

阅读方法串讲02 课堂笔记

视频定位
00:00~14:09

上节回顾

时间对比

过去: used to/past/ago

现在: now/today

总结:

1. 过去和现在表达地往往是一种相反的关系
2. 重点强调的往往是现在的内容
3. 时间对比的本质是转折, 如果文中有很多次转折, 以最后的转折为准——要灵活处理

真题演练

【2011年 Text4】英语二

第一段: ①Will the European Union make it? ② The question would have sounded strange not long ago. ③Now even the project's greatest cheerleaders talk of a continent facing a "Bermuda triangle" of debt, population decline and lower growth. 都是消极形容

末段: ④It is too soon to write off the EU. 转折⑤It remains the world's largest trading block. ⑥At its best, the European project is remarkably liberal: built around a single market of 27 rich and poor countries, its internal borders are far more open to goods, capital and labour than any comparable trading area. ⑦It is an ambitious attempt to blunt the sharpest edges of globalization, and make capitalism benign. 积极形容

40. Regarding the future of the EU, the author seems to feel _____.

[A]pessimistic

消极的

[B]desperate

绝望的

[C]conceited

自负的

[D]hopeful

【2013年 Text3】英语一

第一段: Up until a few decades ago, our visions of the future were largely — though by no means uniformly — glowingly positive. Science and technology would cure all the ills of humanity, leading to lives of fulfillment and opportunity for all.

第二段: Now utopia has grown unfashionable, as we have gained a deeper appreciation of the range of threats facing us, from asteroid strike to epidemic flu to climate change. You might even be tempted to assume that humanity has little future to look forward to.

第三段: But such gloominess is misplaced. The fossil record shows that many species have endured for millions of years — so why shouldn't we? Take a broader look at our species' place in the universe, and it becomes clear that we have an excellent chance of surviving for tens, if not hundreds, of thousands of years. Look up Homo sapiens in the "Red List" of threatened species of the International Union for the Conservation of Nature (IUCN) and you will read: "Listed as Least Concern as the species is very widely distributed, adaptable, currently increasing, and there are no major threats resulting in an overall population decline."

第四、五、六段: But take a longer view and there is a surprising amount that we can say with considerable assurance.

第七段: This long perspective makes the pessimistic view of our prospects seem more likely to be a passing fad. To be sure, the future is not all rosy. But we are now knowledgeable enough to reduce many of the risks that threatened the existence of

NOTE:

大板块

小板块

关键词句

重要词句

正确选项

题目解析

补充知识

唐叔总结:

时间对比的本质是转折——要灵活处理
多次转折, 以最后一次为准

唐叔总结:

1. 尤其关注adv.+adj.
2. 背单词极其重要

Notes:

write off核销 (负面词汇)

benign和蔼的, 慈祥的

edge弊端

Notes:

gloominess忧郁, 沮丧

earlier humans, and to **improve** the lot of those to come.

35. Which of the following would be **the best title** for the text?

- [A] Uncertainty about Our Future
- [B] Evolution of the Human Species
- [C] **The Ever-bright Prospects of Mankind** [=future]
- [D] Science, Technology and Humanity

唐叔总结:

有规则必有例外

【2011年 Text 3】英语一

第二段: ①Paid and owned media are controlled by marketers promoting their own products. ②For earned media, such marketers act as the initiator for users' responses. ③But 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. ④We 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.

唐叔总结:

梳理句子间的逻辑, 注意上下文。

本段第一句和第二句形成对比

32. According to paragraph2, **sold media** feature _____. (细节题)

- [A] a safe business environment
- [B] random competition
- [C] **strong user traffic**
- [D] flexibility in organization

题目分析: 根据题干关键词sold media, 定位到第2段第④句, 题干问“feature”特点, 需要在文中找提问对象的形容词, 找到了strong。

考研大纲: 上下文

唐叔总结:

1. 文中不同的概念(单词)表达同一个含义【A=B=C=D】聚焦
2. 判断依据: 代词 (this that these those)+ such
3. 适用新题型排序与选句填空

举例:

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.

