

## 阅读技巧总结02 阅读方法——识别文内同义替换

### 英语— 2005 text3

Of all the components of a good night's sleep, dreams seem to be least within our control. In dreams, a window opens into a world where logic is suspended and dead people speak. A century ago, Freud formulated his revolutionary theory that dreams were the disguised shadows of our unconscious desires and fears, by the late 1970s, neurologists had switched to thinking of them as just "mental noise" the random byproducts of the neural-repair work that goes on during sleep. **Now** researchers **suspect that** dreams are part of the mind's emotional thermostat, regulating moods while the brain is "off-line" And one leading authority says that **these intensely powerful mental events=dream** can be not only harnessed but actually brought under conscious control, to help us sleep and feel better, "It's your dream" says Rosalind Cartwright, chair of psychology at Chicago's Medical Center. "If you don't like it, change it."

2段 Evidence from brain imaging supports **this view**. The brain is as active during REM (rapid eye movement) sleep-when most vivid dreams occur-as it is when fully awake, says Dr. Eric Nofzinger at the University of Pittsburgh. But not all parts of the brain are equally involved, **the limbic system** (the "emotional brain") is especially active, while **the prefrontal cortex** (the center of intellect and reasoning) is relatively quiet. "We wake up from dreams happy or depressed, and those feelings can stay with us all day" says Stanford sleep researcher Dr. William Dement.

#### NOTE:

红色字体为补充笔记

蓝色字体为关键词

重点关注

逻辑提示词

正确选项

选项笔记

This view代指上文now之后的观点

32. By referring to the **limbic system**, the author intends to show

例子不重要，找观点，例子是干扰

[A]. its function in our dreams.

its =limbic system's

[B]. the mechanism of REM sleep.

例子，排除

[C]. the relation of dreams to emotions.

梦和情绪间的关系

[D]. its difference from the prefrontal cortex.

例子，排除

### 英语(一)(二)相似话题

(一)2010 text1 newspaper (二) 2011 text2  
2016 text4 2018 text4

(一) 2010 text2 patent (二) 2012 text3

(一)2013 text4司法 (二) 2010 text4  
2017 text4 2013 text2

(一) 2014 text1失业与社保 (二)2015 text4

(一)2018 text1人机 (二) 2013 text1  
2014 text3

(一) 2015 text2 隐私保护 (二) 2018 text3  
2018 text2

1段 ①The rough guide to marketing success used to be that you got what you paid for. ②No longer. ③While traditional "paid" media—such as television commercials and print advertisements—still play a major role, companies today can exploit many alternative forms of media. ④Consumers passionate about a product may create "earned" media by willingly promoting it to friends, and a company may leverage "owned" media by sending e-mail alerts about products and sales to customers registered with its Web site. ⑤The way consumers now approach the process of making purchase decisions means that marketing's impact stems from a broad range of factors beyond conventional paid media.

"earned" media 口碑媒体  
"owned" media 自媒体  
"paid" media 付费媒体  
= traditional media  
conventional media

2段 ①Paid and owned media are controlled by marketers promoting their own products. ②For earned media 口碑媒体, such marketers act as the initiator for users' responses. ③But in some cases, one marketer's owned media 自媒体 become another marketer's paid media 付费媒体—for instance, when an e-commerce retailer sells ad space on its Web site. ④We define such sold media 售出媒体 as owned media whose traffic is so strong that other organizations place their content or e-commerce engines within that environment.

2段 ⑤This trend, which we believe is still in its infancy, effectively began with retailers and travel providers such as airlines and hotels and will no doubt go further. ⑥Johnson & Johnson, for example, has created BabyCenter, a stand-alone media property that promotes complementary and even competitive products. ⑦Besides generating income, the presence of other marketers makes the site seem objective, gives companies opportunities to learn valuable information about the appeal of other companies' marketing, and may help expand user traffic for all companies concerned.

3段 ①The same dramatic technological changes that have provided marketers with more (and more diverse) communications choices have also increased the risk that passionate consumers will voice their opinions in quicker, more visible, and much more damaging ways. ②Such hijacked media 劫持媒体 are the opposite of earned media: an asset or campaign becomes hostage to consumers, other stakeholders, or activists who make negative allegations about a brand or product. ③Members of social networks, for instance, are learning that they can hijack media to apply pressure on the businesses that originally created them.

