



全国硕士研究生入学统一考试英语（二）

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Section I Use of English

Directions:

Read the following text. Choose the best word(s) for each numbered blank and mark A, B, C or D on the **ANSWER SHEET**. (10 points)

Anger may feel uncomfortable, but it can be healthy. "A lot of people think they have to 1 their anger," says Patrick Keelan, a registered psychologist in Calgary, Alberta. "But anger is an emotion built into us to signal that something needs to be addressed." When we take 2 of that signal and actually 3 the problem instead of ignoring it, we're usually much better for it.

4, we're raised to keep emotions hidden. Increasingly, research is suggesting that this can have long-term effects on our health. People who 5 their emotions may die sooner than those who are better at expressing emotions. When we're angry, stress hormones are released, which can make us prone to 6 a wide range of diseases.

Is it better, then, to scream and holler 7 something makes you mad? That's the rationale behind the "rage rooms" that have popped up in many American cities, where folks are 8 to release their anger 9 violently smashing stuff in a "safe" environment.

"The theory is that you get the anger out of your system 10 aggressive actions," says Keelan. "But the research indicates that when we 11 our anger aggressively, it can actually increase the 12 of the anger — and increase the likelihood of aggressive actions in the future." It doesn't take much 13 to predict how a furious rage can 14 your relationships with your spouse, your kids, or your coworkers.

If you shouldn't bottle up your angry feelings but aggressive behavior isn't healthy 15, how should you handle things that tick you off?

Start by looking 16 the superficial trigger to your fury. Anger is often caused by 17 feelings of fear, anxiety, disappointment, and guilt. Maybe you're furious that your spouse is late, but it's really because you were afraid he or she had 18 a car accident in the bad weather.

19, pay closer attention to your triggers—those daily irritations that you know will set you off. Do you get angry at the long lines at the grocery store? Take a step back and 20 that it isn't personal. Everyone in the line has dinner to make, just like you.

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|--------------------------|------------------|-----------------|----------------|
| 【 】 1. A. get rid of | B. make use of | C. face up to | D. get used to |
| 【 】 2. A. charge | B. message | C. notice | D. care |
| 【 】 3. A. anticipate | B. expose | C. prevent | D. rectify |
| 【 】 4. A. Previously | B. Unfortunately | C. Consequently | D. Eventually |
| 【 】 5. A. neglect | B. suppress | C. perceive | D. arouse |
| 【 】 6. A. developing | B. diagnosing | C. overcoming | D. dreading |
| 【 】 7. A. whatever | B. however | C. whenever | D. wherever |
| 【 】 8. A. determined | B. invited | C. forbidden | D. required |
| 【 】 9. A. about | B. in | C. for | D. by |
| 【 】 10. A. from | B. through | C. without | D. towards |
| 【 】 11. A. eliminate | B. augment | C. inhibit | D. display |
| 【 】 12. A. insensitivity | B. intensity | C. instability | D. infinity |
| 【 】 13. A. imagination | B. motivation | C. information | D. explanation |
| 【 】 14. A. affect | B. dictate | C. reflect | D. confirm |
| 【 】 15. A. yet | B. either | C. instead | D. again |
| 【 】 16. A. at | B. beyond | C. into | D. after |
| 【 】 17. A. equivalent | B. permanent | C. underlying | D. forthcoming |
| 【 】 18. A. had | B. made | C. avoided | D. seen |
| 【 】 19. A. Thus | B. Rather | C. Otherwise | D. Also |
| 【 】 20. A. predict | B. prove | C. ensure | D. consider |

Section II Reading Comprehension

Part A

Directions:

Read the following four texts. Answer the questions below each text by choosing A, B, C or D. Mark your answers on the **ANSWER SHEET**. (40 points)

Text 1

Between March and August three low-cost airlines will have started operations in Japan. It would be a miracle if they could help hammer down train and plane fares in Japan, which are unreasonable. For example, a one-way shinkansen ticket from Tokyo to Osaka costs ¥14, 000 (\$ 170), and there are no discounts for return fares or for booking early. But compared with Europe and other parts of Asia, where budget airlines have quickly gained market share, in Japan the low-cost model is expected to take time to take off.

