

脉络解析

主题	美国经济	题材	社会科学类
美国经济	第一段: 欧亚经济受到战争摧毁, 美国经济大幅发展 第二段: 美国竞争实力衰退 第三段: 美国人寻找衰退的原因 第四段: 美国经济九十年代开始复苏, 作者对盲目乐观经济形势提出批评		

词汇点睛

handicap <i>n.&v.</i> 阻碍; 使不利	【形象记忆】 handicap = hand+i(n)+cap, 婴儿出生之后手上 hand 需要套上手套 cap, 防止他们抓伤自己的脸。 【知识拓展】 同义词: obstacle, barrier 障碍。
unparalleled <i>adj.</i> 无可比拟的	【形象记忆】 unparallel = un+parallel; parallel (<i>n.&v.&adj.</i> 平行; 相似) 即 para+llel, para-前缀“在旁边”=beside, llel 三个l看作“平行线”→在彼此旁边, 不相交。 【知识拓展】 parallel 除了“平行”的含义外, 还有“相似、相同”的含义。例如: parallel points in the characters of different men 不同人的个性的相同之处。
predominance <i>n.</i> 优势	【形象记忆】 predominance = pre+domin+ance, pre-“在前”, domin 与 domain (领域、领土) 同根→在某个领域中占据最前方, 即为统治地位。 【知识拓展】 the predominant feature of sb.'s character 某人性格的主要特征。
sensational <i>adj.</i> 感动的; 引起轰动的	【形象记忆】 sense 词根“感觉”, -sation 名词后缀, -al 形容词后缀。 【知识拓展】 sensational literature 令人激动的作品; a sensational crime 骇人听闻的罪行。
manifest <i>adj.</i> 明白的 <i>v.</i> 表明, 证实	【形象记忆】 manifest = man+if+est, 联想: man 男人, if 是否, est 形容词最高级, “男人是否最明白”。 【知识拓展】 作形容词时同义词有 apparent, obvious, evident, clear, plain, distinct, definite “清楚的”; 作动词时同义词有 show, exhibit, display, demonstrate, certify “表明”。
restructure <i>v.</i> 重组	【形象记忆】 restructure = re+structure, re-再=again, structure (<i>v.&n.</i> 构造) 【知识拓展】 The past has revealed to me the structure of the future. 过去向我展示了未来的结构。

难句破解

1. A history of long and effortless success can be a dreadful handicap, but, if properly handled, it may

主语

谓语

表语

连词

从句

become a driving force.

主句

【思路解析】 But 后面是一个 if 引导的条件状语从句,从句部分是分词作状语的形式,即主从句主语一致,可以省略从句的主语,后面的动词发生变化,原本形式为 if (it is) properly handled, 而这里的 it 指代上文的 a history of long and effortless success。

【译文】一段漫长而没有付出努力获得成功的历史可能成为一种可怕的不利因素,但若处理得当,这种不利因素也有可能转化为一股推动力。

2. America and Americans were prosperous beyond the dreams of the Europeans and Asians whose economies the war had destroyed.

主语 谓语 表语 状语

the war had destroyed.

定语从句

【思路解析】 whose economies the war had destroyed 作定语从句修饰 the Europeans and Asians,原形是 the war had destroyed the economies of the Europeans and Asians。注意 beyond the dreams of 的意思是“做梦也想不到……”。

【译文】美国的国富民强是那些经济遭到战争破坏的欧亚诸国做梦也无法达到的。

3. For a while it looked as though the making of semiconductors, which America had invented and which sat at the heart of the new computer age, was going to be the next casualty.

