

2010年英语一阅读 Text 3

社会流行潮的传播

定位：审题找关键点

31. By citing the book *The Tipping Point*, the author intends to _____.
32. The author suggests that the “two-step-flow theory” _____.
33. What the researchers have observed recently shows that _____.
34. The underlined phrase “these people” in Paragraph 4 refers to the ones who _____.
35. What is the essential element in the dynamics of social influence?
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段1

①In his book *The Tipping Point*, Malcolm Gladwell argues that “social epidemics” are driven in large part by the actions of a tiny minority of special individuals, often called influentials, who are unusually informed, persuasive, or well connected. ②The idea is intuitively compelling, but it doesn't explain how ideas actually spread.

【段1】 _____

【句】长难句①的详解参见微信公众号的每日长难句7。

段1生词：

- social epidemics _____
- epidemic n. 流行病，传染病；风尚或观念等的流行 adj. 流行的；传染性的
- in large part 主要，在很大程度上
- a tiny minority of... _____
- minority n. 少数，少数派；少数民族
- majority n. 大多数
- individual n. _____

- influential n. _____ adj. 有影响的；有势力的
influence v./n. _____
- informed adj. 见识广博的，消息灵通的
- persuasive adj. _____
- well connected 人脉极广的
- intuitively adv. 直觉地；直观地
intuitive adj. 直觉的；凭直觉获知的
intuition n. 直觉
- compelling adj. _____
- spread v. 传播，蔓延；伸展，扩展

段2

①The supposed importance of influentials derives from a plausible-sounding but largely untested theory called the “two-step flow of communication” : Information flows from the media to the influentials and from them to everyone else. ②Marketers have embraced the two-step flow because it suggests that if they can just find and influence the influentials, those select people will do most of the work for them. ③The theory also seems to explain the sudden and unexpected popularity of certain looks, brands, or neighborhoods. ④In many such cases, a cursory search for causes finds that some small group of people was wearing, promoting, or developing whatever it is before anyone else paid attention. ⑤Anecdotal evidence of this kind fits nicely with the idea that only certain special people can drive trends.

【段2】 _____

段2生词：

- supposed adj. 误以为的，误信的，所谓的；假定的，推测的
- derive from... 起源于.....

- plausible adj. _____
- two-step flow of communication 两级流动传播
- media n. 媒体
- embrace v. 乐意采纳（建议等）；拥抱，接受
- select adj. 精选的，挑选出来的
- popularity n. _____
popular adj. 流行的，通俗的；受欢迎的
- in many such cases 在诸多此类情形中
- cursory adj. 粗略的，仓促的，草率的
- pay attention (to...) _____
- anecdotal adj. _____
- trend n. _____

段3

①In their recent work, however, some researchers have come up with the finding that influentials have far less impact on social epidemics than is generally supposed. ②In fact, they don't seem to be required at all.

[段3] _____

段4

①The researchers' argument stems from a simple observation about social influence: With the exception of a few celebrities like Oprah Winfrey—whose outsize presence is primarily a function of media, not interpersonal, influence—even the most influential members of a population simply don't interact with that many others. ②Yet it is precisely these non-celebrity influentials who, according to the two-step-flow theory, are supposed to drive social epidemics, by influencing their friends and colleagues directly. ③For a social epidemic to occur, however, each person so affected must then influence his or her

own acquaintances, who must in turn influence theirs, and so on; and just how many others pay attention to each of these people has little to do with the initial influential.

④If people in the network just two degrees removed from the initial influential prove resistant, for example, the cascade of change won't propagate very far or affect many people.

【段4】 _____

【句】长难句③的详解参见微信公众号的每日长难句8。

段4生词：

- stem from... _____
- observation n. _____
observe v. _____
- social influence _____
- exception n. 例外
- celebrity n. 名人
- outsize adj. 特大的
- presence n. 出席，到场；存在感；影响力
- interpersonal adj. 人与人之间的，人际关系的
interpersonal influence 人际影响
- interact with... _____
- interact v. 互相作用，互相影响
interaction n. 互动，相互作用，相互影响
- precisely adv. _____
precise adj. 准确的，精确的，明确的；严格的
- according to... _____
- be supposed to do sth. _____
- acquaintance n. 认识的人，熟人

- in turn 反过来；依次
- have little to do with... _____
- initial adj. _____
- resistant adj. _____ (文中指的是“无动于衷”)
resistance n. 抵抗, 抵抗力; 反抗; 阻力
resist v. 抵抗, 抗拒; 忍耐
- cascade n. 瀑布
- propagate v. 传播; 宣传
propagation n. 传播

段5

①Building on the basic truth about interpersonal influence, the researchers studied the dynamics of social influence by conducting thousands of computer simulations of populations, manipulating a number of variables relating to people's ability to influence others and their tendency to be influenced. ②They found that the principal requirement for what is called “global cascades” —the widespread propagation of influence through networks—is the presence not of a few influentials but, rather, of a critical mass of easily influenced people.

【段5】 _____

【句】长难句②的详解参见微信公众号的每日长难句9。

段5生词：

- build on... 以.....为基础
- the dynamics of social influence _____
- dynamics n. 动态; 动力学
- simulation n. 模拟; 仿真
- manipulate v. _____

- a number of... 许多.....
- variable n. _____ adj. 变量的；可变的，多变的；变异的
vary v. 变化；变异
- relate to... _____
- tendency n. 趋势，倾向
tend v. 趋向，倾向；照料，照顾
- principal requirement _____
- cascade n. 瀑布；大量倾泻的东西
- the widespread propagation _____
- a mass of... 大量的.....

31. By citing the book *The Tipping Point*, the author intends to _____.

- [A] analyze the consequences of social epidemics.
- [B] discuss influentials' function in spreading ideas.
- [C] exemplify people's intuitive response to social epidemics.
- [D] describe the essential characteristics of influentials.

我的答案：_____ 正确答案：_____

做题前可以先观察选项：把选项进行_____

定位原文在哪段？_____

静姐的“填坑指南”：_____

32. The author suggests that the “two-step-flow theory” _____.

- [A] serves as a solution to marketing problems.
- [B] has helped explain certain prevalent trends.
- [C] has won support from influentials.
- [D] requires solid evidence for its validity.

我的答案：_____ 正确答案：_____

定位原文在哪段？ _____

静姐的“灵魂三问”的第三问是什么？ _____

选项A和B的正误原因？ _____

静姐的“填坑指南”： _____

33. What the researchers have observed recently shows that _____.

- [A] the power of influence goes with social interactions.
- [B] interpersonal links can be enhanced through the media.
- [C] influentials have more channels to reach the public.
- [D] most celebrities enjoy wide media attention.

我的答案：_____ 正确答案：_____

定位原文在哪段？ _____

静姐的“填坑指南”： _____

34. The underlined phrase “these people” in Paragraph 4 refers to the ones who _____.

- [A] stay outside the network of social influence.
- [B] have little contact with the source of influence.
- [C] are influenced and then influence others.
- [D] are influenced by the initial influential.

我的答案：_____ 正确答案：_____

静姐的“填坑指南”： _____

35. What is the essential element in the dynamics of social influence?

- [A] The eagerness to be accepted.
- [B] The impulse to influence others.
- [C] The readiness to be influenced.

[D] The inclination to rely on others.

我的答案：_____ 正确答案：_____

题干中关键的定位信息是什么？_____

题干中定位信息与原文的什么对应？_____

静姐的“填坑指南”：_____