There are three main reasons for that, analysts say. First, all three newcomers have established parents. Peach, which started flying in March, and Air Asia Japan, which starts in August, are part-owned by ANA, one of Japan's two main carriers. Jetstar Japan, which launches operations in July, is one-third owned by Japan Airlines (JAL). Such ties have usually hobbled low-cost airlines elsewhere: owners hate to cannibalize their own business. Analysts say the upstarts will thrive only if ANA and JAL step out of their way, letting them shake up the domestic tourist market. The big boys could then concentrate on long-haul and business travel.

Second, the budget airlines may struggle to make similar profits to their profitable low-cost counterparts in other countries because, despite deregulation, airport costs and fuel taxes in Japan remain among the highest in the world. That could limit expansion, though Jetstar Japan is boldly aiming for 100 aircraft by the end of the decade, up from three at its launch.

Third, it will be hard to convince Japanese passengers that low fares make up for the lack of comfort and convenience they are used to. Jetstar and Air Asia are using Narita airport as their hub, which is expensive and time-consuming to get to from Tokyo. The main carriers use Haneda, which is closer to the capital and cheaper.

The shinkansen zoom out of the city centre, with no reservations needed. Miyuki Suzuki, the boss of Jetstar Japan, says her company's strategy is to use low fares to persuade people to make trips they would otherwise not have made at all. More tourists, she hopes, will start visiting Japan's most far-flung islands. She says she will not go head-to-head with the shinkansen. Peach and Air Asia Japan have their sights not only on domestic flights but also on the route between Tokyo and Seoul, the nearest foreign capital. They may be eyeing the East Asian market, where low-cost penetration lags behind the rest of Asia.

【 】 21. What can we infer from the first paragraph?

- A. Low-cost airlines have gained market share in Japan.
- B. Low-cost airlines have eased the problems of train fares.
- C. Low-cost airlines will promptly dominate market in Japan.
- D. Low-cost airlines are now actually not going well in Japan.

【 】 22. Analysts say the upstarts will thrive only if_____.

- A. ANA and JAL could step out of the domestic market
- B. the owners could give them more freedom to operate
- C. ANA and JAL focus on long-haul and business travel
- D. the upstarts prefer long-haul travel to business travel

【 】 23. The Japanese budget airlines may have trouble in making profits in that_____.

- A. the low-cost airlines in other countries make more profits
- B. the low-cost airlines often violate regulations in Japan
- C. airport expense and taxes are still very high in the world
- D. Japanese government imposes heavy taxes on the airports

【 】 24. It will be not easy to convince Japanese passengers that_____.

- A. they used to choose comfortable and convenient airlines
- B. low-cost airlines make comfort and convenience a reality
- C. low-cost airlines are acceptable despite the inconvenience
- D. low fares are less important than comfort and convenience

【 】 25. Which of the following is true of Peach and Air Asia Japan?

- A. They might aim at the underdeveloped market of Asia.
- B. They treat the East Asian market as their first priority.
- C. They will not go head-to-head with the shinkansen.
- D. They attach equal importance to different markets.

Text 2

COVID-19 restrictions are lifting in some parts of the world and the economy is booming in some sectors. Some labor and material costs are rising due to shortages, as is customer demand. Many brands have high pricing power at the moment, making price hikes almost inevitable. Brand managers may be clued in on the size of their price increase, but it's no easy matter to communicate this unwelcome news to customers.

When performed poorly, the news can lead to undesirable outcomes like customer complaints, social media outrage, and even worse, having to walk back the price increase, or losing customers altogether. To avoid such fiascos and to blunt customer resentment, here are three actions that managers should take when communicating a price increase.

In emails and letters to customers, well-loved brands such as Netflix, Microsoft, and YouTube TV have all referred to a price increase as "updating price" or "adjusting price" in the past. This is common practice because managers are naturally reluctant to tell customers they are raising prices. While this may seem like a small thing, euphemistic (委婉的) messaging can cause serious harm, fraying the relationship with loyal customers. Decades worth of consumer psychology research has consistently found that attempts to obfuscate bad news rarely pay off for brands.

Research shows that after the size of the price increase, the perceived fairness of the motive for

it is the second-biggest driver of how customers react. The prospect of inflation, widespread shortages, rising input costs, and the return to normalcy after the pandemic are on everyone's mind these days. Under such circumstances, when customers receive word that the brand's price is increasing, it simply confirms what they've been expecting. It is worth making the effort to craft a short and forthright explanation for why the brand is raising prices.