状语 谓语 连词 主语

定语从句(插入语) 谓语结构

【思路解析】 as though (= as if 好像) 引导的从句是 looked 的表语。表语从句中主语为 the making of semiconductors, 谓语部分为 was going to be the next casualty, 而逗号之间的两个 which 引导的从句是 the making of semiconductors 的非限定性定语,同时又是插入语。

【译文】新计算机时代有着核心作用的半导体是美国人发明的,可是人们曾一度感觉它将是下一个全军覆没的产业。

试题精析

<p>1. The U.S. achieved its predominance after World War II because _____.</p> <p>[A] it had made painstaking efforts towards this goal</p> <p>[B] its domestic market was eight times larger than before</p> <p>[C] the war had destroyed the economies of most potential competitors</p> <p>[D] the unparalleled size of its workforce had given an impetus to its economy</p>	<p>1. 美国在第二次世界大战后取得领先地位的原因是 _____。</p> <p>[A] 它已经为实现这一目标付出巨大的努力</p> <p>[B] 国内市场比以前大八倍</p> <p>[C] 战争摧毁了大多数潜在的竞争国的经济</p> <p>[D] 其巨大的劳动力刺激了经济的发展</p>
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【答案】C

【解析】细节题。

第一步：确定题干关键词 World War II，定位在第一段。

第二步：阅读第一段，获取信息。第二次世界大战以后，美国进入一个蓬勃发展时期，它的市场比其他任何一个竞争国家的都要大八倍，工业经济发展到空前规模，它拥有世界上最优秀的科学家和技术最高的工人。美国的繁荣和美国人的富裕水平，是欧洲人和亚洲人做梦也达不到的，因为战争摧毁了他们的经济。

第三步：回归题干，根据“America and Americans were prosperous beyond the dreams of the Europeans and Asians whose economies the war had destroyed.”（美国的繁荣和美国人的富裕水平，是欧洲人和亚洲人做梦也达不到的，因为战争摧毁了他们的经济。），所以选 C 选项。

第四步：错误原因。A、C、D 选项都偷换了文中概念，A 选项中 painstaking efforts 与开头 effortless 不一致；B 选项中 larger than before 与文中 than any competitor 不符，D 选项中 unparalleled 在文中修饰修饰的 economies of scale，而选项中偷换修饰概念为 size of its workforce。

2. The loss of U.S. predominance in the world economy in the 1980s is manifested in the fact that the American _____.

[A] TV industry had withdrawn to its domestic market

[B] semiconductor industry had been taken over by foreign enterprises

[C] machine-tool industry had collapsed after suicidal actions

[D] auto industry had lost part of its domestic market

2. 20 世纪 80 年代，美国在世界经济领域逐步失去领先地位所表现的事实有 _____。

[A] 电视产业萎缩回到了国内市场

[B] 半导体行业已经被外国公司接管

[C] 机床制造业已经在自杀性行为之后消亡

[D] 汽车工业失去了部分国内市场

【答案】D

【解析】细节题。

第一步：确定题干关键词。the loss of U.S. predominance 和 in the 1980s 定位在文章第二段。

第二步：阅读第二段，获取信息。“By the mid-1980s Americans had found themselves at a loss over their fading industrial competitiveness.”与后文“Some huge American industries...going to be the next casualty”构成总分的关系。

第三步：需要把选项与原文逐一对应来选出正确答案。第二段第六句提到“Foreign-made cars and textiles were sweeping into the domestic market.”（进口车和纺织品涌进美国国内市场。），因此可以得知汽车产业失去了部分国内市场。所以选 D 选项。

第四步：错误原因。到 1987 年为止，美国仅存的电视制造商只有 Zenith 一家了（现在已荡然无存：Zenith 被韩国 LG 电子有限公司收购），说明美国电视产业已经失去了所有的市场，所以 A 选项错误。第二段最后一句提到，在一段时间内，半导体制造业似乎要成为下一个受害者，将来时态与选项中的完成时态不一致，可以排除 B 选项。第二段提到了机床制造业 on the ropes，利用它与前后句之间的并列关系，可以得知 on the ropes 为“即将完蛋”的意思，这显然也是说它正在失去国内外市场，并没有说它采取了自杀性行为。可以排除 C 选项。

