

2021 年 12 月大学英语六级考试真题（第 1 套）

Part I

Writing

(30 minutes)

Directions: For this part, you are allowed 30 minutes to write an essay related to the short passage given below. In your essay, you are to comment on the phenomenon described in the passage and suggest measures to address the issue. You should write at least 150 words but no more than 200 words.

Young people spend a lot of time on the Internet. However, they are sometimes unable to recognize false information on the Internet, judge the reliability of online information sources, or tell real news stories from fake ones.

Part II

Listening Comprehension

(30 minutes)

Section A

Directions: In this section, you will hear two long conversations. At the end of each conversation, you will hear four questions. Both the conversation and the questions will be spoken only once. After you hear a question, you must choose the best answer from the four choices marked A), B), C) and D). Then mark the corresponding letter on *Answer Sheet 1* with a single line through the centre.

Questions 1 to 4 are based on the conversation you have just heard.

- | | |
|---------------------------------------|--|
| 1. A) He was enjoying his holiday. | C) He was busy writing his essays. |
| B) He was recovering in hospital. | D) He was fighting a throat infection. |
| 2. A) He broke his wrist. | C) He slipped on ice and fell. |
| B) He lost his antibiotics. | D) He was laughed at by some girls. |
| 3. A) Turn to her father for help. | C) Ask the manufacturer for repairs. |
| B) Call the repair shop to fix it. | D) Replace it with a brand-new one. |
| 4. A) Help David retrieve his essays. | C) Offer David some refreshments. |
| B) Introduce David to her parents. | D) Accompany David to his home. |

Questions 5 to 8 are based on the conversation you have just heard.

5. A) She is a critic of works on military affairs.
B) She is an acclaimed hostess of *Book Talk*.
C) She is a researcher of literary genres.
D) She is a historian of military history.
6. A) It is about the military history of Europe.
B) It is set in the 18th and 19th centuries.
C) It is her fifth book of military history.
D) It is a war novel set in the future.
7. A) She visited soldiers' wives and mothers.
B) She conducted surveys of many soldiers.
C) She met a large number of soldiers in person.
D) She looked into the personal lives of soldiers.



8. A) She doesn't have much freedom for imagination.
B) It is not easy to make her readers believe in her.
C) It is difficult to attract young readers.
D) She has to combine fact with fiction.

Section B

Directions: In this section, you will hear two passages. At the end of each passage, you will hear three or four questions. Both the passage and the questions will be spoken only once. After you hear a question, you must choose the best answer from the four choices marked A), B), C) and D). Then mark the corresponding letter on **Answer Sheet 1** with a single line through the centre.

Questions 9 to 11 are based on the passage you have just heard.

9. A) Santa Claus. C) Cocoa seeds.
B) A polar bear. D) A glass bottle.
10. A) To attract customer attention. C) To combat counterfeits.
B) To keep up with the times. D) To promote its sales.
11. A) It resembles a picture in the encyclopedia.
B) It appears in the shape of a cocoa seed.
C) It has the drink's logo in the middle.
D) It displays the image of Santa Claus.

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

12. A) It often occurs among commuters. C) It improves their mood considerably.
B) It promotes mutual understanding. D) It takes a great deal of effort to sustain.
13. A) Social anxiety. C) Lack of social skills.
B) Excessive caution. D) Preference for solitude.
14. A) People usually regard it as an unforgettable lesson.
B) Human brains tend to dwell on negative events.
C) Negative events often hurt people deeply.
D) People generally resent being rejected.
15. A) Contagious. B) Temporary. C) Unpredictable. D) Measurable.

Section C

Directions: In this section, you will hear three recordings of lectures or talks followed by three or four questions. The recordings will be played only once. After you hear a question, you must choose the best answer from the four choices marked A), B), C) and D). Then mark the corresponding letter on **Answer Sheet 1** with a single line through the centre.

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

16. A) It depends heavily on tourism. C) It is mainly based on agriculture.
B) It is flourishing in foreign trade. D) It relies chiefly on mineral export.
17. A) Tobacco. B) Bananas. C) Coffee. D) Sugar.
18. A) They toil on farms. C) They live in Spanish-style houses.



B) They live a poor life.

D) They hire people to do housework.

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

19. A) They will be more demanding of their next generation.

B) They will end up lonely, dependent and dissatisfied.

C) They will experience more setbacks than successes.

D) They will find it difficult to get along with others.

20. A) Failure to pay due attention to their behavior.

B) Unwillingness to allow them to play with toys.

C) Unwillingness to satisfy their wishes immediately.

D) Failure to spend sufficient quality time with them.

21. A) It will enable them to learn from mistakes.

B) It will help them to handle disappointment.

C) It will do much good to their mental health.

D) It will build their ability to endure hardships

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

22. A) Failing to make sufficient preparations.

B) Looking away from the hiring manager.

C) Saying the wrong thing at the wrong time.

D) Making a wrong judgment of the interview.

23. A) Complaining about their previous job.

B) Inquiring about their salary to be paid.

C) Exaggerating their academic background.

D) Understating their previous achievements.

24. A) Those who have both skill and experience.

B) Those who get along well with colleagues.

C) Those who take initiative in their work.

D) Those who are loyal to their managers.

25. A) Ability to shoulder new responsibilities.

B) Experience of performing multiple roles.

C) Readiness to work to flexible schedules.

D) Skills to communicate with colleagues.

Part III

Reading Comprehension

(40 minutes)

Section A

Directions: In this section, there is a passage with ten blanks. You are required to select one word for each blank from a list of choices given in a word bank following the passage. Read the passage through carefully before making your choices. Each choice in the bank is identified by a letter. Please mark the corresponding letter for each item on **Answer Sheet 2** with a single line through the centre. You may not use any of the words in the bank more than once.



If you think life is wonderful and expect it to stay that way, then you may have a good chance of living to a ripe old age, at least that is what the findings of a new study suggest. That study found that participants who reported the highest levels of optimism were far more likely to live to age 85 or 26. This was compared to those participants who reported the lowest levels of optimism. It is 27 that the findings held even after the researchers considered factors that could 28 the link, including whether participants had health conditions such as heart disease or cancer, or whether they experienced depression. The results add to a growing body of evidence that certain psychological factors may predict a longer life 29. For example, previous studies have found that more optimistic people have a lower risk of developing chronic diseases, and a lower risk of 30 death. However, the new study appears to be the first to 31 look at the relationship between optimism and longevity. The researchers 32 that the link found in the new study was not as strong when they factored in the effects of certain health behaviors, including exercise levels, sleep habits and diet. This suggests that these behaviors may, at least in part, explain the link. In other words, optimism may 33 good habits that bolster health. It is also important to note that the study found only a 34, as researchers did not prove for certain that optimism leads to a longer life. However, if the findings are true, they suggest that optimism could serve as a psychological 35 that promotes health and a longer life.

- | | |
|----------------|-----------------|
| A) affect | I) plausibly |
| B) beyond | J) premature |
| C) conceded | K) reconciled |
| D) correlation | L) span |
| E) foster | M) specifically |
| F) henceforth | N) spiral |
| G) lofty | O) trait |
| H) noteworthy | |

Section B

Directions: In this section, you are going to read a passage with ten statements attached to it. Each statement contains information given in one of the paragraphs. Identify the paragraph from which the information is derived. You may choose a paragraph more than once. Each paragraph is marked with a letter. Answer the questions by marking the corresponding letter on *Answer Sheet 2*.



No one in fashion is surprised that Burberry burnt £28 million of stock

- A) Last week, Burberry's annual report revealed that £28.6 million worth of stock was burnt last year. The news has left investors and consumers outraged but comes as little surprise to those in the fashion industry.
- B) The practice of destroying unsold stock, and even rolls of unused fabric, is commonplace for luxury labels. Becoming too widely available at a cheaper price through discount stores discourages full-price sales. Sending products for recycling leaves them vulnerable to being stolen and sold on the black market. Jasmine Bina, CEO of brand strategy agency Concept Bureau explains, "Typically, luxury brands rally around exclusivity to protect their business interests, namely intellectual property and preservation of brand *equity* (资产)." She stated she had heard rumors of stock burning but not specific cases until this week.
- C) Another reason for the commonplace practice is a financial incentive for brands exporting goods to America. United States Customs states that if imported merchandise is unused and destroyed under their supervision, 99% of the duties, taxes or fees paid on the merchandise may be recovered. It is incredibly difficult to calculate how much dead stock currently goes to waste. While there are incentives to do it, there's no legal obligation to report it.
- D) A source, who chose to remain anonymous, shared her experience working in a Burberry store in New York in October 2016. "My job was to toss items in boxes so they could be sent to be burned. It was killing me inside because all that leather and fur went to waste and animals had died for nothing. I couldn't stay there any longer, their business practices threw me off the roof." In May this year, Burberry announced it was taking fur out of its catwalk shows and reviewing its use elsewhere in the business. "Even though we asked the management, they refused to give us detailed answers as to why they would do this with their collection," continued the source, who left her role within two weeks. She has since worked with another high-profile, luxury label.
- E) In an online forum post, which asked if it's true that Louis Vuitton burned its bags, Ahmed Bouchfaa, who claimed to work for Louis Vuitton, responded that the brand holds sales of old stock for staff members twice a year. Items which have still not sold after several sales are destroyed. "Louis Vuitton doesn't have public sales. They either sell a product at a given price or discontinue it. This is to make sure that everybody pays the same price for an item," he says. He goes on to disclose the strict guidelines around the employee sales: "You may buy gifts for someone, but they track each item, and if your gift ends up online they know who to ask." One investor commenting on the Burberry figures was reportedly outraged that the unsold goods were not even offered to investors before they were destroyed.
- F) Richemont, who owns several luxury brands, hit the headlines in May for taking back £437 million of watches for destruction in the last two years to avoid marked-down



prices. It's not just luxury brands either. In October last year, a Danish TV show exposed H&M for burning 12 tonnes of unsold clothing since 2013. In a statement, the high street retailer defended itself by saying that the burnt clothing had failed safety tests: "The products to which the media are referring have been tested in external laboratories. The test results show that one of the products is mold infested and the other product contains levels of lead that are too high. Those products have rightly been stopped in accordance with our safety routines." In March, a report revealed that H&M was struggling with \$4.3 billion worth of unsold stock. The brand told *The New York Times* that the plan was to reduce prices to move the stock, arguably encouraging consumers to buy and throw away with little thought.