The most effective price increase communications are customer-centric. They provide a value narrative—a vivid and compelling story for why the price is being increased that focuses on customer value. A compelling value narrative establishes the sequence of actions for the price increase. It starts with customer feedback, then leads to identifying unmet needs, is followed by a significant investment by the brand, which results in new features, and finally culminates in the delivery of benefits that customers value.

【 】 26. "This unwelcome news" in Paragraph 1 refers to_____.

- A. labor and material shortages
- B. unreasonable pricing power
- C. the decrease in customer demand
- D. the rise in prices

【 】 27. What will happen if brand managers improperly communicate the price increase?

- A. More customers constantly complain about the price increase.
- B. The brand would be blacklisted by all the media.
- C. The price increase might be withdrawn by brand managers.
- D. The brand must lose the support of customers.

【 】 28. The word "obfuscate" (Para. 3) is closest in meaning to_____.

- A. explain
- B. obscure
- C. clarify
- D. demonstrate

【 】 29. It is worth endeavoring to frankly explain the price increase when_____.

- A. customers can realize the fairness of its motive
- B. customers can forecast the material shortages
- C. things return to normal after the pandemic
- D. it exceeds customers' expectations

【】 30. To which of the following would the author most probably agree?

- A. Customer-centric breaks the sequence of actions for the price hike.
- B. Detecting unmet needs comes after significant investment by the brand.
- C. Customer-centric can compellingly explain the price increase.
- D. Customers value the delivery of benefits most.

Text 3

Researchers in Brazil are sifting through the ashes of a fire that destroyed part of a museum in the southeastern state of Minas Gerais on 15 June. The blaze follows repeated warnings about fire risks at museums, and comes less than two years after a massive fire destroyed the prized National Museum in Rio de Janeiro. The latest fire has reopened wounds in the research community and intensified a national conversation about the need to protect Brazil's cultural and scientific heritage.

Mariana Lacerda, a geographer at the Federal University of Minas Gerais (UFMG) in Belo Horizonte, received a disturbing Monday-morning call: a building at the university's Natural History Museum and Botanical Garden, which she'd directed for almost a year, was in flames. When she arrived on the scene, smoke was still coming out of the building.

Brazilian museums have faced a series of fires, often resulting in irreparable losses, says Carolina Vilas Boas, director of museum processes at the Brazilian Institute of Museums in Brasilia. At least 12 buildings of cultural or scientific significance have burnt in the country, many of them in the past 10 years. But the full extent of the damage is hard to know, says Vilas Boas, because reporting is probably incomplete. Brazil is not unique in losing heritage institutions to fire, she says, but the country does have a poor record in taking care of its museums. Often, fire-prevention systems are installed, but budgets are too thin to maintain them properly. "There are many actions being taken to mitigate this risk," she says, but recurring economic crises have hindered long-term planning.

Some protective policies already exist. In 2017, the southern state of Paraná established norms and guidelines for the recognition of biological collections, defining who has responsibility for them, and putting in place objectives and goals to expand them and provide maintenance. Last year, the policy helped researchers to convince the government of Paraná to allocate two million reais (US \$370,000) for the state's collections over the next three years. It's not a lot of money, but it's a solid start, says Marinoni: "The collections are leaving the darkness."

National Museum researchers have teamed up with Lacerda to advise on the recovery of items that might still be salvageable. "Unfortunately, we are now experts in this matter," says palaeontologist Alexander Kellner, director of the National Museum. "We went through it. We know the mistakes to avoid, we have a way to act, we have a methodology."