33. The author indicates in Paragraph 3 that earned media \_\_\_\_\_.

[A] invite constant conflicts with passionate consumers

偷换概念，冲突不是媒体与消费者之间的，而是公司、产品与消费者之间的

[B] can be used to produce negative effects in marketing

[C] may be responsible for fiercer competition

可能会造成更加激烈的竞争

[D] deserve all the negative comments about them

all绝对化用词往往不选，且媒体不应背锅，是产品的问题

4段 ①If that happens, passionate consumers would try to persuade others to boycott products, putting the reputation of the target company at risk. ②In such a case, the company's response may not be sufficiently quick or thoughtful, and the learning curve has been steep. ③Toyota Motor, for example, alleviated some of the damage from its recall crisis earlier this year with a relatively quick and well-orchestrated social-media response campaign, which included efforts to engage with consumers directly on sites such as

Twitter and the social-news site Digg.

35. Which of the following is the text mainly about?

[A] Alternatives to conventional paid media.

传统“付费”媒体之外的新媒体形式

[B] Conflict between hijacked and earned media.

“劫持”媒体与“免费”媒体的对抗，片面

[C] Dominance of hijacked media.

“劫持”媒体的主流地位，片面

[D] Popularity of owned media.

“自有”媒体的盛行，片面

### 中心思想题

#### 1、标志：

mainly about /discuss ;

the best title=appropriate=subject

the purpose

#### 2、方法：

1) 串线法：将各段首末句串联成一个整体，注意转折处:but/however

2) 中心词：文中反复高频出现的词。注意可能不止一个中心词，并且可能有同义替换。

3) 中心句：文章开头的提问的回答；

独句段。

### 英语一 2010 text2

1段 ①Over the past decade, thousands of patents have been granted for what are called business methods. ②Amazon.com received one for its “one-click” online payment system. ③Merrill Lynch got legal protection for an asset allocation strategy. ④One inventor patented a technique for lifting a box.

patents和business methods构成同义替换

2段 ①Now the nation’s top patent court appears completely ready to scale back on business-method patents, which have been controversial ever since they were first authorized 10 years ago. ②In a move that has intellectual-property lawyers abuzz, the U.S. Court of Appeals for the Federal Circuit said it would use a particular case to conduct a broad review of business-method patents. ③In re Bilski, as the case is known, is “a very big deal”, says Dennis D. Crouch of the University of Missouri School of Law. ④It “has the potential to eliminate an entire class of patents.”

3段 ①Curbs on business-method claims would be 将要 a dramatic about-face, because it was the Federal Circuit itself that introduced such patents with its 1998 decision in the so-called State Street Bank case, approving a patent on a way of pooling mutual-fund assets. ②That ruling produced an explosion in business-method patent filings, initially by emerging Internet companies trying to stake out exclusive rights to specific types of online transactions. ③Later, more established companies raced to add such patents to their files, if only as a defensive move against rivals that might beat them to the punch. ④In 2005,

curbs和scale back同义替换

IBM noted in a court filing that it had been issued more than 300 business-method patents, despite the fact that it questioned the legal basis for granting them. ⑤Similarly, some Wall Street investment firms armed themselves with patents for financial products, even as they took positions in court cases opposing the practice.

4段 ①The **Bilski case** 举例 involves a claimed patent on a method for hedging risk in the energy market. ②The Federal Circuit issued an unusual order stating that the case would be heard by all 12 of the court's judges, rather than a typical panel of three, and that one issue it wants to evaluate is whether it should "reconsider" its State Street Bank ruling.

5段 ①The Federal Circuit 巡回法庭's action comes in the wake of a series of recent decisions by the Supreme Court that has narrowed the scope of protections for patent holders. ②Last April, for example, the justices signaled that too many patents were being upheld for "inventions" that are obvious. ③The judges on the Federal Circuit are "reacting to the anti-patent trend at the Supreme Court", says Harold C. Wegner, a patent attorney and professor at George Washington University Law School.

Federal Circuit 巡回法庭  
Supreme Court 最高法院

30. Which of the following would be the subject of the text?

[A] A looming threat to business-method patents.

looming若隐若现的, 感情色彩向下。

[B] Protection for business-method patent holders.

holders不是讨论重点

[C] A legal case regarding business-method patents.

片面

[D] A prevailing trend against business-method patents.

感情色彩向下。这件事还没发生, 所以排除。

唐叔总结:

1) 一定要仔细看完所有选项

2) 答案是比较出来的

相同之处缩范围, 不同之处见真知。

英语一 2014 text2

1段 ①All around the world, lawyers generate more hostility than the members of any other profession — with the possible exception of journalism. ②But 递进 there are few places where clients have more grounds for complaint than America.

否定+比较级=最高级

2段 ①During the decade before the economic crisis, spending on legal services in America grew twice as fast as inflation. ②The best lawyers made skyscrapers-full of money, tempting ever more students to pile into law schools. ③But most law graduates never get a big-firm job. ④Many of them instead become the kind of nuisance-lawsuit filer that makes the tort system a costly nightmare.