- G) Over-production is perhaps the biggest concern for Burberry. While there has been much outrage at the elitist connotation of burning goods rather than making them affordable, executives at the British fashion house are no doubt struggling to defend how they miscalculated production. The waste has been put down to burning old cosmetic stock to make way for their new beauty range. However, while the value of destroyed stock is up from £26.9 million last year, it's an even more significant increase from 2016's figure of £18.8 million, highlighting that this is an ongoing issue.
- H) In September 2016, Burberry switched to a "see now, buy now" catwalk show format. The move was a switch to leverage on the coverage of their fashion week show to make stock available immediately to consumers. This is opposed to the traditional format of presenting to the industry, taking orders for production and becoming available in six months, time. While Burberry announced "record-breaking" online reach and engagement, there has been little evidence to suggest that the strategy has had a significant effect on sales, particularly as the *hype* (炒作) slows across the season. In February they made adjustments to the format, dropping some catwalk items immediately and promising that others would launch in the coming months.
- I) In a statement, Burberry denied that switching to "see now, buy now" has had an impact on waste. A Burberry spokesperson further said, "On the occasions when disposal of products is necessary, we do so in a responsible manner. We are always seeking ways to reduce and revalue our waste. This is a core part of our strategy and we have forged partnerships and committed support to innovative organizations to help reach this goal."
- J) One such partnership is with Elvis & Kresse, an accessories brand working with reclaimed materials. Co-founder Kresse Wesling said, "Late last year we launched an ambitious five-year partnership with the Burberry Foundation. The main aim of this is to scale our leather rescue project, starting with off-cuts from the production of Burberry leather goods. We are working tirelessly to expand our solutions and would love to welcome anyone to our workshop to come and see what we are doing." At the moment, the partnership only addresses waste at the production stage and not unsold goods.
- K) While these are honorable schemes, it makes it harder for Burberry to defend these



latest figures. Fifteen years ago, Burberry was at crisis point as their signature check pattern was widely imitated by cheap, imitation brands. It deterred luxury consumers who found their expensive clothing more closely associated with working-class youth culture than a prestigious heritage fashion house. In the year 2004, at the height of over-exposure of the Burberry check, the brand's turnover was £715.5 million. Under Christopher Bailey as creative director they turned the brand around and this past year revenue hit £2.73 billion.

- L) Bina believes that brands need to readdress their exclusivity tactic. "Exclusivity is starting to be challenged," she says, "I think that goes hand in hand with how luxury itself is being challenged. Access to fashion, and the brands who police it, are becoming less and less relevant. Things like health, enlightenment, and social and environmental responsibility are the new luxuries. These all come from within, not without. That's the challenge that traditional luxury brands will have to contend with in the mid-to long-term future."
36. Burberry's executives are trying hard to attribute their practice of destroying old products to miscalculated production.
37. Selling products at a discount will do greater harm to luxury brands than destroying them.
38. Imitated Burberry products discouraged luxury consumers from buying its genuine products.
39. Staff members of a luxury brand may buy its old stock at cheaper prices, but they are not allowed to resell them.
40. In future traditional luxury brands will have to adapt their business strategies to the changing concepts of luxury.
41. One luxury brand employee quit her job because she simply couldn't bear to see the destruction of unsold products.
42. Destroying old stock is a practice not just of luxury brands but of less prestigious fashion brands.
43. Burberry is working with a partner to make full use of leather materials to reduce waste.
44. Burberry's plan to destroy its unsold products worth millions of dollars aroused public indignation.
45. Burberry's change of marketing strategy to make a product available as soon as consumers see it on the fashion show did not turn out to be as effective as expected.

Section C

Directions: There are 2 passages in this section. Each passage is followed by some questions or unfinished statements. For each of them there are four choices marked A), B), C) and D). You should decide on the best choice and mark the corresponding letter on **Answer Sheet 2** with a single line through the centre.



Passage One

Questions 46 to 50 are based on the following passage.

Social media is absolutely everywhere. Billions of people use social media on a daily basis to create, share, and exchange ideas, messages, and information. Both individuals and businesses post regularly to engage and interact with people from around the world. It is a powerful communication medium that simultaneously provides immediate, frequent, permanent, and wide-reaching information across the globe.

People post their lives on social media for the world to see. Facebook, Twitter, LinkedIn, and countless other social channels provide a quick and simple way to glimpse into a job candidate's personal life—both the positive and negative sides of it. Social media screening is tempting to use as part of the hiring process, but should employers make use of it when researching a potential candidate's background?

Incorporating the use of social media to screen job candidates is not an uncommon practice. A 2018 survey found that almost 70% of employers use social media to screen candidates before hiring them. But there are consequences and potential legal risks involved too. When done inappropriately, social media screening can be considered Unethical or even illegal.

Social media screening is essentially scrutinising a job candidate's private life. It can reveal information about protected characteristics like age, race, nationality, disability, gender, religion, etc., and that could bias a hiring decision. Pictures or comments on a private page that are taken out of context could ruin a perfectly good candidate's chances of getting hired. This process could potentially give an unfair advantage to one candidate over another. It creates an unequal playing field and potentially provides hiring managers with information that can impact their hiring decision in a negative way.

It's hard to ignore social media as a screening tool. While there are things that you shouldn't see, there are some things that can be lawfully considered—making it a valuable source of relevant information too. Using social media screening appropriately can help ensure that you don't hire a toxic employee who will cost you money or stain your company's reputation. Consider the lawful side of this process and you may be able to hire the best employee ever. There is a delicate balance.

Screening job candidates on social media must be done professionally and responsibly. Companies should stipulate that they will never ask for passwords, be consistent, document decisions, consider the source used and be aware that other laws may apply. In light of this it is probably best to look later in the process and ask human resources for help in navigating it. Social media is here to stay. But before using social media to screen job candidates, consulting with management and legal teams beforehand is essential in order to comply with all laws.



46. What does the author mainly discuss in the passage?
- A) The advantage of using social media in screening job candidates.
 - B) The potentially invasive nature of social media in everyday life.
 - C) Whether the benefits of social media outweigh the drawbacks.
 - D) Whether social media should be used to screen job candidates.
47. What might happen when social media is used to screen job candidates?
- A) Moral or legal issues might arise.
 - B) Company reputation might suffer.
 - C) Sensational information might surface.
 - D) Hiring decisions might be complicated.
48. When could online personal information be detrimental to candidates?
- A) When it is separated from context.
 - B) When it is scrutinised by an employer.
 - C) When it is magnified to a ruinous degree.
 - D) When it is revealed to the human resources.
49. How can employers use social media information to their advantage while avoiding unnecessary risks?
- A) By tipping the delicate balance.
 - B) By using it in a legitimate way.
 - C) By keeping personal information on record.
 - D) By separating relevant from irrelevant data.
50. What does the author suggest doing before screening job candidates on social media?
- A) Hiring professionals to navigate the whole process.
 - B) Anticipating potential risks involved in the process.
 - C) Seeking advice from management and legal experts.
 - D) Stipulating a set of rules for asking specific questions.

Passage Two

Questions 51 to 55 are based on the following passage.

In recent years, the food industry has increased its use of labels. Whether the labels say ‘non-GMO (非转基因的)’ or ‘no sugar,’ or ‘zero carbohydrates’, consumers are increasingly demanding more information about what’s in their food. One report found that 39 percent of consumers would switch from the brands they currently buy to others that provide clearer, more accurate product information. Food manufacturers are responding to the report with new labels to meet that demand, and they’re doing so with an eye towards giving their products an advantage over the competition, and bolstering profits.

This strategy makes intuitive sense. If consumers say they want transparency, tell them exactly what is in your product. That is simply supplying a certain demand. But the marketing strategy in response to this consumer demand has gone beyond articulating what is in a product, to labeling what is NOT in the food. These labels are known as “absence



claims” labels, and they represent an emerging labeling trend that is detrimental both to the consumers who purchase the products and the industry that supplies them.

For example, Hunt’s put a “non-GMO” label on its canned crushed tomatoes a few years ago—despite the fact that at the time there was no such thing as a GMO tomato on the market. Some dairy companies are using the “non-GMO” label on their milk, despite the fact that all milk is naturally GMO-free, another label that creates unnecessary fear around food.

While creating labels that play on consumer fears and misconceptions about their food may give a company a temporary marketing advantage over competing products on the grocery aisle, in the long term this strategy will have just the opposite effect: by injecting fear into the discourse about our food, we run the risk of eroding consumer trust in not just a single product, but the entire food business.

Eventually, it becomes a question in consumers’ minds: Were these foods ever safe? By purchasing and consuming these types of products, have I already done some kind of harm to my family or the planet?

For food manufacturers, it will mean damaged consumer trust and lower sales for everyone. And this isn’t just supposition. A recent study found that absence claims labels can create a stigma around foods even when there is no scientific evidence that they cause harm.

It’s clear that food manufacturers must tread carefully when it comes to using absence claims. In addition to the likely negative long-term impact on sales, this verbal trick sends a message that innovations in farming and food processing are unwelcome, eventually leading to less efficiency, fewer choices for consumers, and ultimately, more costly food products. If we allow this kind of labeling to continue, we will all lose.

51. What trend has been observed in a report?

- A) Food manufacturers, rising awareness of product safety.
- B) Food manufacturers, changing strategies to bolster profits.
- C) Consumers, growing demand for eye-catching food labels.
- D) Consumers, increasing desire for clear product information.

52. What does the author say is manufacturers new marketing strategy?

- A) Stressing the absence of certain elements in their products.
- B) Articulating the unique nutritional value of their products.
- C) Supplying detailed information of their products.
- D) Designing transparent labels for their products.

53. What point does the author make about non-GMO labels?

- A) They are increasingly attracting customers’ attention.
- B) They create lots of trouble for GMO food producers.



