

2023 考研英语阅读基础课程-必刷 40 篇

主讲: KK 何凯文

Text 1

第一段:

The decision of the New York Philharmonic to hire Alan Gilbert as its next music director has been the talk of the classical-music world ever since the sudden announcement of his appointment in 2009. For the most part, the response has been favorable, to say the least. "Hooray! At last!" wrote Anthony Tommasini, a sober-sided classical-music critic.

重点词汇:

Favorable: 有利的

Sober-sided: 冷静的, 清醒的

Critic: 批评家, 评论员, (food critic: 美食家)

Hooray: 欢呼

Response: 回应

classical-music: 古典音乐

句子解析:

第一步: 找动词

第二步: 找连接词

第三步: 细分成分

第一句:

The decision of the New York Philharmonic to hire Alan Gilbert as its next music director has been the talk of the classical-music world ever since the sudden announcement of his appointment in 2009.

第二句:

For the most part, the response has been favorable, to say the least.

第三句:

"Hooray! At last!" wrote Anthony Tommasini, a sober-sided classical-music critic.

第二段:

One of the reasons why the appointment came as such a surprise, however, is that Gilbert is comparatively little known. Even Tommasini, who had advocated Gilbert's appointment in the Times, calls him "an unpretentious musician with no air of the formidable conductor about him." As a description of the next music director of an orchestra that has hitherto been led by musicians like Gustav Mahler and Pierre Boulez, that seems likely to have struck at least some Times readers as faint praise.

词汇突破:

Comparatively: 相对而言

Advocate: 支持

Unpretentious: 不炫耀的, 低调的

Formidable: 令人感到害怕的,

Orchestra: 交响乐团

Hitherto: 迄今为止

faint praise: 苍白的表扬

A strikes B as C: A 对于 B 而言是 C

儒家入世: 积极应对

道家隐世: 和光同尘

佛家出世: 我行我素

句子解析:

第一句:

One of the reasons **why** the appointment **came** as such a surprise, however, is **that** Gilbert is comparatively little known.

第二句:

Even Tommasini, who had advocated Gilbert's appointment in the Times, calls him "an unpretentious musician with no air of the formidable conductor about him."

第三句:

As a description of the next music director of an orchestra **that** has hitherto been led by musicians like Gustav Mahler and Pierre Boulez, **that** seems likely to have struck at least some Times readers as faint praise.

第三段:

For my part, I have no idea whether Gilbert is a great conductor or even a good one. To be sure, he performs an impressive variety of interesting compositions, but it is not necessary for me to visit Avery Fisher Hall, or anywhere else, to hear interesting orchestral music. All I have to do is to go to my CD shelf, or boot up my computer and download still more recorded music from iTunes.

Impressive: 令人印象深刻的

Variety: 各种各样的

Various: 各种各样的 (形容词)

Composition: 作曲

第一句:

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To be sure, he performs an impressive variety of interesting compositions, **but** it is not necessary for me to visit Avery Fisher Hall, or anywhere else, to hear interesting orchestral music.

第三句:

All (**that**) I have to do is to go to my CD shelf, **or** boot up my computer **and** download still more recorded music from iTunes.

第四段:

Devoted concertgoers who reply that recordings are no substitute for live performance are missing the point. For the time, attention, and money of the art-loving public, classical instrumentalists must compete not only with opera houses, dance troupes, theater companies, and museums, but also with the recorded performances of the great classical musicians of the 20th century. These recordings are cheap, available everywhere, and very often much higher in artistic quality than today's live performances; moreover, they can be "consumed" at a time and place of the listener's choosing. The widespread availability of such recordings has thus brought about a crisis in the institution of the traditional classical concert.

词汇突破:

Devoted concertgoers: 热衷于看音乐会的人

Substitute: 替代

live performance: 现场表演

missing the point: 观点不对

art-loving public: 热爱艺术的公众

classical instrumentalists: 古典音乐演奏家

compete: 竞争

opera houses: 歌剧院

dance troupes: 舞蹈表演团

theater companies: 戏剧公司

museums 博物馆

available 可供获得的

artistic quality 艺术质量

live performances: 现场表演

availability: 有可能获得, 购买或找到东西的事实

bring about: 带来

句子解析:

第一句:

Devoted concertgoers **who** reply that recordings are no substitute for live performance are missing the point.

