及支持一些法律和政策,以帮助那些不堪重负的、照顾动物角斗犯罪中的受害动物的(34) 收容所。这些帮助(35) 极其重要,因为照料动物受害者的高昂费用是阻止人们参与到这些残忍行为中的一个主要因素。

选项归类

名词: E) direction 方向,趋势; I) method 方法; L) shelters 收容所,遮蔽; N) sufferings 受难,痛苦

动词: B) creates 创建; D) determine 判决,决定; F) hesitate 犹豫,不愿; H) inspired 激发,鼓舞;

M) strengthen 强化,增强; O) tortured 折磨,使痛苦

形容词: A) convenient 方便的; G) inadequate 不足的,不充分的; J) minimal 微小的,极少的

副词: C) critically 特别地,关键地; K) rarely 很少地,难得

详解详析

26. K) rarely。 **详解** 副词辨析题。空格前面是名词,后面为动词短语 work out,因此空格处需要填入副词,以修饰其后的动词。前一句中提到人们希望惩罚与罪行相当。接下来的 But 提示我们在动物角斗这件事上并非如此,因此,空格处需要填入一个表示否定的副词,修饰 work out。因此确定 K) rarely “很少地,难得”为本题答案。备选词语中只有两个副词,而 critically 意为“特别地,关键地”,与此处要表达的“极少地”语境不符,故排除。

27. O) tortured。 **详解** 动词辨析题。空格后面有连词 and,通过分析句子结构可知,空格处的词语与后面

的动词 killed 为并列关系,因此空格处需要填入动词的过去式。文中提到为了人类的利益和“娱乐”,这些用来角斗的狗类受害者们被杀害,此处应选择与杀害意义相近的动词,因此 O) tortured 为答案。空格处需要填入动词的过去式,与 and 后的 killed 并列,因此可以排除 creates, determine, hesitate 和 strengthen;而 inspired 不符合句意,故排除。

28. **J) minimal.** (详解) 形容词辨析题。空格前面有不定冠词 a,后面有名词 sentence,因此需要填入形容词来修饰 sentence。文章围绕对动物角斗者们量刑过轻而展开。在本句中,前半句提到动物受尽折磨甚至被杀害,后半句以转折连词 yet 开头,说明句意发生了转折,即这些施虐者受到的惩罚过轻,因而表示“微小的,极少的”的形容词 J) minimal 是本题答案。在备选形容词中,convenient 与句意不符,可以排除;而 inadequate 为元音开头,不能放在不定冠词 a 后面,故也排除。
29. **D) determine.** (详解) 动词辨析题。此空格位于 when 引导的状语从句中,空格前为从句的主语 they,空格后是名词 penalties,因此空格处应填入一个动词作从句的谓语,且应与后面的名词搭配。主句中有一个专有名词《美国量刑准则》,由此推断法官们是依照这个进行判决的,因此选 D) determine。备选动词中 creates 为第三人称单数,与主语 they 在语法上不匹配,hesitate 和 strengthen 在意思上与 penalty 不匹配,故均排除。
30. **G) inadequate.** (详解) 形容词辨析题。空格前面有连词 and,由此可知,空格处的词语与前面的 outdated 是并列关系,故空格处的词语也应为形容词。再根据意思来判断,空格前面的单词 outdated 意为“过时的”,所以此处选择的形容词意思应该与 outdated 意思一致。因此,答案为 G) inadequate “不足的,不充分的”。空格前为副词 extremely,由此也可以断定空格处应填形容词,备选项中只有 inadequate 可选。
31. **B) creates.** (详解) 动词辨析题。空格所在句为 which 引导的非限制性定语从句,which 是从句的主语,空格后的名词短语应是从句的宾语,此处需要一个谓语动词。又因为前面的主语是美国量刑委员会这一机构,因此对应的谓语动词应为第三人称单数,所以需从动词 creates 和 shelters 中选择。再根据句意来判断,B) creates “制定”符合要求。此处的第三人称单数为一个重要的判断依据。
32. **E) direction.** (详解) 名词辨析题。空格前面是定冠词 the 和形容词 right,因此空格处应填入一个名词。根据句意可知,这里是说美国量刑委员会正在提议将虐待动物的惩罚加重,正符合本文的主旨,因此这是朝着正确的方向迈出的一步,所以 E) direction “方向,趋势”符合句意。备选项中的 method, shelters 和 sufferings 不符合句意,故均排除。
33. **M) strengthen.** (详解) 动词辨析题。空格前面有不定式 to,而从句意上判断,这里是说我们正与一些动物保护者以及州和联邦立法者们一起努力,想要达到某一目的,因此这里是 to 引导的目的状语,空格应填入动词原形。备选动词中 hesitate 不符合句意,因此应选 M) strengthen。在备选的动词原形中,determine 已选,故排除。
34. **L) shelters.** (详解) 名词辨析题。从句子结构来分析,此空格位于第一个 that 引导的定语从句中,that 是从句的主语,assist 是谓语动词,后面应该是名词短语作 assist “帮助,辅助”的宾语。由此可知,空格前面 overburdened animal 为定语,空格处需要填入一个名词。再根据句意来分析,“不堪重负的动物收容所”最恰当,故 L) shelters 为本题的答案。
35. **C) critically.** (详解) 副词辨析题。空格前面有 be 动词,后面有形容词,此处只能由副词来修饰形容词 important。备选副词中,rarely 已经用过,所以 C) critically “特别地,关键地”即为答案。从句意上来看,critically 与 important 搭配,意为“极其重要地”。