- C) They should be used more for vegetables and milk.
D) They cause anxiety about food among consumers.
54. What does the author say absence claims labels will do to food manufacturers?
A) Cause changes in their marketing strategies.
B) Help remove stigma around their products.
C) Erode consumer trust and reduce sales.
D) Decrease support from food scientists.
55. What does the author suggest food manufacturers do?
A) Take measures to lower the cost of food products.
B) Exercise caution about the use of absence claims.
C) Welcome new innovations in food processing.
D) Promote efficiency and increase food variety.

Part IV

Translation

(30 minutes)

Directions: For this part, you are allowed 30 minutes to translate a passage from Chinese into English. You should write your answer on *Answer Sheet 2*.

中国共产党第一次全国代表大会会址位于上海兴业路 76 号，是一栋典型的上海式住宅，建于 1920 年秋。1921 年 7 月 23 日，中国共产党第一次全国代表大会在此召开，大会通过了中国共产党的第一个纲领和第一个决议，选举产生了中央领导机构，宣告了中国共产党的诞生。1952 年 9 月，中共一大会址修复，建立纪念馆并对外开放。纪念馆除了介绍参加一大的代表之外，还介绍党的历史发展进程，现已成为了解党史，缅怀革命先烈的爱国主义教育基地。



2021 年 12 月大学英语六级考试真题(一)答案与详解

Part I Writing

结构框图:

Being Cautious about False Information Online

第 1 段描述现象, 引出话题: 年轻人很容易被网上的虚假信息所误导。

第 2 段针对现象做出评论, 并提出建议, 指出可从几个方面入手来避免被虚假信息所误导。

第 3 段总结全文, 重申观点。

范文点评:

参考范文	精彩点评
<p style="text-align: center;">Being Cautious about False Information Online</p> <p>【1】The Internet is a complex and dynamic world full of all sorts of information. Unfortunately, some of it isn't that great. Lacking enough consideration, we, especially young people, are easily misled by false information which always appears in bulk on the webpage.</p> <p>【2】To avoid being misguided by those irresponsible mass media, we can start from the following aspects. 【3】To begin with, one should think twice upon reading online comments and information, as they may be groundless and fictitious just to catch people's attention. 【4】What's more, young people should also shoulder their responsibility and only forward official information released by the relevant departments. We must be cautious and careful so as not to become loudspeakers for rumors. 【5】Last but not least, to deter people from fabricating and spreading rumors and false information, and to punish those who do so, laws and regulations with clear penalties should be implemented and enforced.</p> <p>【6】As the saying goes, it is better not to believe in books at all, rather than to believe in them implicitly. Likewise, in the age of information explosion, one should make his own judgment based on real facts and experience.</p>	<p>【1】描述现象,引出话题:互联网充斥着各种信息,年轻人很容易被虚假信息所误导。</p> <p>【2】表明自己的观点,指出我们可从几个方面入手来避免被虚假信息所误导。</p> <p>【3】【4】【5】分别使用 to begin with、what's more 和 last but not least 给出自己的建议:首先,人们在看到网络评论和信息时应该三思;此外,年轻人应谨慎转发相关信息,避免成为制造谣言的扩音器;再者,对于编造、传播谣言和虚假信息的违规者应进行处罚。</p> <p>【6】利用俗语“尽信书,则不如无书”重申自己的观点,建议大家应根据事实和经验来判断网络信息的真伪。</p>

话题词汇:

uncontrolled 不受控制的
chaotic 混乱的
one-sided 片面的
groundless 无根据的
mislead 误导
fabricate 编造

mass media 大众媒体
be indulged in network 沉迷于网络
at an unprecedented rate 以空前的速度
catch one's eyes 吸引眼球
be hard to distinguish between the true and the false
难辨真伪

注:如有需要,可将解析部分剪切下来核对答案。



Part II Listening Comprehension

Section A

Questions 1 to 4 are based on the conversation you have just heard.

- W: Hi, David. (1) I haven't seen you in class for almost two weeks. We thought you had disappeared on holiday early or something.
- M: Hi, Sarah. Well, it's a bit of a long story I'm afraid. I got a throat infection last week and had to go to the hospital to get some antibiotics as I really wasn't getting any better.
- W: Oh yeah. There have been so many viruses going around this winter. The weather has been so awful for the last few weeks.
- M: (2) And, on the way back from the hospital, I slipped on some ice and fell and then had to go to the hospital to get an X-ray because I basically thought I broke my wrist, although, thankfully, it's not broken. But I need to be careful with it for the next few weeks.
- W: Oh, that's too bad! How unfortunate!
- M: To make things worse, I managed to fall right in front of four girls from the ninth grade. So I was utterly humiliated. Plus, the laptop in my bag was broken too.
- W: No, what a complete catastrophe! Is the laptop still under warranty? If it is, then you can easily send it back to the manufacturer, and they'll send you a brand-new one for free surely.
- M: The warranty ran out three days before I broke it. And all my essays are in there, and I need to hand them in before we break for the Christmas holidays.
- W: (3) Listen, I have the number of a really good, affordable computer repair shop at home. My dad has used this guy before and he can work miracles. (4) Let's go back to my house and we can call the repair shop, and you can have some tea and cookies too.
- M: Wow, thanks, Sara! That would be great! Let me just call my mom and let her know I'll be home a little bit later.

答案详解

1. What does Sara think David was doing for the last two weeks?
A) 【精析】细节辨认题。对话开头,句(1)中萨拉提到,她已经差不多两个星期没在课堂上见过大卫了,她和同学们认为他提前去度假或是去做别的什么事了。
2. What happened to David on his way back from the hospital?
C) 【精析】细节辨认题。大卫咽喉感染,去医院拿了些抗生素。句(2)中大卫说,从医院回来的路上,他在冰上滑倒了,所以不得不又去医院拍了X光片,因为他感觉自己的手腕摔断了,不过,谢天谢地,他的手腕并没有摔断。
3. What does Sarah say they should do with the damaged computer?
B) 【精析】细节推断题。听到大卫说电脑摔坏的时候刚过保修期三天,萨拉在句(3)中说,她家里有一个非常好而且收费低的维修店的电话,她爸爸以前用过这个家伙,他能创造奇迹。也就是说,萨拉认为他们应该给这个维修店打电话来修理电脑。
4. What does Sarah say she is going to do?
C) 【精析】细节辨认题。句(4)中,萨拉提议他们一起去自己家,然后给维修店打电话,大卫也可以在她家里喝点茶,吃点曲奇。

Questions 5 to 8 are based on the conversation you have just heard.

- M: Welcome to this week's episode of *Book Talk*. With me today is Heidi Brown, (5) a historian who has written five critically acclaimed books about military history.
- W: Thanks for having me, John. I'm so excited to talk about my latest book, which was published last month.
- M: So this book is a novel, your first attempt at that genre. I thought it was a bit of a departure for you.
- W: (6-1) I'd say it's a major departure as it's not just a work of fiction. It's set 200 years in the future.
- M: Right. So how did that happen? You spent three decades writing about the past and focusing on the 18th and 19th centuries. And now you're speculating about the future.
- W: Well, after years of researching soldiers and chronicling their lives during battle, I just started wondering about other facets of their lives, especially their personal lives.



M: I can see that. (6-2) Your novel is about soldiers and it focuses on their relationships, especially the bond between sons and mothers and men and their wives.

W: Yes. That focus came about when I still intended to write another book of history. (7) I started by researching soldiers' actual personal lives, studying their letters home.

M: So how did that history book become a novel?

W: Well, I realized that the historical record was incomplete. So I'd either have to leave a lot of gaps or make a lot more assumptions than a historian should.

M: But why write a novel set in the future when your credentials are perfect for a historical novel? As a historian, any historical novel you write would have a lot of credibility.

W: (8) I felt too constrained working with the past, like what I wrote needed to be fact as opposed to fiction, but writing about the future gave me more freedom to imagine, to invent.

M: Well, having read your book, I'm glad you made that choice to move into fiction.

答案详解

5. What does the man say about the woman?

D) 【精析】细节辨认题。对话开头,男士说了《书论》节目的开场白,之后介绍了今天的嘉宾海蒂·布朗。由句(5)可知,海蒂·布朗是一位写了五部广受好评的军事史著作的历史学家。

6. What does the woman say about her newly published book?

D) 【精析】细节归纳题。节目从女士新出版的书开始。男士提到,新书是一部小说,这是女士第一次尝试写小说,他认为这对女士来说是个改变。女士在句(6-1)中说,她认为这是一个重大的改变,因为它并不只是一部小说,它以未来的200年为背景。由句(6-2)可知,这部小说是关于士兵的。

7. What did the woman do before writing her new book?

D) 【精析】综合理解题。男士从女士的小说中看出,她的小说关注点是士兵的私人生活,尤其是儿子与母亲之间的关系以及丈夫与妻子之间的关系。女

士说,她还在打算写另一本历史书的时候,这个关注点就出现了。根据句(7)可知,女士写新书是从研究士兵真实的私人生活、研究他们的家书开始的。也就是说,在写新书之前,女士研究了士兵的私人生活。因此答案为D)。此题B)选项迷惑性比较大,录音中女士提到自己多年来一直都在研究士兵,记录他们在战争中的生活。她对士兵战争生活的研究是她写其他军事历史书之前所做的工作,而问题问的是她写这本新书之前做了什么事,该项过于宽泛,因此可排除。

8. What does the woman say about her writing history books?

A) 【精析】细节辨认题。男士问女士,既然她很适合写历史小说,为什么要写一部以未来为背景的小说。女士在句(8)中回答说,和过去打交道让她感觉太拘束了,她所写的东西必须是事实,不能虚构,而写与未来有关的东西给了她更多的自由去想象,去创作。

Section B

Questions 9 to 11 are based on the passage you have just heard.

(9) Whether it's in the hands of animated polar bears or Santa Claus, there's one thing you'll find in nearly all ads for Coca-Cola: the characteristic glass bottle. Most Americans don't drink soda out of the glass bottles seen in Coke's ads anymore. But this week, the company is celebrating a century of the bottle that's been sold in more than 200 countries.

Flash back to 1915, when a bottle of Coca-Cola cost just a nickel. (10) As the soft drink gained in popularity, it faced a growing number of competitors—counterfeits even trying to copy Coke's logo. So, according to Coca-Cola historian Ted Ryan, the company decided to come up with packaging that couldn't be duplicated.