<p>3. What can be inferred from the passage?</p> <p>[A] It is human nature to shift between self-doubt and blind pride.</p> <p>[B] Economic decline may bring about the loss of confidence towards the future.</p> <p>[C] The revival of the economy depends on international cooperation.</p> <p>[D] A long history of success may pave the way for further development.</p>	<p>3. 从文中能推导出哪个论点?</p> <p>[A] 在自我怀疑和盲目骄傲之间摇摆是人的本性。</p> <p>[B] 经济的衰退带来了对于未来信心的缺失。</p> <p>[C] 经济的复苏取决于国际合作。</p> <p>[D] 长期的成功可以为进一步的发展铺平道路。</p>
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【答案】 B

【解析】 推论题。

第一步: 确定题干关键词。from the passage, 定位全篇。

第二步: A 选项 “It is human nature to shift between self-doubt and blind pride.” 此选项是根据 “Self-doubt has yielded to blind pride.” 设置的干扰选项, 语义与原文不符, 故排除。

第三步: B 选项, 经济的下滑导致对未来失去信心, 从文中 “All of this caused a crisis of confidence.” 可以体现, 其中 “all of this” 指代上文提到的美国经济萧条的诸多现状, 故 B 选项正确。

第四步: C 选项 “international cooperation” 属于无中生有。

第五步: D 选项是根据第一句话 “A history of long and effortless success can be a dreadful handicap, but, if properly handled, it may become a driving force.” 设置的错误选项, 考研英语中, 需要选择最佳答案, 这里虽然是对第一句话的同义改写, 但是并不是文章想要表达的主题, 仅用于引出后文的信息, 不是重点, 故排除。

<p>4. The author seems to believe the revival of the U.S. economy in the 1990s can be attributed to the _____.</p> <p>[A] turning of the business cycle</p> <p>[B] restructuring of industry</p> <p>[C] improved business management</p> <p>[D] success in education</p>	<p>4. 作者认为美国经济在 20 世纪 90 年代复苏可以归功于 _____。</p> <p>[A] 经济周期的转机</p> <p>[B] 工业结构的再次调整</p> <p>[C] 经营管理的改善</p> <p>[D] 教育上的成功</p>
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【答案】 A

【解析】 细节题。

第一步: 确定题干关键词。the revival of the U.S. economy in the 1990s, 定位第四段。

第二步: 阅读第四段, 获取信息。“Few Americans attribute this solely to such obvious causes as a devalued dollar or the turning of the business cycle.” (很少有美国人将这一巨变单纯归因于美元贬值或商业周期循环这样显而易见的原因。) 作者认同的常常是少数派的观点, 其中 few 表示否定概念, 常见的否定词还 hardly, barely, rarely, scarcely, little 等。Attribute...to... 为 “将……归因于……”, 与 owe...to..., ascribe...to..., credit...to... 等同义。

第三步: 回归题干。作者认为 “a devalued dollar or the turning of the business cycle” 为美国经济复苏的原因, 故选 A。

第四步：错误原因。最后一段，作者提到“Self-doubt has yielded to blind pride.”（人们不再自我怀疑，而是盲目自大。）之后引用了 Richard Cavanaugh, Stephen Moore, William Sahlman 的话来论证这一观点，既然这些人的观点是盲目自大的，作者对于这些人说的话，持否定的态度。B 选项是对 Richard Cavanaugh 所说“American industry has changed its structure”的同义替换，故排除。C 选项是对 William Sahlman 所说“a golden age of business management”同义替换，故排除。D 选项属于无中生有。

文章妙译

一段漫长而没有付出努力获得成功的历史可能成为一种可怕的不利因素，但若处理得当，它也有可能转化为一股推动力。第二次世界大战结束后，美国恰好进入了这样的一个蓬勃发展的时期：它拥有比任何竞争国大八倍的市场，这使其工业具有前所未有的规模经济。美国的科学家是世上最优秀的，工人是技术最强的。美国的国富民强是那些经济遭到战争破坏的欧亚诸国做梦也无法达到的。