第二句:

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第三句:

These recordings are cheap, available everywhere, and very often much higher in artistic quality than today's live performances; moreover, they can be "consumed" at a time and place of the listener's choosing.

第四句:

The widespread availability of such recordings has thus brought about a crisis in the institution of the traditional classical concert.

第五段:

One possible response is for classical performers to program attractive new music that is not yet available on record. Gilbert's own interest in new music has been widely noted: Alex Ross, a classical-music critic, has described him as a man who is capable of turning the Philharmonic into "a markedly different, more vibrant organization". But what will be the nature of that difference? Merely expanding the orchestra's repertoire will not be enough. If Gilbert and the Philharmonic are to succeed, they must first change the relationship between America's oldest orchestra and the new audience it hopes to attract.

词汇突破:

markedly different: 非常不同

vibrant: 有活力

repertoire: 曲目

第一句:

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第五句:

If Gilbert and the Philharmonic are to succeed, they must first change the relationship between America's oldest orchestra **and** the new audience it hopes to attract.

Text 2

第一段

When Liam McGee departed as president of Bank of America in August, his explanation was surprisingly straight up. Rather than cloaking his exit in the usual vague excuses, he came right out and said he was leaving “to pursue my goal of running a company”. Broadcasting his ambition was “very much my decision,” McGee says. Within two weeks, he was talking for the first time with the board of Hartford Financial Services Group, which named him CEO and chairman on September 29.

重点词汇：

Explanation: 解释、说明；理由，原因

Cloak: 掩饰，覆盖

Vague: 不明确的、模糊的

Right out: 坦率地

Broadcast: 播报、散布

句子解析：

第一步：找动词

第二步：找连接词

第三步：细分成分

第一句：

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Broadcasting his ambition was “very much my decision,” McGee says.

第四句：

Within two weeks, he was talking for the first time with the board of Hartford Financial Services Group, which named him CEO and chairman on September 29.

第二段

McGee says leaving without a position lined up gave him time to reflect on what kind of company he wanted to run. It also sent a clear message to the outside world about his aspirations. And McGee isn't alone. In recent weeks the No.2 executives at Avon and American Express quit with the explanation that they were looking for a CEO post. As boards scrutinize succession plans in response to shareholder pressure, executives who don't get the nod also may wish to move on. A turbulent business environment also has senior managers cautious of letting vague pronouncements cloud their reputations.

重点词汇:

Line up: 排队、安排妥当、准备就绪

Reflect: 反映、思考

Aspiration: 渴望、抱负、志向

Scrutinize: 仔细查看、细致审查

Succession: 继任、交替

Turbulent: 动乱的

Pronouncements: 声明、宣告

Cloud: 破坏、使模糊不清

第一句:

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第二句:

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第五句:

As boards scrutinize succession plans in response to shareholder pressure, executives who don't get the nod also may wish to move on.

第六句:

A turbulent business environment also has senior managers cautious of letting vague pronouncements cloud their reputations.

第三段

As the first signs of recovery begin to take hold, deputy chiefs may be more willing to make the jump without a net. In the third quarter, CEO turnover was down 23% from a year ago as nervous boards stuck with the leaders they had, according to Liberum Research. As the economy picks up, opportunities will abound for aspiring leaders.

重点词汇:

Take hold: 抓住、固定下来

Deputy: 副手

Turnover: 人员流动率

Abound: 大量存在

Aspiring: 有抱负的

第一句

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第三句

As the economy picks up, opportunities will abound for aspiring leaders.

第四段

The decision to quit a senior position to look for a better one is unconventional. For years executives and headhunters have adhered to the rule that the most attractive CEO candidates are the ones who must be poached. Says Korn/Ferry senior partner Dennis Carey: "I can't think of a single search I've done where a board has not instructed me to look at sitting CEOs first."

重点词汇:

Unconventional:非常规的

Adhere:拥护、遵守

Poach:挖走

Instruct: 指示、通知

第一句

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第二句

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第三句

Says Korn/Ferry senior partner Dennis Carey:“I can’t think of a single search I’ve done where a board has not instructed me to look at sitting CEOs first.”