A product request was sent to eight different glass makers. (11) Workers at the Root Glass Company got the request and began flipping through the encyclopedia at the local library, landing on cocoa seed. Though cocoa seed is not an ingredient of the soda, they designed their bottle based on the seed's shape and large middle. It won over Coke executives in Atlanta and would go on to receive its own trademark, spur collections and earn Coca-Cola an iconic image that made it part of American culture for a century.

It was 100 years ago this week that the bottle earned a patent. By World War II, Coke bottle sales had ballooned into billions. Americans mostly consume Coke out of aluminum or plastic today, but the glass bottle remains a symbol of America that's readily recognized around the world.



9. What does the passage say appears in almost all ads for Coca-Cola?
- D) 【精析】细节辨认题。句(9)提到,无论是在动画北极熊的手里,还是在圣诞老人的手里,几乎所有的可口可乐的广告里都有一样东西:那就是标志性的玻璃瓶。
10. Why did the Coca-Cola Company decide to have special packaging designed?
- C) 【精析】细节推断题。句(10)提到,随着这款软饮料越来越受欢迎,它面临越来越多的竞争对手

手——仿冒品甚至试图复制可口可乐的商标。所以,根据可口可乐历史学家泰德·瑞安的说法,可口可乐公司决定发明一种不可复制的包装。

11. What do we learn about the Coca-Cola bottle designed by the Root Glass Company?
- B) 【精析】细节辨认题。句(11)提到,鲁特玻璃公司的员工接到了这一请求,他们开始在当地图书馆翻阅百科全书,他们找到了可可种子。虽然可可种子不是这款苏打水的一种原料,但他们根据种子的形状和中间部分比较大的特点设计了瓶子。

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

(12) Research shows that a few moments of conversation with a stranger creates a measurable improvement in mood. But most of us are reluctant to start these conversations because we presume the opposite.

In an experiment, commuters who talked to nearby strangers found their commute more enjoyable than those who didn't. They were asked to predict whether they'd enjoy the commute more if they conversed with other people. Intriguingly, most expected the more solitary experience to be more pleasurable.

Why is this? (13) Social anxiety appears to be the problem. People's reluctance to start conversations with nearby strangers comes partly from "underestimating others' interest in connecting". The sad thing is that people presume that a nearby stranger doesn't want to converse and don't start a conversation. Only those who forced themselves to chat because it was required by the experiment found out what a pleasant experience it could be.

Human beings are social animals. Those who misunderstand the impact of social interactions may not, in some contexts, be social enough for their own well-being. You should be chatting with the strangers you encounter. (14) You may occasionally have a negative encounter that might stick in your memory. This is because the human brain is biased to dwell on negative events. But starting conversations with strangers is still well worth the risk of rejection.

It may surprise you that conversing with strangers will make them happier too. (15) The pleasure of connection seems contagious. People who are talked to have equally positive experiences as those who initiate a conversation.

12. What does research show about a conversation between strangers?
- C) 【精析】细节辨认题。句(12)提到,研究表明,和陌生人聊上片刻可以明显改善人的情绪。
13. What prevents people from starting a conversation with strangers?
- A) 【精析】细节辨认题。短文中提到,在一项实验中,与附近的陌生人交谈的通勤者发现,与不与陌生人交谈的人相比,他们的通勤更愉快。而在他们被要求预测如果和其他人交谈,他们是否会更享受通勤时,大多数人却认为独处会更愉快。关于为什么会出现这种现象,句(13)给出了答案:社交

焦虑貌似就是问题所在。

14. Why does a negative encounter with strangers stick in one's memory?
- B) 【精析】细节辨认题。句(14)提到,你可能偶尔会有一次不愉快的(与陌生人)邂逅,这种邂逅可能会让你记忆深刻。这是因为人类的大脑偏向于思考负面事件。
15. What does the passage say the pleasure of connection seems to be?
- A) 【精析】细节辨认题。句(15)明确提到,联系的乐趣看起来是具有感染力的。

Section C

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

The Caribbean islands are divided into two worlds, a rich one and a poor one. (16) This tropical region's economy is based mainly on farming. Farmers are of two types. One is the plantation owner who may have hundreds of thousands of acres. In contrast, the small cultivator is working only a few acres of land. Most



visitors to the Caribbean are rich, like the plantation owner. They do not realize or do not want to realize that many farm families barely managed to get by on what they grow.

(17) The Caribbean produces many things. Sugar is the main product. Other export crops are tobacco, coffee, bananas, spices and citrus fruits, such as orange, lemon or grapefruit. From the West Indies also come oil, mineral pitch and many forest products. Jamaica's aluminum ore supplies are the world's largest. Oil comes from Trinidad, Aruba and Curacao. But for many of the smaller islands, sugar is the only export. Rum, a strong alcoholic drink, which is distilled from sugar cane, is also an export. The world's best rum comes from this area. Local kinds vary from the light rums of Puerto Rico to the heavier darker rums of Barbados and Jamaica. American tourists enjoy stocking up on inexpensive high quality Caribbean rum while they're on vacation. In Curacao, the well-known liquor of that name is made from the thick outer skin of a native orange.

Ever since America's colonial days, the Caribbean islands have been favorite places to visit. Since World War II, tourism has increased rapidly. Because great numbers of people go there, the islanders have built elaborate resorts, developed harbors and airfields, improved the beaches and have expanded sea and air routes. Everything is at the resort—hotel, beach, shopping and recreation. The vacationer never has any reason to explore the island.

As in most places, those who have money live well indeed. Those who don't have money live at various levels of poverty. But here the poor greatly outnumber the wealthy. A visitor will find rich people living in apartments or Spanish houses at the seaside or in the countryside. Their servants might include a cook, a maid, and a nurse for their children. (18) Most of the people live well below the poverty level. In towns, they live crowded together in tiny houses. Islanders make the best they can of what they have. Their homes are quite shabby. Sadly, most tourists never see the side of the Caribbean.

答案详解

16. What does the speaker say about the economy of the Caribbean islands?

C) 【精析】细节辨认题。加勒比群岛分为两个世界，一个富裕，一个贫穷。由句(16)可知，这个热带地区的经济主要以农业为基础。

17. What is the main product of the Caribbean islands?

D) 【精析】细节辨认题。由句(17)可知，加勒比地区生产很多东西。糖是主要产品。

18. What do we learn about the majority of people in the Caribbean islands?

B) 【精析】细节辨认题。根据句(18)可知，(加勒比群岛的)大多数人生活在贫困线以下。

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

Talk to anyone who's a generation not too older and they would most likely comment that children are more spoiled these days. No one wants to have or be around demanding, selfish and spoiled children, those who get bad-tempered or silently-brute when they are not given everything they want immediately. Paradoxically, the parents of such children encourage this demanding behavior in the mistaken belief that by giving their children everything they can their children will be happy. In the short term, perhaps they are right. (19) But in the longer term, such children end up lonely, dependent, chronically dissatisfied and resentful of the parents who tried so hard to please them.

Undoubtedly parents want to raise happy children who are confident, capable and likable rather than spoiled and miserable. (20) One factor hindering this is that parents can't or don't spend enough quality time with their kids, and substitute this deficit with toys, games, gadgets and the like. Rather than getting material things, children need parents' devoted attention. The quantity of time spent together is less important than the content of that time. Instead of instantly satisfying their wishes, parents should help them work out a plan to earn things they'd like to have. This teaches them to value the effort as well as what it achieves.

Allow them to enjoy anticipation. Numerous psychological studies have demonstrated that children who learn to wait for things they desire are more likely to succeed in a number of ways later in life. One famous experiment in the 1960s involved 3- to 6-year-old children. They were given a choice between receiving a small reward, such as a cookie, immediately, or if they waited 15 minutes, they could have two. Follow up studies have found that those who chose to delay satisfaction are now more academically successful, have greater self-worth, and even tend to be healthier.



(21) If they fail, children should be encouraged to keep trying rather than to give up if they really want the desired result. This teaches them how to handle and recover from disappointment, which is associated with greater success and satisfaction academically, financially and in personal relationships.

And lastly, parents should encourage their children to look at life from other points of view, as well as their own. This teaches them to be understanding of and sympathetic towards others—qualities sure to take them a long way in life.

答案详解

19. What will happen to children if they always get immediate satisfaction?

B) 【精析】细节辨认题。讲座中提到,溺爱孩子的父母错误地认为,给孩子们他们所能给予的一切,孩子们就会很快乐。根据句(19)可知,从长远来看,这样的孩子最终会变得孤独、依赖、难以满足并且憎恨拼命取悦他们的父母。

20. What may prevent parents from raising confident and capable children?

D) 【精析】细节辨认题。讲座中提到,父母都希望培养出自信、能干、可爱的快乐孩子,而不是被宠坏的、痛苦的孩子。由句(20)可知,阻碍这一点的一

个因素就是,父母无法或者不去花足够的时间高质量地和孩子相处,而是用玩具、游戏、小玩意儿之类的东西来弥补这种不足。

21. Why should children be encouraged to keep trying when they fail?

B) 【精析】细节辨认题。句(21)提到,如果孩子们失败了,如果他们真的想要达成预期的成果,我们就应该鼓励他们继续努力,而不是让他们放弃。这会教他们如何应对失望并从失望中复原,这种能力与在学术上、经济上以及人际关系上获得更大的成功和满足息息相关。

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

It is not hard to mess up an interview. Most people feel nervous sitting across from a hiring manager, answering questions that effectively open themselves up for judgment. (22) And your chances of being more carefully considered for the job can quickly go downhill just by saying the wrong thing at the wrong time.

(23) The most obvious thing not to do is complain. Employers want to hire positive people. Talking about a previous job negatively raises concerns that you might be difficult to manage, or you might be someone that blames management for your own poor performance.

Don't say that you've moved around in jobs because you haven't found the right fit or feel that you were not challenged enough. Statements like these will make you sound aimless and lost. An interviewer may well think, why would this role be any different for you? You will probably leave here in six months. It also bags the question of what type of relationship you had with your manager. It doesn't sound like you had open communication with him or her. (24) Managers usually love people who can self-sustain and enable growth through taking initiative, who are strong at following through their work, and who bring ideas and solutions to the table.