Section B

全文翻译

当工作变成一种游戏

A) 是什么激励员工做好他们的工作呢?对一些人来说,是同事之间的竞争;对另一些人来说,是预期的回报;对极少数幸运的人来说,是解决问题所带来的纯粹乐趣。

B) 越来越多的公司正在通过所谓的“游戏化”逐步实现快乐工作的目标,即把工作变成一种游戏。(42) “游戏化,就是通过学习游戏的迷人之处以及游戏设计者如何创造这种快乐体验,把这些学问运用到其他活动中,比如工作和教育。”美国宾夕法尼亚大学沃顿商学院游戏化专家凯文·韦巴赫如是说。

C) 这或许意味着公司可以在电子排行榜上显示员工的生产效率,并给获胜者奖励,或者为那些完成某项工作的员工颁发电子奖章或星标。公司也可以通过电子游戏平台来培训员工如何做好工作。(36) 谷歌、欧莱雅、IBM、富国银行等公司都在工作中不同程度地运用游戏化思维。越来越多的公司也正在加入游戏化行列。近期一份报告显示,2015 年全球游戏化市场产值为 16.5 亿美元,2020 年将会增长到 111 亿美元。

D) 韦巴赫说,游戏化并不是全新的概念。公司、商人和教师一直以来都在通过轻松愉悦的方式来激发员工和学生追求回报和竞争的精神。(39) 韦巴赫还说, Cracker Jacks 食品公司一百多年以来一直运用“游戏思维”,把小额奖品放入零食中。据说 20 世纪初的钢铁巨头查理斯·施瓦伯就经常亲临工厂,在员工轮班时把钢铁产量吨数记录在公司车间里,以此激励下一班员工超越上一班。

E) (41) 但是“游戏化”一词的广泛传播及对其概念的有意识采用仅始于五年前,韦巴赫说。因为电子游戏的缘故,现在这一代劳动力很容易接受将工作游戏化的思维。“我们正处在这样一个时间点,在很多发达国家,大多数年轻人是玩电子游戏长大的,越来越多的成年人也在玩游戏。”韦巴赫说。

F) 近年来,许多为企业提供游戏化平台的公司涌现,如 GamEffective, Bunchball 和 Badgeville。(44) 最有效的平台是把员工乏味的工作变成了有趣的经历。“让游戏更像游戏的是参与者对结果的在意,”韦巴赫说,“其基本原则是要知道什么激励着这些参与者,这需要一些心理学知识。”

G) 韦巴赫说,竞争能够激发某些人的工作热情,推销员往往就属于这一类。对他们来说,合理的游戏化或许是将他们的宣传辞令变成与其他团队成员之间的竞争,配合使用电子排行榜显示销售冠军。另一些人则需要合作和社会经历来激发工作热情。(38) 韦巴赫所研究的一家公司就运用游戏化来建立集体感以鼓舞员工的士气。当员工登录自己电脑时,某个同事的照片会出现在屏幕上,要他们猜出名字。

H) (43) 当然,游戏化不一定需要数字技术。莫尼卡·科尼特经营一家用游戏方式培训员工的公司。有时候这需要一点数字技术,但通常不需要。她最近为一家销售培训公司设计了一个游戏化策略,主题是追逐风暴。员工组成“风暴追逐队”在风暴主题教育项目的竞争中获得各种奖励。“奖励不一定是物质的,”科尼特说,“可以是灵活的工作时间。”另一项是以白雪公主和七个小矮人主题进行工资法培训。“白雪公主”不涉及版权问题可以拿来使用,但“小矮人”却受版权保护,因此,科尼特创造了相似的人物(脾气暴躁的格斯和笨拙的丹)来解释这一特别的工资法。

I) 科尼特说,有些人并不喜欢让工作游戏化。(45) 在她看来,有权力者或者从事金融或工程的人就不想听到游戏化这个词。“如果我在为工程师们设计,就完全不能说这是游戏,”科尼特说,“而要说这是‘模拟’,是‘解决问题’。”

