

考研英语 英语一 2016年 Text 3

光环效应：行善政策能在企业被诉时有所助益

审题划出关键点，精准定位，提高正确率：

31. The author views Milton's Friedman's statement about CSR with _____
32. According to Paragraph 2, CSR helps a company by _____
33. The expression "more lenient" (Para. 4) is closet in meaning to _____
34. When prosecutors evaluate a case, a company's CSR record _____
35. Which of the following is true of CSR, according to the last paragraph?
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段1

①"There is one and only one social responsibility of business," wrote Milton Friedman, a Nobel prize-winning economist, "That is, to use its resources and engage in activities designed to increase its profits." ②But even if you accept Friedman's premise and regard corporate social responsibility (CSR) policies as a waste of shareholders' money, things may not be absolutely clear-cut. ③New research suggests that CSR may create monetary value for companies—at least when they are prosecuted for corruption.

【段1】 _____

段1生词：

- social responsibility 社会责任
- corporate social responsibility (CSR) 企业社会责任
- engage in... _____
- accept v. 承认，同意；认为，相信；接受
- premise n. _____
- clear-cut adj. 一分为二的，界限鲜明的
- monetary value 货币价值

- monetary adj. 货币的，金融的
- prosecute v. _____
prosecution n. _____
prosecutor n. _____
- corruption n. 贪污，腐败，贿赂
corrupt v. 贪污，腐败；堕落 adj. 腐败的，贪污的；堕落的

段2

①The largest firms in America and Britain together spend more than \$15 billion a year on CSR, according to an estimate by EPG, a consulting firm. ②This could add value to their businesses in three ways. ③First, consumers may take CSR spending as a “signal” that a company’s products are of high quality. ④Second, customers may be willing to buy a company’s products as an indirect way to donate to the good causes it helps. ⑤And third, through a more diffuse “halo effect,” whereby its good deeds earn it greater consideration from consumers and others.

【段2】 第一轮论证：_____

段2生词：

- take sth. as sth. _____
- an indirect way 一种间接方式
- donate v. 捐赠，捐献
donation n. 捐赠，捐献；捐赠物
- good causes 慈善事业，公益事业
- diffuse adj. _____
- halo effect 光环效应
- whereby adv. _____
- earn greater consideration from... _____

- consideration n. _____
- consider v. _____

段3

①Previous studies on CSR have had trouble differentiating these effects because consumers can be affected by all three. ②A recent study attempts to separate them by looking at bribery prosecutions under America's Foreign Corrupt Practices Act (FCPA). ③It argues that since prosecutors do not consume a company's products as part of their investigations, they could be influenced only by the halo effect.

段3生词：

- previous adj. 以前的，早先的
- have trouble doing sth. _____
- differentiate v. _____
- bribery prosecutions 贿赂起诉
- bribery n. 贿赂
- America's Foreign Corrupt Practices Act (FCPA) 美国的反海外腐败法
- investigation n. _____
- investigate v. _____

段4

①The study found that, among prosecuted firms, those with the most comprehensive CSR programmes tended to get more lenient penalties. ②Their analysis ruled out the possibility that it was firms' political influence, rather than their CSR stand, that accounted for the leniency: Companies that contributed more to political campaigns did not receive lower fines.

【句】长难句②见微信公众号田静老师的每日长难句93。

段4生词：

- comprehensive adj. _____；有理解力的
comprehension n. 包含；理解
- penalty n. _____
- rule out the possibility _____
- political influence 政治影响力
- stand n. 立场
- account for... _____；_____
- political campaigns 政治运动
- fine n. _____

段5

①In all, the study concludes that whereas prosecutors should only evaluate a case based on its merits, they do seem to be influenced by a company's record in CSR. ②“We estimate that either eliminating a substantial labour-rights concern, such as child labour, or increasing corporate giving by about 20% results in fines that generally are 40% lower than the typical punishment for bribing foreign officials,” says one researcher.

【段3-5】第二轮论证：_____

【句】长难句②见微信公众号田静老师的每日长难句94。

段5生词：

- in all 总共，合计
- whereas conj. 然而；鉴于
- evaluate sth. (based) on its merits _____
- eliminate v. _____
- substantial adj. _____
substantially adv. _____

- labour-rights concern 劳工权益问题
- result in... _____

段6

①Researchers admit that their study does not answer the question of how much businesses ought to spend on CSR. ②Nor does it reveal how much companies are banking on the halo effect, rather than the other possible benefits, when they decide their do-gooding policies. ③But at least they have demonstrated that when companies get into trouble with the law, evidence of good character can win them a less costly punishment.

【段6】 _____

段6生词：

- bank on... _____
- demonstrate v. _____
- get into trouble with the law 陷入法律纠纷

31. The author views Milton Friedman's statement about CSR with _____

- [A] tolerance.
- [B] skepticism.
- [C] uncertainty.
- [D] approval.

我的答案：_____ 正确答案：_____

定位原文在哪段？ _____

态度题在做题前，可以先把选项_____

静姐的“填坑指南”：注意审题，问的不是Milton Friedman关于CSR的态度，而是作者对于Milton Friedman关于CSR的态度。

32. According to Paragraph 2, CSR helps a company by _____

- [A] winning trust from consumers.
- [B] guarding it against malpractices.
- [C] protecting it from being defamed.
- [D] raising the quality of its products.

我的答案：_____ 正确答案：_____

选项A、C和D的正误原因？_____

静姐的“填坑指南”：正确选项通常是原文的_____或_____

33. The expression “more lenient” (Para. 4) is closet in meaning to _____

- [A] more effective.
- [B] less controversial.
- [C] less severe.
- [D] more lasting.

我的答案：_____ 正确答案：_____

静姐的“填坑指南”：语意题的解题重点是根据_____

34. When prosecutors evaluate a case, a company's CSR record _____

- [A] has an impact on their decision.
- [B] comes across as reliable evidence.
- [C] increases the chance of being penalized.
- [D] constitutes part of the investigation.

我的答案：_____ 正确答案：_____

定位原文在哪段？_____

根据哪句话可以判断出正确答案？_____

静姐的“填坑指南”：_____

35. Which of the following is true of CSR, according to the last paragraph?

- [A] Its negative effects on businesses are often overlooked.
- [B] The necessary amount of companies' spending on it is unknown.
- [C] Companies' financial capacity for it has been overestimated.
- [D] It has brought much benefit to the banking industry.

我的答案：_____ 正确答案：_____

选项A、B和D的正误原因？_____

静姐的“填坑指南”：_____