

阅读技巧总结01 行文套路——时间对比

考研英语大纲

考生应能读懂选自各类书籍和报刊的不同类型的文字材料(生词量不超过所读材料总词汇量的3%),还应能读懂与本人学习或工作有关的文献资料、技术说明和产品介绍等。对所选材料,考生应能:

- | | |
|-------------------------|----|
| 1) 理解主旨要义; | 中心 |
| 2) 理解文中的具体信息; | 细节 |
| 3) 理解文中的概念性含义; | |
| 4) 进行有关的判断、推理和引申; | 推理 |
| 5) 根据上下文推测生词的词义; | 猜词 |
| 6) 理解文章的总体结构以及上下文之间的关系; | |
| 7) 理解作者的意图、观点或态度; | 态度 |
| 8) 区分论点和依据。 | 论点 |

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

全文中心思想

读懂文章 ①正确翻译 ②方法论

英语一 2011 text 3

31. Consumers may create “**earned**” **media** when they are _____. 细节
32. According to Paragraph 2, **sold media** feature _____. 定位
33. The author indicates in Paragraph 3 that **earned media** _____. 定位
34. Toyota Motor’s experience is cited as an example of _____. 观点/例证题
35. Which of the following is the text mainly about? 中心主旨

唐叔总结:

先题后文, 只看题干

1 定位

2 串联题干

1) 预判文章内容

2) 意外收获

① The rough guide to marketing success **used to be** (过去常常, 现在已经不这样了) that you got what you paid for. ② **No longer**. ③ **While** 尽管 traditional “**paid**” **media**—such as television **commercials** n. 广告 and print

while: 对比 (让步)
当...的时候

了) that you got what you paid for. ②No longer. ③While尽管 traditional “paid” media—such as television commercials n.广告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 通过...的方式 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.

通过时间对比，找出第③句是中心句。

31. Consumers may create “earned” media when they are _____.

细节题

[A] obsessed with online shopping at certain Web sites

热衷于在线购物

[B] inspired by product-promoting e-mails sent to them

收到促销产品的电子邮件，把两个句子信息拼凑，④句中的and后主语已变成company

[C] eager to help their friends promote quality products

热衷于帮助朋友推销高质量产品，并没有帮助朋友

[D] enthusiastic about recommending their favorite products

热情地推荐他们喜欢的产品

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

第一段today后面的内容就是中心

A. Alternatives to conventional paid media

B. Conflict between hijacked and earned media

C. Dominance of hijacked media

D. Popularity of owned media

真题案例：（时间）对比论证型

2008 Text 2

1段 It used to be so straightforward. A team of researchers working together in the laboratory would submit the results of their research to a journal. A journal editor would then remove the authors’ names and affiliations from the paper and send it to their peers for review. Depending on the comments received, the editor would accept the paper for publication or decline it. Copyright rested with the journal publisher, and researchers seeking knowledge of the results would have to subscribe to the journal.

while: 对比（让步）
当...的时候

唐叔总结：

时间对比论证套路：

used to

no longer

while

today/now:中心/答案

只有第一和第四个就可以构成时间对比论证

唐叔总结：细节题

标志: what, which, why, because, in that...

具体信息

定位好的句子是解题重要的依据

2段 **No longer**. ①The Internet – and pressure from funding agencies, who are questioning why commercial publishers are making money from government-funded research by restricting access to it – is making access to scientific results a reality.

3段 The value of knowledge and the return on the public investment in research depends, in part, upon wide distribution and ready access. It is big business. In America, the core scientific publishing market is estimated at between \$7 billion and \$11 billion. The International Association of Scientific, Technical and Medical Publishers says that there are more than 2,000 publishers worldwide specializing in these subjects. They publish more than 1.2 million articles each year in some 16,000 journals.

4段 This is **now** changing. According to the OECD report,

30.Which of the following best summarizes the **main idea** of the text?

全文未出现作者的表态

[A] The Internet is posing a threat to publishers.

[B] A **new** mode of publication is emerging.

[C] Authors **welcome** the **new** channel for publication.

注意**welcome**表达态度，但本文没有作者表态

[D] Publication is rendered easier by online service.

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** 谈过去, 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 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.”

31. Researchers have **come to** 现在开始认为 believe that dreams

知行合一，注意审题仔细

[A] can be modified in their courses.

在形成过程中可以被改变

[B] are susceptible to emotional changes.

容易受到情绪变化的影响

[C] reflect our innermost desires and fears.

反应了我们内心深处的欲望和恐惧，是过去的内容

[D] are a random outcome of neural repairs.

是神经修复中偶然产生的结果，是过去的内容

2006 Text 3

When prehistoric man arrived in new parts of the world, something strange happened to the large animals: they suddenly **became extinct**. Smaller species survived. The large, slow-growing animals were easy **game** 猎物, and were quickly hunted to extinction. **Now** something similar could be happening in the oceans.

31、The **extinction** of large prehistoric animals is noted to suggest that

[A] large animal were vulnerable to the changing environment

[B] small species survived as large animals disappeared

[C] large sea animals may face the same threat **today**.

[D] Slow-growing fish outlive fast-growing ones

2007 Text 3

①During the **past** generation, the American middle-class family that **once** could count on hard work and fair play to keep itself **financially secure** had been transformed by economic risk and new realities. **Now** a **pink slip** 辞退信, a bad diagnosis, or a disappearing spouse can reduce a family from solidly middle class to newly poor in a few months.