J) (37-1) 韦巴赫警告说,游戏化不是“灵丹妙药”。一个未经深思熟虑或者不适合员工的游戏化策略可能会激发员工一时的兴趣,却不能长期地刺激员工。游戏化也可能被滥用,对弱势群体来说尤其如此。对于工人,特别是急需工作但又自知很容易被取代的低收入者来说,游戏化更像是“饥饿游戏”。韦巴赫研究了加利福尼亚州阿纳海姆市几家迪士尼乐园酒店,这些酒店使用大型电子排行榜显示洗衣工人们的工作效率,并进行比较。有些员工发现排行榜能激发她们的工作热情;另外一些员工则感受不到其中的乐趣;有些员工甚至牺牲去厕所的时间,担心工作效率下降会被解雇;一些怀孕的员工也努力使自己不落后。在《洛杉矶时报》的一篇报道中,一位员工称排行榜就是“数字鞭子。”(37-2) “这反而会影员工的士气和表现,”韦巴赫讲道。

K) 不过,韦巴赫也说,“随着越来越多的熟悉电子游戏构造和表现形式的人成为劳动力,游戏化开始越来越流行。”(40) 科尼特也说,“游戏化的发展空间很大,我们有理由相信游戏化会继续发展下去。”

■ 详解详析

36. Some famous companies are already using gamification and more are trying to do the same.

【译文】一些知名公司已采用了游戏化策略,更多公司正在效仿。

【定位】由题干中的 famous companies 和 gamification 定位到原文画线处。

C) It might mean monitoring employee productivity on a digital leaderboard and offering prizes to the winners, or giving employees digital badges or stars for completing certain activities. It could also mean training employees how to do their jobs through video game platforms. Companies from Google to L'Oréal to IBM to Wells Fargo are known to use some degree of gamification in their workplaces. And more and more companies are joining them. A recent report suggests that the global gamification market will grow from \$1.65 billion in 2015 to \$11.1 billion by 2020.

【详解】本段指出公司可以通过游戏化策略激发员工的工作热情。第三句话列举了谷歌、欧莱雅、IBM、富国银行等知名公司都不同程度地运用了游戏化思维,第四句话则表明越来越多的公司将会加入到游戏化行列。由此可知,一些知名公司已经运用了游戏化思维,另外一些公司也在效仿。题干中的 famous companies 对应原文中的 Companies from Google to L'Oréal to IBM to Wells Fargo,题干是对第三、四句话的总结,故答案为 C)。

37. Gamification is not a miracle cure for all workplaces as it may have negative results.

【译文】游戏化不是解决所有公司问题的灵丹妙药,因为它也会产生一些消极的后果。

【定位】由题干中的 not a miracle cure 和 negative results 定位到原文画线处。

J) Gamification is “not a magic bullet,” Werbach warns. A gamification strategy that is not sufficiently thought through or well tailored to its players may engage people for a little while, but it will not motivate people in the long term. It can also be exploitative, especially when used with vulnerable populations. For workers, especially low-paid workers, who desperately need their jobs yet know they can be easily replaced, gamification may feel more like the Hunger Games. Werbach gives the example of several Disneyland hotels in Anaheim, California, which used large digital leaderboards to display how efficiently laundry workers were working compared to one another. Some employees found the board motivating. To others, it was the opposite of fun. Some began to stop taking bathroom breaks, worried that if their productivity fell they would be fired. Pregnant employees struggled to keep up. In a *Los Angeles Times* article, one employee referred to the board as a “digital whip.” “It actually had a very negative effect on morale and performance,” Werbach says.

【详解】本段旨在说明工作游戏化的负面影响,即滥用游戏化会影响员工的工作热情。本段第一句话是主题句,指出游戏化并非“灵丹妙药”,后面以迪士尼乐园酒店的做法、员工的评价以及游戏化专家韦巴赫的评论为论据,证实游戏化的确存在负面影响。题干中 not a miracle cure 对应原文中的 not a magic bullet, negative results 对应原文中的 negative effect on morale and performance,故答案为 J)。

38. To enhance morale, one company asks its employees to identify their fellow workers when starting their computers.

【译文】为鼓舞士气,某公司要求员工打开电脑时通过照片辨识他们的同事。

【定位】由题干中的 enhance morale 和 starting their computers 定位到原文画线处。

G) Some people, Werbach says, are motivated by competition. Sales people often fall into this category. For them, the right kind of gamification might be turning their sales pitches into a competition with other team members, complete with a digital leaderboard showing who is winning at all times. Others are more motivated by collaboration and social experiences. One company Werbach has studied uses gamification to create a sense of community and boost employees' morale (士气). When employees log in to their computers, they're shown a picture of one of their coworkers and asked to guess that person's name.