逻辑关系:  
相同 ①相等 ②因果  
相反 but yet now

3段 ①There are many reasons for this. ②One is the excessive costs of a legal

education. ③There is just one path for a lawyer in most American states: a four-year undergraduate degree in some unrelated subjects, then a three-year law degree at one of 200 law schools authorized by the American Bar Association and an expensive preparation for the bar exam. ④This leaves today's average law-school graduate with \$100,000 of debt on top of undergraduate debts. ⑤Law-school debt means that many cannot afford to go into government or non-profit work, and that they have to work fearsomely hard.

4段 ①Reforming the system would help both lawyers and their customers. ②Sensible ideas have been around for a long time, but the state-level bodies that govern the profession have been too conservative to implement them. ③One idea is to allow people to study law as an undergraduate degree. ④Another is to let students sit for the bar after only two years of law school. ⑤If the bar exam is truly a stern enough test for a would-be lawyer, those who can sit it earlier should be allowed to do so. ⑥Students who do not need the extra training could cut their debt mountain by a third.

5段 ①The other reason why costs are so high is the restrictive guild-like ownership structure of the business. ②Except in the District of Columbia, non-lawyers may not own any share of a law firm. ③This keeps fees high and innovation slow. ④There is pressure for change from within the profession, but opponents of change among the regulators insist that keeping outsiders out of a law firm isolates lawyers from the pressure to make money rather than serve clients ethically.

6段 ①In fact, allowing non-lawyers to own shares in law firms would reduce costs and improve services to customers, by encouraging law firms to use technology and to employ professional managers to focus on improving firms' efficiency. ②After all, other countries, such as Australia and Britain, have started liberalizing their legal professions. ③America should follow.

30. In this text, the author mainly discusses \_\_\_\_\_.

[A]flawed ownership of America's law firms and its causes

片面，只是第二个原因

[B]the factors that help make a successful lawyer in America

[C]a problem in America's legal profession and solutions to it

一个问题，两个原因

[D]the role of undergraduate studies in America's legal education

片面，只是第一个原因

## 英语一 2011 text2

1段 ①When Liam McGee departed as president of Bank of America in August, his explanation was surprisingly straight up. ②Rather than cloaking his exit in the usual vague excuses, he came right out and said he was leaving "to pursue my goal of running a company." ③Broadcasting his ambition was "very much

my decision,” McGee says. ④Within two weeks, he was talking for the first time with the board of Hartford Financial Services Group, which named him CEO and chairman on September 29.

2段 ①McGee says leaving **without a position** lined up gave him time to reflect on what kind of company he wanted to run.裸辞 ②It also sent a clear message to the outside world about his aspirations. ③And McGee isn't alone. ④In recent weeks the No. 2 executives at Avon and American Express quit with the explanation that they were looking for a CEO post. ⑤As boards scrutinize succession plans in response to shareholder pressure, executives who don't get the nod also may wish to move on. ⑥A turbulent business environment also has senior managers cautious of letting vague pronouncements cloud their reputations.

3段 ①As the first signs of recovery begin to take hold, **deputy chiefs**副CEO may be more willing to make the jump **without a net**.裸辞 ②In the third quarter, CEO turnover was down 23% from a year ago as nervous boards stuck with the leaders they had, according to Liberum Research. ③As the economy picks up, opportunities will abound for aspiring leaders.

4段 ①The decision to **quit a senior position** to look for a better one is unconventional. ②For years executives and headhunters have adhered to the rule that the most attractive CEO candidates are the ones who must be poached. ③Says Korn/Ferry senior partner Dennis Carey: “I can't think of a single search I've done where a board has not instructed me to look at sitting CEOs first.”

5段 ①Those who **jumped without a job**裸辞 haven't always landed in top positions quickly. ②Ellen Marram quit as chief of Tropicana a decade ago, saying she wanted to be a CEO. ③It was a year before she became head of a tiny Internet-based commodities exchange. ④Robert Willumstad left Citigroup in 2005 with ambitions to be a CEO. ⑤He finally took that post at a major financial institution three years later.

6段 ①Many recruiters say the old disgrace is fading for top performers. ②The financial crisis has made it more acceptable to be between jobs or to leave a bad one. ③ “The traditional rule was it's safer to stay where you are, but that's been fundamentally inverted,” says one headhunter. ④ “The people who've been hurt the worst are those who've stayed too long.”

30. Which of the following is the best title for the text?

串线法

[A] CEOs: Where to Go?

[B] CEOs: All the Way Up?

[C] Top Managers Jump without a Net

同义改写

[D] The Only Way Out for Top Performers



唐叔总结:

中心词同义替换

1) 选项中

2) 文章中

英语— 2013 text3

1段 ①Up until a few decades ago, our visions of the future were largely—though by no means uniformly—glowingly positive. ②Science and technology would cure all the ills of humanity, leading to lives of fulfillment and opportunity for all.