不要强求不可知，要从已知推未知

In just one generation, millions of mothers have gone to work, transforming basic family economics. ②Scholars, policymakers, and critics of all stripes have debated the social implications of these changes, but **few** 少数派 have looked at the side effect: **family risk has risen as well**.

少数派: few, many (取反), unrecognized, 否定 + mention, ignore

35. Which of the following is the best title for this text?

[A] The Middle Class on the Alert

警惕的中产阶级，文章只说有风险，并没有提要小心，拔刀

[B] The Middle Class on the Cliff

处于悬崖边缘的中产阶级

[C] The Middle Class in Conflict

[D] The Middle Class in Ruins

2009 Text 2

It is a wise father that knows his own child 知子莫若父, but today a man can boost his paternal (fatherly) wisdom — or at least confirm that he' s the kid' s dad. All he needs to do is shell out \$30 for paternity testing kit (PTK) at his local drugstore — and another \$120 to get the results.

More than 60,000 people have purchased the PTKs since they first become available without prescriptions last years, according to Doug Fog, chief operating officer of Identigene, which makes the over-the-counter 非处方药 kits. More than two dozen companies sell DNA tests directly to the public, ranging in price from a few hundred dollars to more than \$2500.

26. In paragraphs 1 and 2 , the text shows PTK' s _____.

[A] easy availability

获取很方便

[B] flexibility in pricing

价格的弹性，这个选项不是1、2段共同探讨的

[C] successful promotion

[D] popularity with households

英语二 2011 Text 2

①Whatever happened to the death of newspapers? ②A year ago the end seemed near. ③The recession threatened to remove the advertising and readers that had not already fled to the internet. ④Newspapers like the San Francisco Chronicle were chronicling their own doom. ⑤America' s Federal Trade commission launched a round of talks about how to save newspapers. ⑥Should they become charitable corporations? ⑦Should the state subsidize them? ⑧It will hold another meeting soon. ⑨But the discussions now seem out of date 否定.

30. The most appropriate title for this text would be _____.

[A] American Newspapers: Struggling for Survival

挣扎求生

[B] American Newspapers: Gone with the Wind

end

[C]American Newspapers: A Thriving Business

[D]American Newspapers: A Hopeless Story

end

英语二 2013 Text 1

1段 ①In an essay entitled “Making It in America” , the author Adam Davidson relates a joke from cotton country about just how much a modern textile mill has been automated: ②The average mill has only two employees today, “ a man and a dog. ③The man is there to feed the dog, and the dog is there to keep the man away from the machines.”

2段 ① Davidson’ s article is one of a number of pieces that have recently appeared making the point that the reason we have such stubbornly high unemployment and declining middle-class incomes today is largely because of the big drop in demand because of the Great Recession, but it is also because of the advances in both globalization and the information technology revolution, which are more rapidly than ever replacing labor with machines or foreign workers.

3段 ①In the past, workers with average skills, doing an average job, could earn an average lifestyle. ②But, today, average is officially over.

25. Which of the following would be the most appropriate title for the text?

[A] New Law Takes Effect

[B] Technology Goes Cheap

[C] Average Is Over

第二句的同义改写

[D] Recession Is Bad

唐叔总结:

(时间) 对比本质是转折——要灵活处理

英语二 2011 Text 4

1段 ①Will the European Union make it? ② The question would have sounded strange not long ago. ③Now even the project’ s greatest cheerleaders talk of a continent facing a “Bermuda triangle” of debt, population decline and lower growth. 都是消极形容

末段 ①It is too soon to write off the EU. 转折②It remains the world’ s largest trading block. ③At its best, the European project is remarkably liberal: built

多次转折，以最后一次为准

around a single market of 27 rich and poor countries, its internal borders are far more open to goods, capital and labour than any comparable trading area. ④It is an ambitious attempt to blunt the sharpest edges of globalization, and make capitalism benign. 积极形容

40. Regarding the future of the EU, the author seems to feel _____.

[A] pessimistic

消极的

[B] desperate

绝望的

[C] conceited

自负的

[D] hopeful

英语— 2011 text3

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.

32. According to Paragraph 2, sold media feature _____. 细节

[A] a safe business environment

[B] random competition

[C] strong user traffic

流量很强

[D] flexibility in organization

唐叔总结

考研大纲—— 3) 理解文中的概念性含义;

文中不同的概念(单词)表达同一个含义

判断依据: 代词 (this/that/these/those) + such + 名词, 这个名词前文一定出现过
新题型排序与选词填空

英语— 2013 Text 1

In the 2006 film version of *The Devil Wears Prada*, Miranda Priestly, played by Meryl Streep, scold her unattractive assistant for imagining that high fashion doesn't affect her. Priestly explains how the deep blue color of the assistant's sweater descended over the years from fashion shows to department stores and to the bargain bin in which the poor girl doubtless found her garment.

This top-down conception of the fashion business couldn't be more 肯定逻辑
=vetry out of date or at odds with feverish world described in Overdressed,
Elizabeth Cline's three-year indictment of "fast fashion" .

21. Priestly criticizes her assistant for her

[A] poor bargaining skill.

[B] insensitivity to fashion.

[C] obsession with high fashion.

[D] lack of imagination.

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."

本课总结:

把握文章中心: ①时间对比, now ②少数派 ③代词指代