- 【 】 31. The author says "the latest fire has reopened wounds" because_____.
- A. museums received repeated warnings about fire risks before
B. the fire stimulated a dated topic among research groups
C. museums lost valuable collections in the latest fire
D. some researchers got wounded in the fire
- 【 】 32. According to Paragraph 3, Brazilian museums_____.
- A. suffered huge losses in the last 10 years
B. are equipped with poor fire-prevention systems
C. haven't take any actions to tackle the fire risk
D. were influenced by economic crisis
- 【 】 33. The two million reais were allocated to_____.
- A. work as a solid start for collection research
B. protect the collections in the following five years
C. support collection maintenance and expansion
D. formulate museum protection policies
- 【 】 34. By saying "we are now experts in this matter", Alexander Kellner implies that_____.
- A. they are professional in risk prevention
B. they have already gone through several fires
C. they can give suggestions on heritage recovery
D. they are specialists in fire prevention methodology
- 【 】 35. The author's attitude towards the future of Brazilian museum fire prevention is_____.
- A. empathetic
B. cautious
C. optimistic
D. disappointed

Text 4

As Michelle Obama and Cindy McCain prepare for prominent appearances at the party nominating conventions, both are viewed more favorably than not, even though a substantial slice of the electorate has yet to form a firm opinion.

A new Washington Post-ABC News poll finds little change in public perceptions of the two

potential first ladies since the primaries ended in early June. About half of all registered voters now view each favorably, with three in 10 holding unfavorable impressions of Obama and two in 10 of McCain. A third expressed no opinion about McCain, and about two in 10 did of Obama.

Post-convention poll bounces are typically associated with candidates, but their spouses also can use the conventions to increase support. In 1992, Hillary Rodham Clinton took the stage in New York with a 45 percent favorable rating, according to a Gallup-CNN-USA Today poll. Thirty percent held unfavorable impressions of her. After her speech, that initial 15-point net positive rating increased to a 27-point advantage, mirroring the gains made by her husband against President George H. W. Bush.

Both McCain and Obama have largely been treading water in public opinion, but their convention speeches present an opportunity to notch bigger shifts than they have earned in the past two months. Independents have warmed to both women over the summer. More than half of those in the middle of the political spectrum now hold positive views of Obama and McCain. By contrast, Republicans have held basically steady in their views of McCain, as Democrats have of Obama, although both women have earned more deeply favorable views from their fellow partisans. Simultaneously, a June gender gap in views of Obama has largely faded, with 53 percent of women and 48 percent of men now holding favorable views of her. McCain posted gains among women, half of whom now have a positive take.

Following patterns set by their husbands, Obama fares far better among African Americans and has greater appeal among younger women than does McCain (61 percent favorable, compared with 45 percent), while McCain fares slightly better among women 45 and over (53 percent favorable, compared with 48 percent favorable toward Obama). Among those who said they would vote for Obama, three-quarters had a positive impression of her, while seven in 10 of those backing McCain had a favorable view of her.

This Washington Post-ABC News poll was conducted by telephone Aug. 19-22 among a random national sample of 916 registered voters. Results among registered voters have a margin of sampling error of plus or minus three percentage points. It is larger for subgroups.

【 】 36. We learn from Paragraphs 1, 2 that_____.

- A. it is easy for Michelle Obama and Cindy McCain to change electorates' mind
- B. it seems that McCain will get more support
- C. Michelle Obama and Cindy McCain will have a poor performance at the party nominating conventions
- D. who will be the president makes no sense to the mass

- 【 】 37. By citing the examples of Hillary Rodham Clinton, the author intends to show that_____.
A. the convention is meaningless for the spouses of candidates
B. Hillary Rodham Clinton benefits nothing from her speech
C. as for the spouses of the candidates, the activities of candidates are as important as the use of conventions
D. Hillary Rodham Clinton is a potential leader
- 【 】 38. When mentioning "treading water" (Line 1, Paragraph 4) , the author is talking about_____.
A. keeping one upright in deep water by making treading movements with the legs
B. making no progress in a particular situation
C. making great effort to do preparing work
D. having a superior competitive position
- 【 】 39. It can be inferred from Paragraph 4 that_____.
A. the two potential first ladies will not get support from their fellow partisans
B. it is difficult to exterminate gender gap among voters
C. McCain has gotten partial support from men
D. no decisions have been made by Independents
- 【 】 40. Which of the following is true according to the text?
A. McCain can be accepted by women aged 45 and over, for she is older than Obama.
B. Voters giving support to candidates will also give support to the spouses of candidates.
C. Obama may get more support from African Americans and have great appeal among younger women.
D. The statistics demonstrated that the figure was accurate and would not cause error.