【详解】本段指出工作中游戏化的好处:游戏化可以鼓舞员工。例如,竞争能激发一些员工的工作热情,合作可以激发另外一些员工的工作热情。韦巴赫所研究的一家公司就运用集体感来鼓舞员工的士气。具体做法是:当员工登录自己电脑时,某个同事的照片会出现在屏幕上,要他们猜出名字。题干中的 enhance morale 和 starting their computers 是原文中 boost employees' morale 和 log in to their computers 的同义转述,故答案为 G)。

39. The idea of gamification was practiced by some businesses more than a century ago.

【译文】一个世纪前,一些企业就实践了游戏化思维。

【定位】由题干中的 gamification

D) The concept of gamification is not entirely new, Werbach says. Companies, marketers and teachers have long looked for fun ways to engage people's reward-seeking or competitive spirits. Cracker Jacks has been “gamifying” its snack food by putting a small prize inside for more than 100 years, he adds, and the turn-of-the-century steel magnate (巨头) Charles Schwab is said

和 more than a century ago 定位到原文画线处。

to have often come into his factory and written the number of tons of steel produced on the past shift on the factory floor, thus motivating the next shift of workers to beat the previous one.

【详解】本段说明了游戏化思维的来源。韦巴赫指出,游戏化并不是全新的概念。一些公司通过轻松愉悦的方式来激发员工追求回报和竞争的精神,比如 Cracker Jacks 食品公司一百多年来就一直运用“游戏思维”,把小额奖品放入零食中。题干中的 more than a century ago 对应原文中 more than 100 years,故答案为 D)。

40. There is reason to believe that gamification will be here to stay.

【译文】我们有理由相信游戏化将会存在下去。

【定位】由题干中的 reason 和 be here to stay 定位到原文画线处。

K) Still, gamification only stands to become more popular, he says, “as more and more people come into the workforce who are familiar with the structures and expressions of digital games.” “We are far from reaching the peak,” Cornetti agrees. “**There is no reason this will go away.**”

【详解】文章中分别指出了工作游戏化的好处和负面影响后,在最后一段中对游戏化的发展趋势做了预测:随着越来越多熟悉电子游戏的人成为劳动力,游戏化会越来越流行。Cornetti 认为,游戏化的发展空间很大,我们有理由相信游戏化会继续发展下去。题干是对原文最后一句的同义转述,故答案为 K)。

41. Video games contributed in some ways to the wide application of gamification.

【译文】电子游戏在一定程度上促进了游戏化的广泛运用。

【定位】由题干中的 Video games 和 application of gamification 定位到原文画线处。

E) But the word “**gamification**” and the widespread, conscious application of the concept only began in earnest about five years ago, Werbach says. Thanks in part to **video games**, the generation now entering the workforce is especially open to the idea of having their work gamified. “We are at a point where in much of the developed world the vast majority of young people grew up playing video games, and an increasingly high percentage of adults play these video games too.” Werbach says.

【详解】本段回顾了“游戏化”一词的出现,并分析了游戏化得到广泛应用的原因。尽管在一百年前游戏化就有实践,但“游戏化”这一提法是近几年才有的事情,发达国家的许多年轻人都是伴随着电子游戏长大的,他们更容易接受游戏化思维。换言之,电子游戏在一定程度上促进了游戏化的发展。题干中的 application of gamification 对应原文中的 the widespread, conscious application of the concept,故答案为 E)。

42. When turning work into a game, it is necessary to understand what makes games interesting.

【译文】要把工作变成游戏,我们需要了解游戏的迷人之处。

【定位】由题干中的 turning work into a game 和 what makes games interesting 定位到原文画线处。

B) Increasingly, companies are tapping into these desires directly through what has come to be known as “gamification”: essentially, **turning work into a game**. “Gamification is about understanding what it is that makes games engaging and what game designers do to create a great experience in games, and taking those learnings and applying them to other contexts such as the workplace and education,” explains Kevin Werbach, a gamification expert who teaches at the Wharton School of Business at the University of Pennsylvania in the United States.

【详解】本段提出游戏化的概念,并指出游戏化具有激发员工工作热情的作用。游戏化就是将游戏的机制运用到非游戏活动中,把工作变成一种游戏。具体来说,游戏化就是通过学习游戏的迷人之处以及游戏设计者如何创造这种快乐体验,并把这些学问运用到其他活动中。题干中的 what makes games interesting 是对原文中 what it is that makes games engaging 的同义转述,故答案为 B)。

43. Gamification in employee training does not always need technology.

【译文】员工培训工作中的游戏化不一定需要技术支持。

【定位】由题干中的 employee training 和 technology 定位到原文画线处。

H) Gamification does not have to be digital. Monica Cornetti runs a company that gamifies **employee trainings**. Sometimes this involves **technology**, but often it does not. She recently designed a gamification strategy for a sales training company with a storm-chasing theme. Employees formed “storm chaser teams” and competed in storm-themed educational exercises to earn various rewards. “Rewards do not have to be stuff,” Cornetti says. “Rewards can be flexible working hours.” Another training, this one for pay roll law, used a Snow White and the Seven Dwarfs theme. “Snow White” is available for everyone to use, but the “dwarfs” are still under copyright, so Cornetti invented sound-alike characters (Grumpy Gus, Dopey Dan) to illustrate specific pay roll law principles.