真题演练

【2013年 Text 1】英语一

In the 2006 film version of *The Devil Wears Prada*, Miranda Priestly, played by Meryl Streep, scolds her unattractive assistant for imagining that high fashion doesn't affect her. Priestly explains how the deep blue color of the assistant's sweater **descended** over the years from **fashion shows** to **department stores** and to **the bargain bin** in which the poor girl doubtless found her garment.

Notes:

descend下来

This top-down conception of the fashion business couldn't be more out of date or at odds with the feverish world described in *Overdressed*, Elizabeth Cline's three-year **indictment** of “fast fashion”.

Notes:

This指代的是上面 “descended over years...the bargain bin”

【2005年 Text 3】

1段: Of all the components of a good night's sleep, dreams seem to be least within our control... **Now** researchers suspect that dreams are part of the mind's emotional

视频定位
14:09~33:08

视频定位
33:08~38:46

thermostat, regulating moods while the brain is "off-line." And one leading authority says that **these** (指前文反复提到的dream) intensely powerful mental events can be not only harnessed but actually brought under conscious control, to help us sleep and feel better. "It's your dream," says Rosalind Cartwright, chair of psychology at Chicago's Medical Center. "If you don't like it, change it."

2段: Evidence from brain imaging supports this view. The brain is as active during **REM** (rapid eye movement) sleep — when most vivid dreams occur — as it is when fully awake, says Dr. Eric Nofzinger at the University of Pittsburgh. But not all parts of the brain are equally involved; the **limbic system** (the "emotional brain") is especially active, while the **prefrontal cortex** (the center of intellect and reasoning) is relatively quiet. "We wake up from dreams happy or depressed, and those feelings can stay with us all day," says Stanford sleep researcher Dr. William Dement.

3段: The link between dreams and emotions shows up among the patients in Cartwright's clinic.

32. By referring to the **limbic system**, the author intends to show _____.

作者利用limbic system的例子说为了说明什么, 需要找观点, 不是例子本身。

[A] its function in our dreams

its代指题干中的limbic system, 属于例子的范畴

[B] the mechanism of **REM** sleep

REM是例子内的术语

[C] the relation of dreams to emotions

正好对应原文第三段第一句话, 是例子后面的观点

[D] its difference from the **prefrontal cortex**

prefrontal cortex 是例子内的术语

题目分析: 例证题, 例子本身不重要, 重要的是例子所支持的观点。观点可能在例子前面, 也可能在例子后面。例子可以用来排除干扰选项。

【2010年 Text 3】英语二

第一段: Over the past decade, many companies had perfected the art of creating **automatic behaviors** — **habits** — among consumers.

第三段: The companies that Dr. Curtis turned to — Procter & Gamble, Colgate-Palmolive and Unilever — had invested hundreds of millions of dollars finding the subtle cues in consumers' lives that corporations could use to introduce **new routines**.

第六段: "Our products succeed when they become part of **daily or weekly patterns**,"

【2009年 Text 1】

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.

21. The view of Wordsworth habit is claimed by **being** _____.

A. casual

B. familiar

C. **mechanical**

Notes:

habit 和 routine 柯林斯双解:

- ❖ A habit is something that you do often or regularly.
- ❖ A routine is the usual series of things that you do at a particular time. A routine is also the practice of regularly doing things in a fixed order.

routine:

n. 常规; 例行程序; 生活乏味

adj. 例行的; 常规的; 乏味的

视频定位
38:46~43:36

视频定位
43:36~50:23

mechanical: do sth **without thinking**, 对应文中mindlessly, unconscious, unreflecting

D. changeable

题目分析: 题干问的是being, 问的是特点, 跟上面题目中的"feature", "were characterized by"类似, 优先考虑文中的形容词。

英语一和英语二相似话题

(一) 2010 text1 newspaper 2016 text4	(二) 2011 text2
(一) 2010 text2 patent	(二) 2012 text3
(一) 2013 text4 司法	(二) 2010 text4 2013 text2
(一) 2014 text1 失业与社保	(二) 2015 text4
(一) 2018 text1 人机	(二) 2013 text1 2014 text3
(一) 2015 text2 隐私保护 2018 text2	(二) 2018 text3
(一) 2020 text3 性别配额	(二) 2013 text4

视频定位

50:23~1:03:37

【2010年 Text 1】英语一

第一段: Of all the changes that have taken place in English-language newspapers during the past quarter-century, perhaps the most far-reaching has been the inexorable decline in the scope and seriousness of their **arts coverage**.