Part B

Directions:

Read the following text and answer the questions by choosing the most suitable subtitle from the list A—G for each numbered paragraph (41—45). There are two extra subtitles which you do not need to use. Mark your answers on the **ANSWER SHEET**. (10 points)

- A. Robots Come from the Movies
- B. Development of Robots Is Fast
- C. Google Enters the Robot Industry

- D. Robots Today Are Not Impressive Enough
- E. The Future Robot Market Rests With Fancy
- F. Robots May Be Different in the Near Future
- G. More Money Is Thrown into the Robot Industry

Robots came into the world as a literary device whereby the writers and film-makers of the early 20th century could explore their hopes and fears about technology, as the era of the automobile, telephone and aeroplane picked up its reckless jazz-age speed. From Fritz Lang's "Metropolis" and Isaac Asimov's "I, Robot" to "WALL-E" and the "Terminator" films, and in countless iterations in between, they have succeeded admirably in their task.

【 】 41. _____

Since moving from the page and screen to real life, robots have been a mild disappointment. They do some things that humans cannot do themselves, like exploring Mars, and a host of things people do not much want to do, like dealing with unexploded bombs or vacuuming floors (there are around 10m robot vacuum cleaners wandering the carpets of the world). And they are very useful in bits of manufacturing. But reliable robots—especially ones required to work beyond the safety cages of a factory floor—have proved hard to make, and robots are still pretty stupid. So although they fascinate people, they have not yet made much of a mark on the world.

【 】 42. _____

That seems about to change. The exponential growth in the power of silicon chips, digital sensors and high-bandwidth communications improves robots just as it improves all sorts of other products. And, as our special report this week explains, three other factors are at play.

【 】 43. _____

One is that robotics R&D is getting easier. New shared standards make good ideas easily portable from one robot platform to another. And accumulated know how means that building such platforms is getting a lot cheaper. A robot like Rethink Robotics's Baxter, with two arms and are markably easy, intuitive programming interface, would have been barely conceivable ten years ago. Now you can buy one for \$25,000.

【 】 44. _____

A second factor is investment. The biggest robot news of 2013 was that Google bought eight promising robot startups. Rich and well led and with access to world-beating expertise in cloud

computing and artificial intelligence, both highly relevant, Google's robot programme promises the possibility of something spectacular — though no one outside the company knows what that might be. Amazon, too, is betting on robots, both to automate its warehouses and, more speculatively, to make deliveries by drone. In South Korea and elsewhere companies are moving robot technology to new areas of manufacturing, and eyeing services. Venture capitalists see a much better chance of a profitable exit from a robotics startup than they used to.

【 】 45. _____

The third factor is imagination. In the past few years, clever companies have seen ways to make robots work. Now more people will grasp how a robotic attribute such as high precision or fast reactions or independent locomotion can be integrated into a profitable business; eventually some of them will build mass markets. Aerial robots — drones — may be in the vanguard here. They will let farmers tend their crops in new ways, give citizens, journalists and broadcasters new perspectives on events big and small, monitor traffic and fires, look for infrastructure in need of repair and much more besides.

Section III Translation

46. Directions:

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

When the time came to make the final decision for a course and where to apply for, I somehow decided to believe in myself and apply for a course that I felt reflected my interests.

I felt that I would not be good enough to be either a designer or a journalist, because I realized that writing in English is absolutely different from writing in my mother language, so I decided to look for some fashion-related courses that included writing. This is when "Fashion Media & Promotion" appeared. I can't even remember now how I noticed it. I guess it was a destiny, but I remember thinking: "one of my strengths in secondary school was communication, and this course provides fashion and writing as well, why not try it?" And here I am now, a year and a half later, a really happy student trying to achieve my dreams.

Section IV Writing

Part A

47. Directions:

Suppose your friend Jack wrote you a letter, asking whether he should take a job abroad. Please

write a letter back to state your suggestions, giving all the details needed.

You should write about 100 words on the **ANSWER SHEET**.

Do not use your own name. Use "Li Ming" instead. (10 points)

Part B

48. Directions:

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

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

Write your answer in about 150 words on the **ANSWER SHEET**. (15 points)

市民文化消费动机

■ 锻炼身体 ■ 获取知识 ■ 亲子教育 ■ 休闲娱乐 ■ 人际交往