【详解】在探讨了游戏化的来源后,本段说明了工作游戏化的特点和具体应用。游戏化不一定需要数字技术。莫尼卡·科尼特经营一家用游戏方式培训员工的公司,有时候这需要数字技术,但通常不需要。由此可知,员工培训工作中的游戏化不一定需要技术支持。题干中的关键词 employee training 和 technology 均在原文中出现,故答案为 H)。

44. The most successful gamification platforms transform daily work assignments into fun experiences.

【译文】成功的游戏化平台能把日常工作变成有趣的经历。

【定位】由题干中的 platforms 和 transform daily work assignments 定位到原文画线处。

F) A number of companies have sprung up—GamEffective, Bunchball and Badgeville, to name a few—in recent years offering gamification platforms for businesses. **The platforms that are most effective turn employees' ordinary job tasks into part of a rich adventure narrative.** “What makes a game game-like is that the player actually cares about the outcome,” Werbach says. “The principle is about understanding what is motivating to this group of players, which requires some understanding of psychology.”

【详解】随着游戏化概念的提出和广泛应用,一些游戏化平台也随之产生,如 GamEffective, Bunchball, Badgeville 等公司,这些公司为企业提供游戏化平台,并把员工乏味的工作变成有趣的经历。题干中的 transform daily work assignments into fun experiences 是对原文中 turn employees' ordinary job tasks into part of a rich adventure narrative 的同义转述,故答案为 F)。

45. It is necessary to use terms other than “gamification” for some professions.

【译文】某些职业不宜使用“游戏化”一词,而需要使用其他的表达方式。

【定位】由题干中的 terms 和 some professions 定位到原文画线处。

I) Some people do not take naturally to gamified work environments, Cornetti says. **In her experience, people in positions of power or people in finance or engineering do not tend to like the sound of the word.** “If we are designing for engineers, I’m not talking about a ‘game’ at all,” Cornetti says. “I’m talking about a ‘simulation’ (模拟), I’m talking about ‘being able to solve this problem.’”

【详解】在指出游戏化的好处后,本段旨在指出游戏化的负面影响。有些人,比如有权力者或者从事金融或工程的人就不喜欢“游戏化”这种表述,他们更喜欢使用“模拟”或者“解决问题”这样的表述,由此可知,某些职业和某些人不喜欢“游戏化”一词。题干中的 terms 对应原文中的 the word; some professions 对应原文 people in finance or engineering。故答案为 I)。

全文翻译

近来我参加了一些会议,在会上我们探讨了如何留住学生以及确保年轻教职员工不再流失的问题。

高等教育似乎已经成为会议举办者的一种产业,其任务主要是“解决”那些或现实或想象出来的问题。(46) 我自己在三所不同的大学任教授。在我看来,在教育年幼的或年长一点的学生中存在的真正问题已经日趋严重了,而我们雇用的人数——不是教职人员而是举行会议的人员——却大幅度增加了。每一个新问题都会带来一个新的行政人员的岗位。以我们的“卓越教育中心”为例。与它的名头恰好相反,这个中心成了一个信息交流中心,主要探讨课堂上运用科技和在线课程的问题。这是行政欺诈的一种,这种现象在过去30年中愈演愈烈。

(47/50-1) 在此作为回应,我提出一个简单的提议:我们众多的问题——课堂出勤率,教育的成功,学生的幸福和健康——或许都可以通过削减官僚机构和会议,同时雇用一大批好老师来解决。(48) 如果我们用优秀的授课老师来取代一半的行政人员,我们或许真的能够将大部分班级的人数降至每班20人或更少。在这样的环境中,老师和学生才能真正地彼此了解。

(50-2) 老师必须有权按自己的方式来讲课,课程大纲应该足够灵活以便老师可以利用自己的天分来实现课程目标。除此之外,他们应该可以自由授课,并会因为做得好而得到奖励。老师不应该是擅长科研并且为科研所累,却仅仅偶尔出现在教室里的人。课讲得好与做研究并不排斥,也并非是天生的伙伴。(49) 教书是一门艺术和手艺,是天分和积累,并不是随便每个人都可以胜任的。尽管绝大部分当过学生的人都能分辨出好老师和坏老师,让我非常困惑的是人们并没有认识到这一点。

详解解析

46. C)。【定位】由题干中的 present-day universities 定位到第二段第二句: And in my position as a professor at three different colleges, the actual problems in educating our young people and older students have deepened, while the number of people hired—not to teach but to hold meetings—has increased significantly.