If you were in a management or leadership position, when discussing your current role, never take all the credit for accomplishments or achievements. Emphasize your team and how through their talents, your vision was realized. Most successful leaders know that they are only as good as their team. And acknowledging this in an interview will go a long way towards suggesting that you might be the right person for the position you are applying for.

(25) Lastly, have a good idea of what your role will be and try and convey the idea that you're flexible. Asking what your role will be suggests you will limit yourself purely to what is expected of you. In reality, your role is whatever you make of it. This is especially true in small companies, where the ability to adapt and take on new responsibilities is highly valued. And this is equally important if you're just starting out. Entry level interviewees would do well to demonstrate a broad set of skills in most interviews. It's important to have a wide skill set as many startups and small companies are moving really fast. Employers are looking for candidates that are intelligent and can quickly adapt and excel in a growing company.

答案详解

22. What does the speaker say can easily prevent an interviewee from getting a job?

C) 【精析】细节辨认题。讲座开头提到,要搞砸一场面试很简单。根据句(22)可知,如果你在错误的



时间说了错误的话,在这份工作上你被仔细考虑的机会就会减少。

23. What should the interviewee avoid doing in an interview?

A) 【精析】细节辨认题。句(23)提到,最明显不能做的事情就是抱怨。雇主希望雇用积极的人。消极地谈论上一份工作会让雇主担心你可能很难管理,或者你可能会是一个自己表现糟糕但却责备管理人员的人。

24. What kind of employees do companies like to recruit?

C) 【精析】细节辨认题。由句(24)可知,经理们通常喜欢那些能够自持并且主动成长的人,那些善于跟进工作的人以及能提出想法和解决方案的人。

25. What is especially important for those working in a small company?

A) 【精析】细节辨认题。根据句(25)可知,要对自己的角色有清楚的认识,并且尝试向别人传达你比较灵活这一信息。询问你的角色意味着你会把自己局限于别人对你的期望中。在现实里,你的角色取决于你自己。在小公司尤其如此,这里更看重适应能力和承担新职责的能力。

Part III Reading Comprehension

Section A

【文章来源】本文选自2019年8月27日刊登在 *Live Science* (《科学现场》) 上一篇标题为“Want to Live Longer? The Right Attitude May Help”(《想要活得更久? 正确的态度可能会有帮助》) 的文章。

【结构框图】

本文主要介绍了一项针对乐观和长寿之间关联的新研究。

文章首先介绍了这项新研究的发现:乐观的人更有可能长寿;然后指出寿命虽然还会受到锻炼水平、睡眠习惯和饮食等健康行为的影响,但乐观的态度会促进良好习惯的养成,而好习惯会促进健康,因此,乐观是一个可以促进长寿的心理特质。

【词性分析】

名词: D) correlation 相互关系,关联; L) span 持续时间; N) spiral 螺旋线;螺旋式; O) trait (某人性格中的) 特性,品质

动词: A) affect 影响;打动; C) conceded (不得不)承认; E) foster 促进,助长;抚育,照料; K) reconciled 协和,协调;和解; L) span 持续,贯穿;跨越; N) spiral 螺旋式上升或下降;急剧恶化

形容词: G) lofty 崇高的,高尚的;傲慢的; H) noteworthy 值得注意的,显著的; J) premature 过早的,提早的;不成熟的; N) spiral 螺旋形的,螺旋式的

副词: B) beyond (范围)超出; F) henceforth 从今以后,今后; I) plausibly 似乎是真地,貌似有理地; M) specifically 专门地,特定地

答案详解

26. 【考点】副词辨析题。

B) 【语法判断】空格前面为并列连词 or,由此可知空格处和前面的 to age 85 意思相近,功能一致,故推测应填入副词,与 to age 85 一起修饰动词 live。

【语义判断】本文首句提到 living to a ripe old age,结合第二句内容可知乐观的人更可能活到高龄,故空格处应填入 B) beyond“(范围)超出”,表示乐观的人更有可能活到 85 岁或更久。

27. 【考点】形容词辨析题。

H) 【语法判断】空格位于系动词和从句引导词 that 之间,最有可能填入形容词或动词的过去分词作表语。

【语义判断】空格后面提到,在研究人员考虑了诸多因素后,研究的结果仍然成立,这应该是很值得注意的。另外,在第 34 题所在的句子里,作者使用了“It is also important to note that...”,表明

前面已经提到了一件值得注意的事,综合可知答案为 H) noteworthy“值得注意的”。

28. 【考点】动词辨析题。

A) 【语法判断】空格位于情态动词 could 之后,应填入动词原形。

【语义判断】空格前面出现了 factors“因素”,后面提到研究人员考虑了研究对象是否得过心脏病、癌症、抑郁症等健康问题,这些都是会影响研究结果的因素,故答案为 A) affect“影响”。

29. 【考点】名词辨析题。

L) 【语法判断】空格所在的从句主语为 certain psychological factors,谓语为 may predict,空格处可填入名词和 life 一起构成宾语,也可填入副词作状语。

【语义判断】空格所在句提到,这项新研究的结果进一步证实了某些心理因素或许预示着更长的寿



命,L) span“持续时间”符合句意,故为答案。life span 意为“寿命”。

30. 【考点】形容词辨析题。

J) 【语法判断】空格后面为名词 death,故应填入形容词作定语。

【语义判断】空格前面出现了 and,空格所在部分应和前文形成并列关系。前文提到,越乐观的人得慢性病的风险越低,因此推测,他们过早死亡的风险也较低,故答案为 J) premature“过早的,提早的”。

31. 【考点】副词辨析题。

M) 【语法判断】空格所在句主干为 the new study appears to be the first, to _____ look at the relationship between optimism and longevity 为不定式短语作 the first 的后置定语,整句话结构完整,因此,空格处应填入副词。

【语义判断】空格所在句的前一句提到,之前的很多研究发现越乐观的人得慢性病的风险越低,过早死亡的风险也较低。空格所在句的 however 和 the first 都暗示了这项新研究的特别之处,它是第一个专门针对乐观和寿命之间的关联所做的研究,M) specifically“专门地,特定地”符合句意,故为答案。

32. 【考点】动词辨析题。

C) 【语法判断】空格位于主语 researchers 和 that 引导的宾语从句之间,故应填入动词作谓语。

【语义判断】空格后面提到,当把锻炼水平、睡眠习惯和饮食等健康行为产生的影响考虑进去之后,

新的研究发现乐观和长寿之间的关联并没有那么大。研究人员应该是在报告研究结果时提到了这一点,C) conceded“(不得不)承认”符合句意,故为答案。

33. 【考点】动词辨析题。

E) 【语法判断】空格位于情态动词 may 的后面,应填入动词原形。

【语义判断】空格后面的 that bolster health 是定语从句,修饰名词短语 good habits,表示“促进健康的好习惯”,前文提到,乐观和长寿有一定关联,因此推测,乐观或许能促进良好习惯的养成,而这些好习惯又能促进健康。E) foster“促进,助长”符合句意,故为答案。

34. 【考点】名词辨析题。

D) 【语法判断】空格位于冠词 a 之后,应填入名词。

【语义判断】空格后的句子提到,研究人员并未明确地证明乐观一定会带来长寿,也就表明他们只是发现二者存在一定关联而已,D) correlation“相互关系,关联”符合句意,故为答案。

35. 【考点】名词辨析题。

O) 【语法判断】空格位于冠词 a 和形容词 psychological 之后,应填入名词。

【语义判断】前文提到,研究发现乐观和健康存在关联,因此,如果该研究的结论成立的话,那就表明乐观是可以促进健康和长寿的一个心理特质。O) trait“(某人性格中的)特性,品质”符合句意,故为答案。

参考译文

如果你认为生活是美好的,并且希望它一直如此,那么你很可能会活到高龄,至少最新的一项研究结论表明如此。该研究发现,相较那些乐观程度最低的研究对象而言,乐观程度最高的研究参与者更有可能活到 85 岁或更久。值得注意的是,即使在研究人员考虑了可能会影响二者之间关联的因素之后,研究结论依然成立,这些因素包括研究对象是否有心脏病、癌症等健康问题,或者他们是否曾有过抑郁症。有越来越多的证据表明某些心理因素或许能预示更长的寿命,该研究的结果进一步证实了这一点。比如,之前的很多研究已经发现越乐观的人得慢性病的风险越低,过早死亡的风险也越低。但是,这项新研究似乎是第一个专门研究乐观和长寿之间的关系的。研究人员承认,当把锻炼水平、睡眠习惯和饮食等健康行为产生的影响考虑进去之后,这项新的研究发现乐观和长寿之间的关联并没有那么大。这表明这些行为至少部分地解释了二者之间的关联。换言之,乐观的态度会促进良好习惯的养成,从而促进健康。还值得注意的是,该研究只是发现乐观和健康之间存在关联,因为研究人员并不能明确证明乐观一定会带来长寿。不过,如果该研究的结论成立的话,那就表明乐观是可以促进健康和长寿的一个心理特质。

Section B

【文章来源】本文选自 2018 年刊登在 *Forbes* (《福布斯》) 上一篇标题为 “No One in Fashion Is Surprised That Burberry Burnt £28 Million of Stock” (《对于巴宝莉焚烧 2 800 万英镑存货,时尚界无人会感到意外》) 的文章。



文章针对时尚界，特别是奢侈品品牌宁愿大量销毁旧存货也不愿降价出售这些商品的行为进行了分析和评论，结尾引用业界人士的话，指出奢侈品品牌应该调整商业战略。

A) 段引出话题：奢侈品品牌巴宝莉烧毁巨额存货的行为引起公众愤怒，但业内人士却不以为意。

B)、C) 两段分析品牌商销毁旧存货的原因。

D)~F) 段以实例说明奢侈品品牌不愿产品廉价流向大众的现象，并指出销毁商品的做法不仅限于奢侈品品牌，普通时尚品牌也有此类做法。

G)~J) 段重新谈到巴宝莉，指出它一直在为过度生产做着各种策略和合作方面的调整，但效果不尽人意。

K)~L) 段指出，想要走出逆境需要真正的战略调整，以适应未来奢侈品概念的变化。

答案详解

36. 【定位】由题干中的 Burberry's executives 和 miscalculated production 定位到文章 G 段第二句。

G) 【精析】细节归纳题。G) 段第二句后半部分指出，这家英国时装公司(即巴宝莉)的高管们正在努力为他们对产量的错误计算进行辩护，随后一句提到了他们的浪费行为被归咎于通过销毁老产品来为新产品让路。由此可知，题干是对该部分信息的归纳。题干中的 attribute their practice of destroying old products to 是原文中 has been put down to burning old cosmetic stock 的同义转述，故答案为 G)。

