

考研英语 英语一 2016年 Text 4

让纸质版报纸成为一种奢侈品

审题划出关键点，精准定位，提高正确率：

36. The New York Times is considering ending its print edition partly due to \_\_\_\_\_
37. Peretti suggests that, in face of the present situation, the Times should \_\_\_\_\_
38. It can be inferred from Paragraph 5 and 6 that a “legacy product” \_\_\_\_\_
39. Peretti believes that, in a changing world \_\_\_\_\_
40. Which of the following would be the best title of the text?
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段1

①There will eventually come a day when *The New York Times* ceases to publish stories on newsprint. ②Exactly when that day will be is a matter of debate. ③“Sometime in the future,” the paper’s publisher said back in 2010.

段1生词：

- cease v. 终止，停止，结束
- newsprint n. 新闻纸
- a matter of debate 一个值得讨论的问题

段2

①Nostalgia for ink on paper and the rustle of pages aside, there’s plenty of incentive to ditch print. ②The infrastructure required to make a physical newspaper—printing presses, delivery trucks —isn’t just expensive; it’s excessive at a time when online-only competitors don’t have the same set of financial constraints. ③Readers are migrating away from print anyway. ④And though print ad sales still dwarf their online and mobile counterparts, revenue from print is still declining.

【段1-2】 \_\_\_\_\_

【句】长难句②见微信公众号田静老师的每日长难句95。

段2生词：

- nostalgia adj. 怀旧之情
- rustle n. 沙沙声 v. 发出沙沙的声音
- aside adv. 撇开先不谈；放在旁边
- incentive n. \_\_\_\_\_
- ditch v. 丢弃，摆脱
- infrastructure n. \_\_\_\_\_
- physical adj. 物质的，有形的
- printing press 印刷机
- excessive adj. \_\_\_\_\_
- competitor n. 竞争者，对手
- competitive adj. 竞争的，比赛的
- compete v. 竞争，比赛，对抗
- competition n. 竞争，比赛，竞赛
- constraint n. \_\_\_\_\_
- constrain v. \_\_\_\_\_
- migrate away from... 从.....转移
- migrate v. 迁移，转移；移居
- dwarf v. \_\_\_\_\_
- counterpart n. \_\_\_\_\_
- revenue n. \_\_\_\_\_

### 段3

①Overhead may be high and circulation lower, but rushing to eliminate its print edition would be a mistake, says BuzzFeed CEO Jonah Peretti.

段3生词：

- overhead n. (企业的)经营开支, 运营费用
- circulation n. \_\_\_\_\_
- rush to do sth. 匆忙、急着做某事
- eliminate v. \_\_\_\_\_

### 段4

①Peretti says the *Times* shouldn't waste time getting out of the print business, but only if they go about doing it the right way. ②“Figuring out a way to accelerate that transition would make sense for them,” he said, “but if you discontinue it, you're going to have your most loyal customers really upset with you.”

段4生词：

- waste time doing sth. 浪费时间做某事
- get out of... 从.....解脱；放弃，戒掉
- go about doing sth. 着手做某事
- figure out \_\_\_\_\_
- accelerate v. \_\_\_\_\_  
acceleration n. \_\_\_\_\_
- transition n. \_\_\_\_\_
- make sense 有意义，说得通；是明智的，是合情合理的
- discontinue v. \_\_\_\_\_  
continue v. \_\_\_\_\_
- loyal customers 忠实的顾客
- upset v. \_\_\_\_\_；颠覆，扰乱 adj. 心烦的，混乱的；弄翻的

### 段5

①Sometimes that's worth making a change anyway. ②Peretti gives the example of Netflix discontinuing its DVD-mailing service to focus on streaming. ③"It was seen as a blunder," he said. ④The move turned out to be foresighted. ⑤And if Peretti were in charge at the *Times*? ⑥"I wouldn't pick a year to end print," he said. ⑦"I would raise prices and make it into more of a legacy product."