【详解】事实细节题。由定位句可知,从作者自己的亲身经历来看,虽然雇用的行政人员越来越多,可教育面临的真正的问题却日趋严重,这就是当今的大学,由此推断,当今大学面临的问题就是行政人员过多,故答案为C)。

【点睛】A)“他们正有效地解决那些或现实或想象出来的问题”,第二段第二句中指出现实中的问题日趋严重,即他们并没有有效地解决问题,故排除;B)“他们通常无法把教学和科研结合在一起”,文章末段第四句提到“好的教学与科研并不互相排斥”,并未指出大学无法把教学与科研相结合,故排除该项;D)“他们缺乏天赋来解决这些不断加深的问题”,文中并没有提到天赋问题,故排除。

47. A)。【定位】由题干中的 universities lack 定位到第三段第一句: I offer a simple proposition in response: Many of our problems...might be improved by cutting down the bureaucratic (官僚的) mechanisms and meetings and instead hiring an army of good teachers.

【详解】推理判断题。定位句提到,众多问题都可以通过削减官僚机构和会议,同时雇用一大批优秀的教师来解决,由此推断,大学缺乏的应该是好老师,故答案为A)。

【点睛】B)“有效率的行政人员”,定位句明确提到要削减官僚机构的数量,第二段的第二句也提到,行政人员数量增加,高校的各种问题也愈演愈烈,因此不应该再增加行政人员的数量了,故排除该项;C)“有天分的研究人员”,文中只提到教学和科研不互相排斥,也不一定密不可分,并没有提到研究人员的问题,故排除;D)“有动力的学生”,文中并没有提到相关内容,可以排除。

48. D)。【定位】由题干中的 the classes 和 at present 定位到第三段第二、三句: If we replaced half of our administrative staff with classroom teachers, we might actually get a majority of our classes back to 20 or fewer students per teacher. This would be an environment in which teachers and students actually knew each other.

【详解】推理判断题。定位句指出,如果我们能将半数的行政人员用课堂教师来代替,那么我们就可

以把每个班级中学生的数量降至20人或更少,而这样的环境才有利于老师和学生彼此真正了解,因此作者暗示目前的班级学生人数过多,故答案为D)。

【点睛】本题的其他三个选项,A)“它们为学生的独立学习提供便利”、B)“它们帮助学生形成更亲密的关系”和C)“现在班级中年纪较大的学生比以前多”均未在文中提及,故排除。

49. A)。【定位】由题干中的 the author 和 teaching ability 定位到末段倒数第二句:Teaching is an art and a craft, talent and practice; it is not something that just anyone can be good at.

【详解】事实细节题。定位句提到教书是一门艺术,也是手艺,教书需要天分和积累,并非每个人都能胜任,故答案为A)。

【点睛】B)“它与研究紧密相连”,在末段第四句中,作者提到,好的教学与研究并不互相排斥,也并非天生的伙伴,故排除该项;C)“它是影响学生学习的主要因素”,文中并未提及,故排除该项;D)“它可以通过持续不断的练习获得”,作者承认教书需要长期的练习积累,但是在本句中,作者也提及教书是一门艺术,需要天分,并非每个人都能胜任,故排除。

50. B)。【定位】由题干中的 suggestion 和 improving university teaching 定位到第三段的首句...Many of our problems...might be improved by...hiring an army of good teachers. 和第四段的首句:The teachers must be free to teach in their own way...to achieve the goals of the course.

【详解】推理判断题。在第三段的首句中,作者提出我们的众多问题都可以通过多雇用优秀的教师来解决。在第四段首句中,作者指出老师必须被给予以自己的方式授课的自由才能实现课程目标,故答案为B)。

【点睛】A)“创造环境让教师交流教学经验”,文中没有提及,故排除该项;C)“在教室中使用高科技并且促进经验的交流”,作者曾在第二段末提及本来为提高教学水平而设立的机构 Center for Teaching Excellence 却变成了讨论在教学中使用科技的信息交流中心。由此可见,这并非是作者认为能改善教学的方法,故排除该项;D)“削减会议数量,鼓励行政人员进课堂”,第二段首句中作者确实提到削减会议的数量,但并未提及行政人员进课堂,而是建议多聘用好的教师,故排除该项。

④ 高频词汇及短语

attend [ə'tend] *v.* 出席,参加

administrative [əd'mɪnɪstrətɪv] *adj.* 行政的,管理的

talent ['tælənt] *n.* 天赋,天才

significantly [sɪg'nɪfɪkəntli] *adv.* 显著地,明显地

additionally [ə'dɪʃənli] *adv.* 除此之外

despite [dɪ'spaɪt] *prep.* 尽管

cut down 削减,降低

a majority of 许多,大多数

in response 回应,回复

replace...with... 用……代替……

Passage Two

全文翻译

(51) 吃得少,还能让人感到快乐的奥秘或许早在几年前就被麦当劳破解了。根据康奈尔大学食品与品牌实验室的一项最新研究,小份的非食物奖励,例如麦当劳欢乐套餐中的玩具,可以和食物一样刺激大脑中的奖赏中枢。