第五段

Those who jumped without a job haven’t always landed in top positions quickly. Ellen Marram quit as chief of Tropicana a decade ago, saying she wanted to be a CEO. It was a year before she became head of a tiny Internet-based commodities exchange. Robert Willumstad left Citigroup in 2005 with ambitions to be a CEO. He finally took that post at a major financial institution three years later.

重点词汇:

Commodity: 商品, 货物; 必需品

第一句

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第二句

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第三句

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第四句

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第五句

He finally took that post at a major financial institution three years later.

第六段

Many recruiters say the old disgrace is fading for top performers. The financial crisis has made it more acceptable to be between jobs or to leave a bad one. “The traditional rule was it’s safer to stay where you are, but that’s been fundamentally inverted,” says one headhunter. “The people who’ve been hurt the worst are those who’ve stayed too long.”

重点词汇：

Recruiters: 招聘人员

Disgrace: 耻辱

Invert: 反转

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第二句

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第三句

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Text 3

第一段

The rough guide to marketing success used to be that you got what you paid for. No longer. While traditional “paid” media—such as television commercials and print advertisements—still play a major role, companies today can exploit many alternative forms of media. Consumers passionate about a product may create “earned” media by willingly promoting it to friends, and a company may leverage “owned” media by sending e-mail alerts about products and sales to customers registered with its Web site. The 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.

重点词汇：

Rough: 粗略的，大致的

Commercials: 广告

Passionate: 充满情欲的；充满激情的；易怒的；

Leverage: 利用...以牟利

Register: 记录；登记

Stems from: 源于

Conventional: 传统的

第一句

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第二句

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第三句

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Consumers passionate about a product may create “earned” media by willingly promoting it to friends, and a company may leverage “owned” media by sending e-mail alerts about products and sales to customers registered with its Web site.

第五句

The way (that) 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.

第二段

Paid and owned media are controlled by marketers promoting their own products. For earned media, such marketers act as the initiator for users' responses. But in some cases, one marketer's owned media become another marketer's paid media—for instance, when an e-commerce retailer sells ad space on its Web site. We define such sold media as owned media whose traffic is so strong that other organizations place their content or e-commerce engines within that environment. This trend, which we believe is still in its infancy, effectively began with retailers and travel providers such as airlines and hotels and will no doubt go further. Johnson & Johnson, for example, has created BabyCenter, a stand-alone media property that promotes complementary and even competitive products. Besides generating income, the presence of other marketers makes the site seem objective, gives companies opportunities to learn valuable information about the appeal of other companies' marketing, and may help expand user traffic for all companies concerned.

重点词汇:

Initiator: 创始人, 发起者

Retailer: 零售商

Generating: 生成

Appeal: 呼吁、申诉

第一句

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第二句

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第三句

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第五句

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这个趋势实际开始于零售商和诸如航空公司或宾馆的旅游供应商，我们认为这个趋势还在其萌芽期，而且毫无疑问，它会进一步发展。

第六句

Besides generating income, the presence of other marketers makes the site seem objective, gives companies opportunities to learn valuable information about the appeal of other companies' marketing, and may help expand user traffic for all companies concerned.

第三段

The same dramatic technological changes that have provided marketers with more (and more diverse) communications choices have also increased the risk that passionate consumers will voice their opinions in quicker, more visible, and much more damaging ways. Such hijacked media are the opposite of earned media: an asset or campaign becomes hostage to consumers, other stakeholders, or activists who make negative allegations about a brand or product. Members of social networks, for instance, are learning that they can hijack media to apply pressure on the businesses that originally created them.

重点词汇：

Dramatic: 引人注目的、相当大的

Hostage: 人质、受限方

Passionate: 易怒的、充满激情的

Asset: 有用之物、人才

Hijack: 劫持

Stakeholders: 利益相关者

Allegations: 陈述、宣称

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第三句

Members of social networks, for instance, are learning that they can hijack media to apply pressure on the businesses that originally created them.

第四段

If that happens, passionate consumers would try to persuade others to boycott products, putting the reputation of the target company at risk. In such a case, the company's response may not be sufficiently quick or thoughtful, and the learning curve has been steep. Toyota Motor, for example, alleviated some of the damage from its recall crisis earlier this year with a relatively quick and well-orchestrated social-media response campaign, which included efforts to engage with consumers directly on sites such as Twitter and the social-news site Digg.