段5生词：

- be worth doing sth. \_\_\_\_\_
- discontinue sth. to focus on sth. 停止某事以专注于另一件事
- blunder n. (因无知、粗心等造成的)错误
- turn out to be... \_\_\_\_\_
- foresighted adj. \_\_\_\_\_
- be in charge \_\_\_\_\_
- legacy n. 遗产，遗赠物

### 段6

①The most loyal customers would still get the product they favor, the idea goes, and they'd feel like they were helping sustain the quality of something they believe in. ②“So if you're overpaying for print, you could feel like you were helping,” Peretti said. ③ “Then increase it at a higher rate each year and essentially try to generate additional revenue.” ④In other words, if you're going to make a print product, make it for the people who are already obsessed with it. ⑤Which may be what the *Times* is doing already. ⑥Getting the print edition seven days a week costs nearly \$500 a year—more than twice as much as a digital-only subscription.

【句】长难句①见微信公众号田静老师的每日长难句96。

段6生词：

- favor v. 喜爱，支持，赞成
- sustain v. \_\_\_\_\_
- overpay v. 多付钱，多给报酬
- essentially adv. 本质上，根本上  
essential adj. 本质的，基本的，必要的 n. 本质，要素，要点
- generate v. \_\_\_\_\_  
generation n. \_\_\_\_\_；\_\_\_\_\_
- be obsessed with... \_\_\_\_\_
- obsess v. 使着迷，使迷住；困扰，纠缠
- subscription n. 订阅，订阅费；签署  
subscribe v. 订阅；签署

段7

①“It’s a really hard thing to do and it’s a tremendous luxury that BuzzFeed doesn’t have a legacy business,” Peretti remarked. ②“But we’re going to have questions like that where we have things we’re doing that don’t make sense when the market changes and the world changes. ③In those situations, it’s better to be more aggressive than less aggressive.”

【段3-7】 \_\_\_\_\_

【句】长难句②见微信公众号田静老师的每日长难句97。

段7生词：

- tremendous adj. \_\_\_\_\_
- luxury n. 享受，奢侈，豪华
- aggressive adj. \_\_\_\_\_；好争斗的，侵略性的

36. The New York Times is considering ending its print edition partly due to \_\_\_\_\_

- [A] the high cost of operation.
- [B] the pressure from its investors.
- [C] the complaints from its readers.
- [D] the increasing online ad sales.

我的答案：\_\_\_\_\_ 正确答案：\_\_\_\_\_

定位原文在哪段？\_\_\_\_\_

每个选项的正误原因？\_\_\_\_\_

静姐的“填坑指南”：\_\_\_\_\_

37. Peretti suggests that, in face of the present situation, the *Times* should \_\_\_\_\_

- [A] seek new sources of readership.
- [B] end the print edition for good.
- [C] aim for efficient management.
- [D] make strategic adjustments.

我的答案：\_\_\_\_\_ 正确答案：\_\_\_\_\_

定位原文在哪段？\_\_\_\_\_

选项A、B和D的正误原因？\_\_\_\_\_

静姐的“填坑指南”：\_\_\_\_\_

38. It can be inferred from Paragraph 5 and 6 that a “legacy product” \_\_\_\_\_

- [A] helps to restore the glory of former times.
- [B] is meant for the most loyal customers.
- [C] will have the cost of printing reduced.
- [D] expands the popularity of the paper.

我的答案：\_\_\_\_\_ 正确答案：\_\_\_\_\_

选项B、C和D的正误原因？\_\_\_\_\_

静姐的“填坑指南”：\_\_\_\_\_

39. Peretti believes that, in a changing world \_\_\_\_\_

[A] legacy businesses are becoming outdated.

[B] cautiousness facilitates problem-solving.

[C] aggressiveness better meets challenges.

[D] traditional luxuries can stay unaffected.

我的答案：\_\_\_\_\_ 正确答案：\_\_\_\_\_

定位原文在哪段？ \_\_\_\_\_

选项A、B和C的正误原因？ \_\_\_\_\_

静姐的“填坑指南”： \_\_\_\_\_

40. Which of the following would be the best title of the text?

[A] Shift to Online Newspapers All at Once

[B] Cherish the Newspaper Still in Your Hand

[C] Make Your Print Newspaper a Luxury Good

[D] Keep Your Newspapers Forever in Fashion

我的答案：\_\_\_\_\_ 正确答案：\_\_\_\_\_

每个选项的正误原因？ \_\_\_\_\_

静姐的“填坑指南”： \_\_\_\_\_