由马丁·莱曼领导的研究人员进行了一系列的实验,想要弄清楚人们是否愿意选择配有非食物类小东西的小份食物。

(52) 他们发现,绝大多数的孩子和成年人都选择带奖品但减半了的食物。而两种选择的价格是相同的。

(53) 更为有趣的是,一个对未来奖品的承诺足以使成年人选择小份食品。其中可以使用的奖励之一是彩票,奖金10、50到100美金不等。在劝说人们少吃点这一问题上,这和那些实实在在的礼物一样有效。

“参与者们愿意用获得相对来说较少金钱奖励的可能性来替换掉一部分食物,这一事实也是非常有趣的,”莱曼说。

(54) 他认为从理论上讲,这些无形奖品中的感情成分使得它们起了作用。事实上,描述不清晰的得奖的可能性比那些有着明确的得奖概率的选择更有效果。

“这一发现的解释之一就是不确定性的奖励要比确定的奖励在情感上更能激起人们的欲望,”莱曼说。“得奖的不确定性通过在情感上让人‘兴奋’从而为人们提供了额外的吸引力和诱惑力。收到奖励的可能性同时带来了

一种希望,这种状态本身就能让人获得心理上的回报。”换言之,这就是人们为什么喜欢赌博的原因。

如何运用这一知识来帮助人们吃得 healthier 呢?

一种办法就是给人们提供一个可以获得周末温泉疗养机会的健康选择。或者为选择一份减半了的食物设立半份甜点的奖励,该甜点只能在未来的某个日期享用。(55) 这样你就又会回到这个餐馆——并且这样你还可以少吃一点。

■ 详解详析

51. D)。【定位】由题干中的 McDonald's 和 inclusion of toys 定位到第一段: The secret to eating less and being happy about it may have been cracked years ago—by McDonald's. According to a new study... small non-food rewards—like the toys in McDonald's Happy Meals—stimulate the same reward centers in the brain as food does.

【详解】推理判断题。定位段指出,麦当劳欢乐套餐中的玩具可以和食物一样刺激大脑中的奖赏中枢,让人们吃得少,还可以感受到快乐,故答案为 D)。

【点睛】A) “有助于理解人们破解秘密的欲望”,首段第一句提到了麦当劳或许在几年前就破解了怎么让人们吃得少还可以感受到快乐的秘密,并未提到人们有破解秘密的欲望,故排除该项;B) “证实了麦当劳商业成功的关键”,文中并没有阐述麦当劳是如何成功的,故排除该项;C) “它能满足孩子们想要知道里面藏了什么的的好奇心”,文章中也并未提到这一点,故排除 C)。

52. D)。【定位】由题干中的 finding of the researchers 定位到第三段第一句: They found that the majority of both kids and adults opted for a half-sized portion when combined with a prize.

【详解】事实细节题。定位句指出,他们发现,绝大多数的孩子和成年人都愿意选择带有奖励的减半食物。此处的他们是指代上一段中提到的莱曼领导的研究人员,故答案为 D)。

【点睛】A) “如果人们多光顾麦当劳,减少食物摄入并不难”,文章只在第一段提到,类似麦当劳欢乐套餐中的玩具可以让人们在减少食量的同时感到愉悦,并没有提到去麦当劳一定会使人们减少食物摄入,故排除该项;B) “绝大多数孩子和成年人在减半了每餐的食物后并不会真正地感到饥饿”,文中并未提到相关内容,可以排除该项;C) “吃小份的食物对孩子和成年人的健康有同样的好处”,这一点在文章中也未涉及,可以排除 C)。

53. B)。【定位】由题干中的 most interesting 和 findings 定位到第四段第一句: Even more interesting is that the promise of a future reward was enough to make adults choose the smaller portion.

【详解】事实细节题。定位句中提到,更为有趣的是,一个对未来奖励的承诺足以让成年人选择小份食物,故答案为 B)。

【点睛】A) “比起玩具来孩子们更喜欢金钱形式的奖励”,此选项在文中并未涉及,故排除;C) “孩子和成人都对半份食物感到满足”,文中只是提到,不论是孩子还是成人,都愿意选择带有一定奖品的小份食物,并未明确说明他们对此一定会感到满足,并且这也不属于莱曼的发现,故排除该项;D) “孩子和成人都无法拒绝免费玩具的诱惑”,这一项文中并未提及,故排除。

54. A)。【定位】由题干中的 Reimann, interpret 和 finding 定位到第六段第一句: He theorizes that it is the emotional component of these intangible prizes that make them effective.