37. 【定位】由题干中的 discount 定位到 B) 段第二句。

B) 【精析】细节归纳题。B) 段第二句提到，通过折扣店以更便宜的价格大量出售商品不利于原价销售，而之前一句说，销毁未售出的库存，甚至销毁成卷未使用的衣料，这种做法对于奢侈品品牌来说是司空见惯的。可见两者比较而言，对于奢侈品品牌来说，打折出售是更加不情愿的事情，可见题干是对该处信息的归纳。题干中的 selling products at a discount 对应原文中的 becoming too widely available at a cheaper price through discount stores，题干中的 destroying them 对应原文中的 the practice of destroying unsold stock，故答案为 B)。

38. 【定位】由题干中的 imitated Burberry products 定位到文章 K) 段第二、三句。

K) 【精析】细节归纳题。K) 段第二句提到，15 年前，巴宝莉正处于危机时刻，因为他们的签名支票模式被廉价的仿制品牌到处模仿，而随后一句进一步说，这让奢侈品消费者望而却步，题干是对这两处信息的概括。题干中的 imitated Burberry

products 对应原文中的 imitated by cheap, imitation brands，题干中的 discouraged luxury consumers from buying its genuine products 对应原文中的 deterred luxury consumers，故答案为 K)。

39. 【定位】由题干中的 staff members 和 old stock 定位到 E) 段第一句。

E) 【精析】细节归纳题。E) 段定位句提到，该品牌每年为员工出售两次旧货。而之后的第六句提到了有关员工销售的严格规定：“你可以为某人买礼物，但他们会跟踪每一件物品，如果你的礼物最终出现在网上，他们知道应该去询问谁。”由此可知，员工购买的奢侈品旧货是不允许转卖的，题干中的 they are not allowed to resell them 是对定位段第六句的归纳概括，故答案为 E)。

40. 【定位】由题干中的 luxury brands、adapt 和 business strategies 定位到文章 L) 段。

L) 【精析】细节归纳题。L) 段第一句提到，品牌需要重新考虑其专有权策略，其后的第四句举例说明了奢侈品涵盖的新内容，最后一句总结称，这是传统奢侈品在中长期的未来不得不与之抗衡的挑战，可知奢侈品的概念在发生着变化，使得传统奢侈品品牌不得不调整其战略，适应这种新概念，题干是对全段信息的归纳概括。题干中的 in future traditional luxury brands will have to adapt their business strategies 是对定位段第一句中的 brands need to readdress their exclusivity tactic 和最后一句中的 contend with in the mid- to long-term future 的概括，题干中的 the changing concepts of luxury 对应原文中的 things like health, enlightenment, and social and environmental responsibility are the new luxuries，故答案为 L)。

41. 【定位】由题干中的 one luxury brand employee



定位到 D) 段。

D) 【精析】细节归纳题。D) 段定位句提到,一位不愿透露姓名的消息人士分享了她 2016 年 10 月在纽约一家巴宝莉商店工作的经历,随后三句说到这名员工的工作就是将未售出的商品装箱以待销毁,这让她感到受不了,在那里再也待不下去了,该段末二句则提到她在两周内离了职。题干中的 quit her job 是原文中 I couldn't stay there any longer 和 left her role 的同义转述,题干中的 she simply couldn't bear to see the destruction of unsold products 是对原文中的 sent to be burned、it was killing me inside 和 their business practices threw me off the roof 三处信息的概括性转述,故答案为 D)。

42. 【定位】由题干中的 destroying old stock 和 a practice not just of luxury brands 定位到文章 F) 段。

F) 【精析】细节归纳题。F) 段首句提到了奢侈品公司历峰集团销毁老产品的做法,第二句提到,并不仅仅是奢侈品品牌会如此做,随后提及 H&M 这个普通的零售服装品牌也被曝出销毁存货的消息,可知题干是对 F) 段前半部分信息的概括性转述。题干中的 but of less prestigious fashion brands 对应原文中的 H&M for burning 12 tonnes of unsold clothing 和 the high street retailer,故答案为 F)。

43. 【定位】由题干中的 is working with a partner 定位到文章 J) 段第一句。

J) 【精析】细节归纳题。J) 段第一句指出,巴宝莉的合作伙伴之一是一个使用再生材料的配件品牌。其后的第三句详细说明了合作的内容是该品牌利用巴宝莉皮具生产的下脚料,而该段最后一句提到这种合作关系是为了处理生产阶段的废料,可知巴宝莉与合作伙伴合作是想要充分利用原料以

减少浪费。题干中的 make full use of leather materials 对应原文中的 starting with off-cuts,题干中的 reduce waste 是对原文中 addresses waste 的同义转述,故答案为 J)。

44. 【定位】由题干中的 unsold products worth millions of dollars 定位到文章 A) 段。

A) 【精析】细节归纳题。A) 段首句提到,上周,巴宝莉的年度报告披露去年烧毁了价值 2 860 万英镑的存货,随后的第二句指出,这一消息令投资者和消费者大为震怒。题干中的 destroy 对应原文中的 burnt,题干中的 aroused public indignation 是对原文中 the news has left investors and consumers outraged 的同义转述,故答案为 A)。

45. 【定位】由题干中的 to make a product available、fashion show 和 effective 定位到文章 H) 段第一、二和四句。

H) 【精析】细节归纳题。H) 段定位句提到,巴宝莉利用时装周走秀的报道,让消费者立即可以买到库存,此举是一种转变,随后的第四句中谈到这种新销售策略的效果,指出几乎没有证据表明该策略对销售产生了重大影响,可知这种利用走秀让消费者看到即可买到的销售模式并未收到预期的良好效果,题干是对 H) 段主要信息的概括。题干中的 Burberry's change of marketing strategy to make a product available as soon as consumers see it on the fashion show 对应原文中的 a switch to leverage on the coverage of their fashion week show to make stock available immediately to consumers; 题干中的 did not turn out to be as effective as expected 是对原文中 there has been little evidence to suggest that the strategy has had a significant effect on sales 的同义转述,故答案为 H)。

参考译文

对于巴宝莉焚烧 2 800 万英镑存货,时尚界无人会感到意外

- A) (44) 上周,巴宝莉的年度报告披露去年烧毁了价值 2 860 万英镑的存货。这一消息令投资者和消费者大为震怒,但对时尚界人士来说,这一点也不令人意外。
- B) (37) 销毁未售出的库存,甚至销毁成卷未使用的衣料,这种做法对于奢侈品品牌来说是司空见惯的。通过折扣店以更便宜的价格大量出售商品不利于原价销售。将产品送去回收又容易导致它们被盜并在黑市上出售。品牌战略机构概念局的首席执行官贾斯敏·比娜解释说:“通常,奢侈品品牌均支持专有权,以保护其商业利益,即知识产权和品牌资产保护。”她表示,她听到过有关烧毁存货的传言,但直到本周才听到具体案例。
- C) 这种普遍做法的另一个原因是向美国出口商品的品种有经济激励。美国海关声明,如果未使用的进口商品在其监管下进行销毁,则对该商品支付的 99% 的关税、税费或费用可以得到赔付。要计算目前有多少死库存将被浪费是极其困难的。尽管对这种做法有激励,但在法律上却没有义务进行报告。