重点词汇:

Boycott: 抵制

Reputation: 名誉

Target: 目标、对象

Curve: 曲线

Steep: 急剧的、过分的

Alleviated: 减轻

Relatively: 相对地

well-orchestrated: 精心安排的

第一句

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Text 4

第一段

Habits are a funny thing. We reach for them mindlessly, setting our brains on auto-pilot and relaxing into the unconscious comfort of familiar routine. "Not choice, but habit rules the unreflecting herd," William Wordsworth said in the 19th century. In the ever-changing 21st century, even the word "habit" carries a negative connotation.

重点词汇:

auto-pilot: 自动驾驶仪

unreflecting: 不反射的、无思虑的

herd: 兽群

connotation: 内涵、暗示

第一句

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We reach for them mindlessly, setting our brains on auto-pilot and relaxing into the unconscious comfort of familiar routine.

第三句

"Not choice, but habit rules the unreflecting herd," William Wordsworth said in the 19th century.

第四句

In the ever-changing 21st century, even the word "habit" carries a negative connotation.

第二段

So it seems antithetical to talk about habits in the same context as creativity and innovation. But brain researchers have discovered that when we consciously develop new habits, we create parallel synaptic paths, and even entirely new brain cells, that can jump our trains of thought onto new, innovative tracks.

重点词汇:

Antithetical: 对立的

Parallel: 平行的、类似的

Synaptic: 染色体接合的

第一句

So it seems antithetical to talk about habits in the same context as creativity and innovation.

第二句

But brain researchers have discovered that when we consciously develop new habits, we create parallel synaptic paths, and even entirely new brain cells, that can jump our trains of thought onto new, innovative tracks.

第三段

But don't bother trying to kill off old habits; once those ruts of procedure are worn into the hippocampus, they're there to stay. Instead, the new habits we deliberately ingrain into ourselves create parallel pathways that can bypass those old roads.

重点词汇:

Procedure: 程序

Worn: 疲倦的

Hippocampus: 马头鱼尾的怪兽、海马

deliberately: 谨慎地、故意地

ingrain: 使根深蒂固

bypass: 绕过、不顾

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worn into the hippocampus, they're there to stay.

第二句

Instead, the new habits (that) we deliberately ingrain into ourselves create parallel pathways that can bypass those old roads.

第四段

"The first thing needed for innovation is a fascination with wonder," says Dawna Markova, author of "The Open Mind" and an executive change consultant for Professional Thinking Partners. "But we are taught instead to 'decide,' just as our president calls himself 'the Decider.'" She adds, however, that "to decide is to kill off all possibilities but one. A good innovational thinker is always exploring the many other possibilities."

重点词汇:

Fascination: 魅力

Consultant: 顾问

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第三句

She adds, however, that "to decide is to kill off all possibilities but one.

第四句

A good innovational thinker is always exploring the many other possibilities."

第五段

All of us work through problems in ways of which we're unaware, she says. Researchers in the late 1960s covered that humans are born with the capacity to approach challenges in four primary ways: analytically, procedurally, relationally (or collaboratively) and innovatively. At puberty, however, the brain shuts down half of that capacity, preserving only those modes of thought that have seemed most valuable during the first decade or so of life.

重点词汇:

Primary: 主要的

Relationally: 相关地

Collaboratively: 合作地

Puberty: 青春期

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At puberty, however, the brain shuts down half of that capacity, preserving only those modes of thought that have seemed most valuable during the first decade or so of life.

第六段

The current emphasis on standardized testing highlights analysis and procedure, meaning that few of us inherently use our innovative and collaborative modes of thought. "This breaks the major rule in the American belief system — that anyone can do anything," explains M. J. Ryan, author of the 2006 book "This Year I Will..." and Ms. Markova's business partner. "That's a lie that we have perpetuated, and it fosters commonness. Knowing what you're good at and doing even more of it creates excellence." This is where developing new habits comes in.

重点词汇：

Current: 趋势；现在的、最近的

Standardized: 标准的

Inherently: 固有地、天生地

Perpetuated: 使永存、使人记住不忘

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