【详解】语义理解题。本题问到莱曼如何解读他的研究。文章的第三、四、五段都是对莱曼及其领导的研究人员的发现的描述。从第六段起,他开始分析其研究结果。该段首句即提出,从理论上来说,是这些无形奖励中的感情成分使得这些奖励起了作用,这就是他对研究发现的解读,故答案为 A)。

【点睛】B) “比起数量,人们更看重质量”,这句话并不是实验研究的结论,故排除 B); C) “比起可能的奖励,人们更喜欢确定的奖励”,第六段第二句明确提到,描述不清晰的得奖的可能性比那些有着明确的得奖概率的选择更有效果,正好与此项表达的意思相反,故排除该项; D) “对未来奖励的欲望压倒了一切”,文章中确实提到了人们喜欢这种未来的不确定的奖励,但并没有提及这种欲望强大到了压倒一切,故排除该项。

55. C)。【定位】由题干中的 eat less 和 restaurant 定位到文章最后一段最后一句: That would get you back in the restaurant—and make you eat a little less.

详解 推理判断题。题目中问我们能从莱曼的研究发现中推断出什么。莱曼的研究主要发现了人们愿意为奖品放弃大份食物,而当这种奖品存在某种不确定性时,对人们的吸引力更大,这是由于人们的欲望被不确定性所刺激。文章最后一段提出,如果饭店能利用这一发现,设置一些奖励,不仅可以顾客再次光临,也可以让人们吃得更少,故答案为C)。

点睛 A)“如果人们想要健康快乐就该少吃一点”,文章中只是提到人们愿意接受用小奖励代替部分食物的方法,并未提到想要健康快乐就一定要少吃,故排除A);B)“大部分快餐店都很可能效仿麦当劳的做法”,文中并没提到这一类的内容,故无法推理得出这样的结论,故排除该项;D)“需要更多关于情感对行为影响的研究”,文中提到的研究发现已经很明确,而且研究主题也并非情感对行为的影响,故排除该项。

④ 高频词汇及短语

stimulate ['stɪmjuleɪt] *v.* 刺激,激励

majority [mə'dʒɔ:ri:ti] *n.* 大部分,大多数

tangible ['tændʒəbl] *adj.* 有形的,实际的

substitute ['sʌbstɪtju:t] *v.* 替代,替换

provoke [prə'vəʊk] *v.* 引起,刺激

participant [pɑ:'tɪsɪpənt] *n.* 参与者,共享者

component [kəm'pəʊnənt] *n.* 成分,部件

option ['ɒpʃən] *n.* 选择,选择权

carry out 执行,实施

combine...with 与……相结合

Part IV Translation

参考译文

The color of red in Chinese culture usually symbolizes good luck, longevity and happiness. Red can be found everywhere during Chinese Spring Festival and on other joyous occasions. Cash is often put in red envelopes and sent to family members or close friends as a gift. Its popularity in China can also be attributed to the fact that people associate it with the Chinese Revolution and Communist Party. However, red does not signify good luck and joy all the time in that the name of the dead used to be written in red. Thus it is regarded as an offense to write the names of Chinese people in red ink.

难点注释

1. 翻译第一句时,状语“在中国文化中”可如同参考译文一样放在句子中间,也可置于句子的开头或末尾。“象征”可用 symbolize, signify, mean, represent 等词。“好运”除译为 good luck 外,也可用 good fortune 来表达。
2. 翻译第二句时,“到处可见”可如同参考译文一样译成 can be seen/found everywhere,还可用另外一个单词“prevail”,即 On Chinese Spring Festival and on other joyous occasions, red prevails.
3. 翻译第三句时,状语“as a gift”也可放在主语 cash 的后面。另外,此句除了按参考译文中那样译成 and 连接的并列结构之外,还可以处理成主从关系。即把“送给家人或亲密朋友”作为句子的谓语和宾语部分,“放在红信封里”作句子的状语,翻译为:Cash, as a gift, is often sent to family members or close friends in red envelopes.
4. 翻译第四句时可稍作变通,把“红色在中国流行”处理成主语 Its popularity in China,把“另一个原因是”做谓语部分,译成 can also be attributed to the fact,后面是 that 引导的定语从句,修饰前面的名词 the fact。此句还可采用另外一种译法,即把“另一个原因”作句子的主语,译成 Another reason for the popularity of red in China is that...,后面是 that 引导的表语从句。在本句中,还需注意“与……相联系”译成“associate...with...”。
5. 翻译第五句时需注意“然而”一词的译法,however, while, nevertheless 都可用于此处。此外,为了表达上的顺畅,最后一句的前半句“因为从前死者的名字常用红色书写”可合译在此句中,其中“过去常常”译成“used to”。
6. 最后一句翻译时,为了逻辑上的严密承接,用表示结果的连词 Thus 来引导。“被看成是”可译成短语 be regarded as...，“冒犯行为”可直译为 an offense。