- D) (41-1) 一位不愿透露姓名的消息人士分享了她 2016 年 10 月在纽约一家巴宝莉商店工作的经历。“我的工作就是把东西扔进箱子里,这样它们就可以被送去烧掉。我的内心十分痛苦,因为所有的皮革和毛皮都被浪费了,动物们白白地死去了。我在那里再也待不下去了,他们的商业行为让我火冒三丈。”今年 5 月,巴宝莉宣布将在时装秀中撤出毛草,并重新审视它其他的商业用途。“尽管我们询问了管理层,但他们拒绝向我们详细回答他们为何这样处置这批东西,”这位消息人士继续说。(41-2) 她在两周内离了职。此后,她为另一家知名奢侈品品牌工作。
- E) (39-1) 一篇网络论坛的帖子问及路易威登是否真的烧掉了自己的包,在对其进行回复时,自称路易威登工作的艾哈迈德·布奇法阿回应说,该品牌每年为员工出售两次旧货。多次销售之后仍未售出的物品将被销毁。“路易威登没有公开销售。他们要么以固定的价格销售产品,要么停止销售。这是为了确保每个人都是以相同的价格购买产品,”他说。(39-2) 他接着透露了针对员工销售的严格规定:“你可以为某人买礼物,但他们会跟踪每一件物品,如果你的礼物最终出现在网上,他们知道应该去询问谁。”据报道,一位投资者对巴宝莉公司的数据发表评论时感到很愤怒,因为这些未售出的商品在被销毁之前甚至没有提供给投资者。
- F) (42) 拥有多个奢侈品品牌的历峰集团今年 5 月登上了新闻头条,原因是它在此前的两年中收回了价值 43 700 万英镑的手表并将其销毁,以避免降价。并不仅仅是奢侈品品牌会如此做。去年 10 月,一档丹麦电视节目曝光了 H&M 自 2013 年以来共焚烧了 12 吨未售出的服装。在一份声明中,这家商业街零售商为自己辩护说,烧毁的衣服没有通过安全测试:“媒体提到的产品已经在外部实验室进行了测试。测试结果表明,其中一种产品受到霉菌感染,而另一种产品含铅量过高。根据我们的安全惯例,这些产品停止使用是正确的。”今年 3 月,一份报告显示,H&M 因价值 43 亿美元滞销存货而倍感纠结。该品牌对《纽约时报》表示,它的计划是用降低价格来消除库存,可以说是鼓励消费者购买并能随后不假思索地扔掉。
- G) 过度生产可能是巴宝莉最大的担忧。(36) 尽管人们对于宁愿焚烧商品也不让商品降至平价的精英主义内涵感到愤怒,但这家英国时装公司的高管们无疑正在努力为他们对产量的错误计算进行辩护。这种浪费被归咎于通过焚烧旧的化妆品库存来为他们新的美颜系列让路。然而,销毁的库存价值较去年的 2 690 万英镑略有增长,而相比 2016 年的 1 880 万英镑,增长更为显著,凸显出这是一个持续存在的问题。
- H) (45-1) 2016 年 9 月,巴宝莉转向了“现在看,现在买”的时装秀形式。此举是一种转变,即利用时装周走秀的报道,让消费者立即可以买到库存。这与传统的向行业展示、接受生产订单并在六个月内供货的方式相反。(45-2) 尽管巴宝莉公布了“创纪录”的在线访问量和参与度,但几乎没有证据表明该策略对销售产生了重大影响,尤其是在当季炒作放缓的时候。今年 2 月,他们对这一模式进行了调整,立即放弃了一些时装秀项目,并承诺将在未来几个月内推出其他项目。
- I) 在一份声明中,巴宝莉否认转变为“现在看,现在买”的形式对浪费有影响。巴宝莉的一位发言人进一步表示:“在需要处理产品的情况下,我们是以负责任的方式进行处理的。我们一直在寻求减少和重新评估废品的办法。这是我们战略的核心部分,而且我们已经建立了伙伴关系,并承诺支持创新组织,以帮助实现这一目标。”
- J) (43-1) 其中一个合作伙伴是 Elvis & Kresse,一个使用再生材料的配件品牌。其联合创始人克雷斯·韦斯林说:“去年年底,我们与巴宝莉基金会开展了一项规模宏大的五年合作计划。其主要目的是扩展我们的皮革救援项目,从巴宝莉皮具生产的下脚料开始。我们正在不懈地努力,扩展我们的解决方案,欢迎任何人到我们的工作室来看看我们在做什么。”(43-2) 目前,合作伙伴关系只涉及处理生产阶段的废料,而不涉及未售出的商品。
- K) 尽管这些计划值得赞誉,但却使巴宝莉更难为这些最新数字进行辩护。(38) 15 年前,巴宝莉正处于危机时刻,因为他们的签名支票模式被廉价的仿制品牌到处模仿。这让奢侈品消费者望而却步,他们发现自己昂贵的服装与工薪阶层青年文化的联系比知名的传统时装店更为密切。2004 年,在巴宝莉支票曝光率过高的时候,该品牌的销售额跌至 7.155 亿英镑。在时任创意总监克里斯托弗·贝利的领导下,他们扭转了品牌的颓势,去年收益值达到了 27.3 亿英镑。
- L) (40-1) 比娜认为,品牌需要重新考虑其专有权策略。“专有权开始受到挑战,”她说,“我认为,这与奢侈品本身受到的挑战是密切相关的。接触时尚的渠道与管理时尚的品牌越来越不相关。(40-2) 健康、启迪、社会和环境责任等都是新奢侈品。这些都来自内心,而不是外部。(40-3) 这是传统奢侈品在中长期的未来不得不与之抗衡的挑战。”



Section C

Passage One

【文章来源】本文选自刊登在 www.workbright.com 上一篇标题为“Should Employers Use Social Media to Screen Job Candidates?”(《雇主是否应该利用社交媒体来筛选求职者?》)的文章。

【结构框图】

本文主要探讨了“雇主是否应该利用社交媒体对求职者进行筛选”的问题。

第1、2段简要介绍社交媒体的使用范围之广以及它为雇主筛选求职者信息提供的便利,同时引出文章话题。

第3—5段指出,大多数雇主在招聘过程中都会利用社交媒体来筛选求职者,并介绍了此种做法的利与弊。

第6段指出公司(雇主)应该保证社交媒体筛选的专业性和责任感,并提出具体的建议。

答案详解

46. 【定位】本题需要通过整体阅读来把握文章主旨。

D) 【精析】主旨大意题。文章第一、二段通过介绍社交媒体的广泛使用引出话题:在招聘过程中,雇主是否应该利用社交媒体来筛选求职者?后面四段具体探讨利用社交媒体筛选求职者的利与弊以及如何在招聘过程中合法利用这一信息源。整篇文章均围绕“是否应该利用社交媒体来筛选求职者”这个话题。故答案为D)。

【避错】文章第五段提到了利用社交媒体对求职者进行筛选的优点,但这只是作者所探讨话题下的一方面论证,不具有概括性,故排除A)项;文章第二段和第四段提到雇主可能会通过社交媒体来查出求职者的私人信息,说明社交媒体对私人生活而言具有一定的人侵性,但这只是为了说明利用社交媒体来筛选求职者的弊端,是细节性信息,不是文章主旨,故排除B)项;文中探讨了雇主利用社交媒体来筛选求职者的利与弊,而非社交媒体本身的好处和坏处,C)项与原文不符,故排除。

47. 【定位】由题干中的 *social media is used to screen job candidates* 定位到第三段。

A) 【精析】事实细节题。文章第三段提到,当雇主利用社交媒体来筛选求职者时,如果操作不当,那么这种方式会被认为是不道德的,甚至是非法的。故答案为A)。

【避错】第五段提到,适当地使用社交媒体来筛选求职者也有好处,可以避免雇用品行恶劣的员工,这种员工可能会让你损失金钱或败坏公司的声誉。这里说的是用社交媒体进行筛选可以避免公司的声誉受到影响,故排除B)项;文章第四段提到,雇主可能会通过社交媒体查出求职者的一些受保护特征,如年龄、种族、国籍、残疾状况、性别、宗教等,但题干主要针对社交媒体筛选可能导致的结果,而非具体筛选过程中得到的信息,C)

项与题干不符,故排除;由D)项中的 *hiring decisions* 定位到文章第四段最后一句,此处提到社交媒体上的一些信息可能会对招聘决策产生负面影响,并未说明招聘决策的复杂性,文中其他部分也未提及,故排除D)项。

48. 【定位】由题干中的 *online personal information* 定位到第四段第三句。

A) 【精析】事实细节题。文章第四段第三句指出,个人网页上的图片或评论如果被断章取义,可能会毁掉一个完美求职者被录用的机会,说明当求职者的个人信息脱离其背景被解读时,他们可能会错失被录用的机会,故答案为A)。

【避错】第四段指出,雇主在通过社交媒体审查求职者信息时可能存在偏颇,有些求职者因此无缘被录用,有些则获得了不公平的优势,说明雇主审查网上个人信息并不会对全部求职者都产生不利影响,故排除B)项;文中只提到雇主会在社交媒体上对求职者信息进行审查,而非夸大这些信息,C)项不符合文意,故排除;文章最后一段提到公司可以让人力资源部门帮助在网上搜索求职者的信息,但未提到此举对求职者有何影响,故排除D)项。

49. 【定位】由题干中的 *use social media information to their advantage* 定位到第五段。

B) 【精析】事实细节题。第五段提到,适当地使用社交媒体来筛选求职者可以避免招到品行恶劣的员工,如果在这一过程中遵守法律规定,雇主可能会招聘到有史以来最好的员工。说明雇主应该以合法的方式利用社交媒体来筛选求职者,以避免上文中提到的潜在风险,故答案为B)。

【避错】文章第五段最后两句提到,雇主应该合法利用社交媒体来筛选求职者,保持好微妙的平衡,A)项表示要倾斜这种平衡,不符合文意,故排除;文章第六段第一、二句提到,为了保证社交媒体筛



选过程中的专业性和责任感,公司应该把招聘决策的过程记录下来,而非记录个人信息,C)项不符合文意,故排除;文章并未提到要分离相关和不相关的数据,故排除D)项。

50. 【定位】由题干中的 suggest 和 before screening job candidates 定位到最后一段。

C) 【精析】事实细节题。最后一段最后一句指出,为了遵守各项法律,在使用社交媒体筛选求职者之前,应该事先咨询管理层和法律团队,这是至关重要的,故答案为C)。

【避错】文章最后一段提到,可以在招聘后期让人

力资源部门帮忙在网上搜索求职者的相关信息,而非雇用专业人员来进行引导,navigate一词在A)项中是“引导”之意,在原文中表示“浏览(网站)”,引申为“搜索”,故排除A)项;文章第三段提到,利用社交媒体筛选可能存在潜在的法律风险,但全文未提及雇主在使用此方法前应预测可能涉及的潜在风险,B)项不符合文意,故排除;文章最后一段提到,为了保证社交媒体筛选过程中的专业性和责任感,公司应明确规定具体的做法,但并未规定一套提问具体问题的规则,故排除D)项。

参考译文

社交媒体绝对无处不在。数十亿人每天都在使用社交媒体来创造、分享和交流想法、消息以及信息。个人和企业都定期发布信息,与来自世界各地的人们交流互动。它是一个强大的沟通媒介,同时在全球范围内提供即时、频繁、永久和影响广泛的信息。

人们在社交媒体上发布自己的生活,让全世界都能看到。脸书、推特、领英和其他无数社交渠道提供了一种快速而简单的方式来窥探求职者的私人生活——包括其积极和消极的一面。(46) 作为招聘过程的一部分,社交媒体筛选很有吸引力,但在调查潜在候选人的背景时,雇主是否应该利用它呢?