2段 ①Now utopia has grown unfashionable, as we have gained a deeper appreciation of the range of threats facing us, from asteroid strike to epidemic flu and to climate change. ②You might even be tempted to assume that humanity has little future to look forward to.

3段 ①But such gloominess is misplaced. ②The fossil record shows that many species have endured for millions of years—so why shouldn't we? ③Take a broader look at our species' place in the universe, and it becomes clear that we have an excellent chance of surviving for tens, if not hundreds, of thousands of years. ④Look up Homo sapiens in the "Red List" of threatened species of the International Union for the Conservation of Nature (IUCN), .....

4段 ①So what does our deep future hold? ②A growing number of researchers and organisations are now thinking seriously about that question. ③For example, the Long Now Foundation has its flagship project a mechanical clock that is designed to still be marking time thousands of years hence.

5段 ①Perhaps willfully, it may be easier to think about such lengthy timescales than about the more immediate future. ②The potential evolution of today's technology, and its social consequences, is dazzlingly complicated, and it's perhaps best left to science fiction writers and futurologists to explore the many possibilities we can envisage. ③That's one reason why we have launched Arc, a new publication dedicated to the near future.

6段 ①But take a longer view and there is a surprising amount that we can say with considerable assurance. ②As so often, the past holds the key to the future: we have now identified enough of the long-term patterns shaping the history of the planet, and our species, to make evidence-based forecasts about the situations in which our descendants will find themselves.

7段 ①This long perspective makes the pessimistic view of our prospects seem more likely to be a passing fad. ②To be sure, the future is not all rosy. ③But we are now knowledgeable enough to reduce many of the risks that threatened the existence of earlier humans, and to improve the lot of those to come.

最后是积极、正面

35. Which of the following would be the best title for the text?

[A] Uncertainty about Our Future

原文是越来越确定, considerable assurance

[B] Evolution of the Human Species

未涉及未来

[C] The Ever-bright Prospects of Mankind

对未来的正面态度

[D] Science, Technology and Humanity

未涉及未来

**唐叔总结:**

**(时间) 对比本质是转折, 要灵活处理**

## 英语— 2015 text1

1段 King Juan Carlos of Spain once insisted “kings don’ t abdicate, they dare in their sleep.” But embarrassing scandals and the popularity of the republican left左派 in the recent Euro-elections have forced him to eat his words and stand down. So, does the Spanish crisis suggest that monarchy君主制 is seeing its last days? Does that mean the writing is on the wall末日到来 for all European royals, with their magnificent uniforms and majestic lifestyle?

2段 The Spanish case provides arguments both for and against monarchy. When public opinion is particularly polarised, as it was following the end of the Franco regime, monarchs can rise above “mere” politics and “embody” a spirit of national unity.

3段 It is this apparent transcendence of politics that explains monarchs’ continuing popularity polarized as heads of state. And also, the Middle East excepted, Europe is the most monarch-infested region in the world, with 10 kingdoms (not counting Vatican City and Andorra). But unlike their absolutist counterparts in the Gulf and Asia, most royal families have survived because they allow voters to avoid the difficult search for a non-controversial but respected public figure.

4段 Even so, kings and queens undoubtedly have a downside. Symbolic of national unity as they claim to be, their very history—and sometimes the way they behave today – embodies outdated and indefensible privileges and inequalities. At a time when Thomas Piketty and other economists are warning of rising inequality and the increasing power of inherited wealth, it is bizarre that wealthy aristocratic families should still be the symbolic heart of modern democratic states.

5段 The most successful monarchies strive to abandon or hide their old aristocratic ways. Princes and princesses have day-jobs and ride bicycles, not horses (or helicopters). Even so, these are wealthy families who party with the international 1%, and media intrusiveness makes it increasingly difficult to maintain the right image.



6段 While Europe' s monarchies will no doubt be smart enough to survive for some time to come, it is the British royals who have most to fear from the Spanish example.

7段 It is only the Queen who has preserved the monarchy' s reputation with her rather ordinary (if well-heeled) granny style. The danger will come with Charles, who has both an expensive taste of lifestyle and a pretty hierarchical view of the world. He has failed to understand that monarchies have largely survived because they provide a service – as non-controversial and non-political heads of state. Charles ought to know that as English history shows, it is kings, not republicans, who are the monarchy' s worst enemies.

25. Which of the following is the best title of the text?

[A] Carlos, Glory and Disgrace Combined

[B] Charles, Anxious to Succeed to the Throne

英国王子只出现在最后一段，以偏概全

[C] Carlos, a Lesson for All European Monarchs

[D] Charles, Slow to React to the Coming Threats

英国王子只出现在最后一段，以偏概全

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