第二段: It is difficult to the point of impossibility for the average reader under the age of forty to imagine a time when **high-quality arts criticism** could be found in most big-city newspapers. Yet a considerable number of the most significant **collections of criticism** published in the 20th century consisted in large part of **newspaper reviews**. To read **such books today** is to marvel at the fact that **their learned contents** were once deemed suitable for publication in general-circulation dailies.

唐叔总结:

1. 词汇量
2. 代词
词汇量+logic

【2013年 Text3】英语一

第一段: Up until a few decades **ago**, our visions of the future were largely — though by no means uniformly — glowingly positive. Science and technology would cure all the ills of humanity, leading to lives of fulfillment and opportunity for all.

第二段: **Now utopia** has grown unfashionable, as we have gained a deeper appreciation of the range of threats facing us, from asteroid strike to epidemic flu to climate change. You might even be tempted to assume that humanity has little future to look forward to.

第三段: **But such gloominess** is misplaced.....

Notes:

utopia乌托邦=上文中对未来积极的看法

gloominess忧郁=上文中对未来消极的看法

视频定位

1:03:37~1:12:37

【2015年 Text 4】英语一

第一段: Two years ago, Rupert Murdoch' s daughter, **Elisabeth**, spoke of the "**unsettling dearth of integrity across so many of our institutions**". Integrity had collapsed, she argued, **because of** a collective acceptance that the only "sorting mechanism" in society should be profit and the market. But "it' s us, human beings, we the people who create the society we want, not profit."

第二段: Driving her point home, she continued: "It' s increasingly apparent that the **absence of purpose**, of a **moral language within government**, media or business could become one of the most dangerous goals for capitalism and freedom." This same **absence of moral purpose** was wounding companies such as News International, she thought, making it more likely that it would **lose its way** as it had with widespread illegal telephone hacking.

36.According to the **first two paragraphs**, **Elisabeth** was **upset** by ____.

Notes:

drive one's point home
进一步阐述某人的观点

视频定位

1:12:37~1:24:48

- [A] the consequences of the current sorting mechanism 【第一段的同义替换】
[B] companies' financial loss due to immoral practices
[C] governmental ineffectiveness on moral issues
[D] the wide misuse of integrity among institutions

【2011年 Text 3】英语一

1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.

2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.

3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.

33. The author indicates in Paragraph 3 that earned media _____.

[A] invite constant conflicts with passionate consumers

不是媒体和消费者之间的冲突，是产品与消费者之间的冲突，媒体只是消费者宣泄情绪的载体

[B] can be used to produce negative effects in marketing

[C] may be responsible for fiercer competition 【比较级慎选】

[D] deserve all the negative comments about them

D 是绝对化用词，含all/must/never/only/最高级的选项往往不选

📌 课后练习：

复盘今日课程所学，预习中心思想题部分

Notes:

paid media (付费媒体)

earned media (口碑媒体)

owned media (自媒体)

sold media (售出媒体)

课后总结

一、时间对比

1. 关键词:

①过去: used to/past/ago ②现在: now/today

2. 总结:

①过去和现在表达地往往是一种相反的关系

②重点强调的往往是现在的内容

③时间对比的本质是转折, 如果文中有很多次转折, 以最后的转折为准

二、考研大纲: 上下文

1. 文中不同的概念 (单词) 表达同一个含义

2. 判断依据: 代词 (this that these those)+ such

3. 适用新题型排序与选句填空

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(顶尖考研祝您上岸)