结合使用社交媒体来筛选求职者并不是一种罕见的做法。2018年的一项调查发现,近70%的雇主在雇用求职者之前会使用社交媒体进行筛选。但这也存在后果和潜在的法律风险。(47) 如果操作不当,通过社交媒体筛选求职者被认为是不道德的,甚至是非法的。

社交媒体筛选本质上是在审查求职者的私人生活。它可以查出(求职者的)受保护的特征,比如年龄、种族、国籍、残疾状况、性别、宗教等,这可能会使招聘出现决策偏见。(48) 个人网页上的图片或评论如果被断章取义,可能会毁掉一个完美候选人被录用的机会。这个过程有可能使一个候选人相对另一个来说有优势,这是不公平的。它创造了一个不平等的竞争环境,并有可能给招聘经理提供一些可能对其招聘决策产生负面影响的信息。

我们很难忽视社交媒体作为一种筛选工具的作用。虽然有些内容你不应该去看,但也有一些内容可以在合法情况下去考量,使社交媒体成为相关信息的宝贵来源。(49) 适当地使用社交媒体筛选有助于确保你不会雇用品行恶劣的员工,这种员工可能让你损失金钱或败坏公司的声誉。在这一过程中遵守法律规定,你可能会招聘到有史以来最好的员工。这其中存在一个微妙的平衡。

在社交媒体中对求职者进行筛选必须保证专业性和责任感。公司应该明确规定会做到以下几点:永远不要求(求职者)提供密码,前后保持一致,记录(招聘)决策,考虑所用信息来源,清楚可能适用的法律。有鉴于此,或许最好的方式是在招聘后期进行考察,并要求人力资源部门帮忙在网上搜索相关信息。社交媒体将继续存在。(50) 但为了遵守各项法律,在使用社交媒体筛选求职者之前,应该事先咨询管理层和法律团队,这是至关重要的。

Passage Two

【文章来源】本文选自2018年1月30日刊登在U.S. News & World Report《美国新闻与世界报道》上一篇标题为“Stop the Food Label Fear-Mongering”《停止用食品标签贩卖恐慌》的文章。

【结构框图】

文章主要介绍了食品制造商通过使用“‘无’式声明”的食品标签误导消费者、制造恐慌情绪的做法及其弊端。

第1段指出,为了满足消费者想了解更详细产品信息的需求,食品制造商以改变食品标签作为新的营销策略。

第2—5段结合实例指出这种新的营销策略实质上是通过“‘无’式声明”的食品标签误导消费者,从而增加竞争优势,而从长远来看,这种做法弊端甚多。

第6段作者给食品制造商提出建议:必须谨慎使用“无”式声明标签。



51. 【定位】由题干中的 a report 定位到第一段第二、三句。

D) 【精析】事实细节题。第一段第二句提到,消费者对于了解更多与食品成分相关的信息有了越来越多的需求;第三句指出报告的内容,即 39%的消费者会从他们目前购买的品牌转向其他那些提供更清晰、更准确产品信息的品牌。故答案为 D)。

【避错】文中只提到食品制造商为了满足消费者需求而使用新的食品标签,并未提及他们的产品安全意识,故排除 A)项;文章第一段最后一句提到,面对消费者想了解更多产品信息趋势,食品制造商改用新的标签,试图增加利润,这是他们对此趋势的应对措施,而非为增加利润而改变策略,B)项与题干不符,故排除;文中只提到消费者会去购买那些标签上产品信息更清晰、准确的食物,而非标签更加醒目的食品,C)项不符合文意,故排除。

52. 【定位】由题干中的 new marketing strategy 定位到第二段。

A) 【精析】事实细节题。文章第二段第四句提到,食品制造商的这种营销策略已不只局限于说明产品中有什么,还标明了食品中“没有”什么。最后一句提到,这些标签被称为“无”式声明标签,它们代表了一种新兴的标签趋势,故答案为 A)。

【避错】文章中只提到食品制造商改变食品标签,未提及任何关于产品营养价值的信息,故排除 B)项;C)项“提供其产品的详细信息”不是新的营销策略,故排除;文章第二段第二、三句提到,如果消费者想要信息透明,那么食品制造商就在标签上提供更详细的产品信息来满足这一需求,而并非设计透明的标签,此处 transparent 具有干扰性,D)项不符合文意,故排除。

53. 【定位】由题干中的 non-GMO labels 定位到第三段。

D) 【精析】事实细节题。第三段最后一句提到,这种“非转基因”标签可能会造成消费者对食品不必要的恐慌心理;第五段也同样提到,此类标签的使用

可能会使消费者对曾经购买的食品的安全性产生怀疑,从而感到焦虑,故答案为 D)。

【避错】文章首段提到消费者希望了解更详细的产品信息,因此食品制造商通过改变标签来满足这一需求,但并未提及在标签上提供的“非转基因”标识是否越来越吸引消费者的注意,故排除 A)项;文中只提到此类标签的使用对消费者和食品行业来说都是不利的,并未提到给转基因食品制造商带来的影响,故排除 B)项;第三段只提到一些乳制品公司在其牛奶产品上贴上“非转基因”标签,并未提及这些标签应该被更多地用于蔬菜和牛奶,故排除 C)。

54. 【定位】由题干中的 absence claims labels 和 food manufacturers 定位到第五段第三句。

C) 【精析】事实细节题。第五段第三句指出,对于食品制造商来说,使用“无”式声明标签意味着消费者信赖度的削弱以及销售额的下滑。C)项直接对应原文内容,故为正确答案。

【避错】文中首段提到食品制造商改变营销策略是为了满足消费者了解更多产品信息的需求,而非使用“无”式声明标签造成的影响,且此类标签的使用恰恰是其营销策略的内容,A)项与题干不符,故排除;第五段最后一句指出,“无”式声明标签的使用会导致转基因食品污名化,B)项不符合文章意思,故排除;第五段最后一句指出,没有科学证据表明转基因食品是有害的,并非说“无”式声明标签会减少来自食品科学家的支持,故排除 D)。

55. 【定位】由题干中的 suggest 定位到文章最后一段第一句。

B) 【精析】事实细节题。最后一段第一句提到,食品制造商必须谨慎使用“无”式声明标签,B)项与原文内容一致,故为正确答案。

【避错】文章最后一段提到,使用“无”式声明标签可能会传递出“农业和食品加工方面的创新不受欢迎”的错误信息,最终将导致生产效率降低、消费者选择减少以及食品价格上升问题,A)、C)、D)三项都和这些后果相关,而非作者的建议,故排除。

参考译文

近年来,食品行业增加了标签的使用。(51)无论标签上写的是“非转基因”还是“无糖”,又或者是“零碳水化合物”,消费者对于了解更多与食品成分相关的信息有了越来越多的需求。一份报告指出,39%的消费者会从他们目前购买的品牌转向其他那些提供更清晰、更准确产品信息的品牌。作为回应,食品制造商正在改用新的标签以满足这一要求,试图让自己的产品在竞争中获得优势,同时增加利润。

这一策略在直觉上讲是有道理的。如果消费者表示他们想要信息透明,那就告诉他们你的产品里到底有什么。这只是在满足某种需求。(52)但是,作为对此种消费者需求的回应,这种营销策略已不只局限于说明产品中有什么,还标明了食品中“没有”什么。这些标签被称为“无”式声明标签,它们代表了一种新兴的标签趋势,这对购买产品的消费者和供给产品的行业来说都是有害的。



例如,汉斯公司几年前在其罐装番茄酱上贴上了“非转基因”的标签——尽管当时市场上并没有转基因番茄这种东西。(53-1) 一些乳制品公司在其牛奶产品上贴上“非转基因”标签,尽管事实上所有牛奶都是天然无转基因的,而“无转基因”又是另一个制造不必要恐慌的食品标签。

虽然利用消费者对食品(某些成分)的恐慌和误解来创制标签可能会给公司带来暂时的营销优势,使其在杂货店过道里摆放的竞争产品中脱颖而出,但从长远来看,这种策略恰恰会产生相反的作用:给食品相关的话题加入恐慌元素,我们有可能削弱消费者对单一产品、甚至整个食品行业的信任。

(53-2) 最终,消费者心中可能会有一个疑问:这些食品曾经是安全的吗? 通过购买和消费这些类型的产品,我是否已经对家人或地球造成了某种伤害? (54) 对于食品制造商来说,这将意味着消费者信赖度的削弱以及销售额的下滑。而这并不只是推测。最近的一项研究发现,虽然没有科学证据表明转基因食品是有害的,“无”式声明标签也会使其污名化。

(55) 显而易见,食品制造商必须谨慎使用“无”式声明标签。除了可能对销售产生长期的负面影响外,这种文字上的把戏还传递了一个信息,即农业和食品加工方面的创新是不受欢迎的,最终将导致生产效率降低、消费者选择减少以及最终的食品价格上升问题。如果允许继续使用这种标签,我们都将有所损失。

Part IV Translation

参考译文与难点注释

The site of the First National Congress of the Communist Party of China (CPC) is located at No. 76 Xingye Road, Shanghai, which is a typical Shanghai style residence built in the autumn of 1920. On July 23, 1921, the First National Congress of the CPC was held here where the first creed and resolution of the CPC were adopted, the central leadership was elected, and the birth of the CPC was announced. In September 1952, the site of the Congress was renovated and a memorial hall was established and open to the public. In addition to introducing the representatives who attended the first National Congress, the memorial hall also introduces the historical development process of the CPC. It has become a patriotism educational base where people can understand the CPC's history and memorize the revolutionary martyrs.

1. 第一句中,前两个分句的主语是“会址”,翻译时可以把第一句处理为主句,将“是一栋典型的上海式住宅”译为 which 引导的非限制性定语从句,也可以处理为 the site 的同位语,即 a typical Shanghai style residence;“建于……”可以像参考译文那样,处理为过去分词作后置定语,修饰 residence,也可以译为 which 引导的定语从句,即“... residence, which was built...”;“1920 年秋”可译为时间状语 in the autumn of 1920.
2. 翻译第二句时,要按照中文的意群进行划分。“1921 年……召开”可以译为主句。“大会通过了……,选举产生了……,宣告了……”可以像参考译文那样,将这三个分句处理为 where 引导的定语从句,也可以将这三个分句单独译为一句。
3. 翻译第三句时,按中文语序进行翻译即可。需要注意的是,翻译这类无主语句时,可以处理为被动语态,使译文更加地道。
4. 翻译第四句时,按意群拆分句子后,可以将前两个分句译为一句,将最后一个分句单独翻译。“除了介绍……之外”,可以译为 in addition to 或 besides 的介宾结构,所以本句可以翻译为“In addition to introducing...”或“Besides introducing...”;“参加一大的”为定语,修饰“代表”,既可以处理为 who 引导的定语从句,译为 who attended the first National Congress,也可用现在分词作后置定语,译为 attending the first National Congress。“现已成为”表明该句应用现在完成时;“了解……先烈的”可以处理为 where 引导的定语从句,修饰 patriotism educational base.

话题词汇

significance 意义;重要性
declare 宣告,宣称
liberate 解放,解救
symbolize 象征,意味着

orientation 方向,来源
principle 方针,政策
be situated at 坐落于
hold onto 坚持,仅仅抓住