随着其他国家日益强盛，美国不可避免地面临着优势地位的逐渐下降。从优势地位上退出所带来的痛苦也是必然的。到了 20 世纪 80 年代中期，面对其日益衰退的工业竞争力，美国人感到不知所措。面对国外竞争，一些大型的美国工业，如消费电子产业，已经萎缩或渐渐消失。到 1987 年，美国只剩下 Zenith 这一家电视生产商。（现在已经荡然无存：Zenith 于当年 7 月被韩国 LG 电器公司收购。）外国制造的汽车和纺织品正在大举进入国内市场。美国的机床工业机械制造业也面临危机。新计算机时代有着核心作用的半导体是美国人发明的，可是人们曾一度感觉它将可能成为下一个受害者。

所有这一切引发了一场信任危机。美国不再视繁荣为理所当然之事。他们开始认为自己的商业经营方式是错误的，因此他们的收入在短期内也会随之下降。20 世纪 80 年代中期，人们对美国工业衰退的成因作了一次又一次的探寻。在美国人那些有时耸人听闻的发现中充满着对其他国家日益增长的经济竞争的警告之词。

事情变化真快！1995 年，当日本还在奋力拼搏时，美国却可以对五年的稳固发展作一回顾。很少有美国人将这一巨变单纯归因于美元贬值或商业周期循环这样显而易见的原因。人们不再自我怀疑，而是盲目自大。“美国的工业已经改变了结构，进行了精简，学会了明智”，这是哈佛大学肯尼迪管理学院行政院长理查德·卡弗纳的看法。华盛顿特区的智囊团卡托研究院的史蒂芬·莫尔说：“看到我们的企业正在提高自身的生产率，作为一个美国人，我感到自豪。”哈佛商学院的威廉·萨尔曼相信人们将会把这一时期视为“美国企业管理的黄金时代”。

Text 3

In the first year or so of Web business, most of the action has revolved around efforts to tap the consumer market. More recently, as the Web proved to be more than a fashion, companies have started to buy and sell products and services with one another. Such business-to-business sales make sense because business people typically know what product they're looking for.

Nonetheless, many companies still hesitate to use the Web because of doubts about its reliability. “Businesses need to feel they can trust the pathway between them and the supplier,” says senior analyst Blane Erwin of Forrester Research. Some companies are limiting the risk by conducting online transactions only with established business partners who are given access to the company's private intranet.

Another major shift in the model for Internet commerce concerns the technology available for marketing. Until recently, Internet marketing activities have focused on strategies to “pull” customers into sites. In the past year, however, software companies have developed tools that allow companies to “push” information directly out to consumers, transmitting marketing messages directly to targeted customers. Most notably, the Pointcast Network uses a screen saver to deliver a continually updated stream of news and advertisements to subscribers’ computer monitors. Subscribers can customize the information they want to receive and proceed directly to a company’s Web site. Companies such as Virtual Vineyards are already starting to use similar technologies to push messages to customers about special sales, product offerings, or other events. But push technology has earned the contempt of many Web users. Online culture thinks highly of the notion that the information flowing onto the screen comes there by specific request. Once commercial promotion begins to fill the screen uninvited, the distinction between the Web and television fades. That’s a prospect that horrifies Net purists.

But it is hardly inevitable that companies on the Web will need to resort to push strategies to make money. The examples of Virtual Vineyards, Amazon.com, and other pioneers show that a Web site selling the right kind of products with the right mix of interactivity, hospitality, and security will attract online customers. And the cost of computing power continues to free fall, which is a good sign for any enterprise setting up shop in silicon. People looking back 5 or 10 years from now may well wonder why so few companies took the online plunge.

1. We learn from the beginning of the passage that Web business _____ .
 - [A] has been striving to expand its market
 - [B] intended to follow a fanciful fashion
 - [C] tried but in vain to control the market
 - [D] has been booming for one year or so
2. Speaking of the online technology available for marketing, the author implies that _____ .
 - [A] the technology is popular with many Web users
 - [B] businesses have faith in the reliability of online transactions
 - [C] there is a radical change in strategy
 - [D] it is accessible limitedly to established partners
3. In the view of Net purists, _____ .
 - [A] there should be no marketing messages in online culture
 - [B] money making should be given priority to on the Web
 - [C] the Web should be able to function as the television set
 - [D] there should be no online commercial information without requests
4. We learn from the last paragraph that _____ .
 - [A] pushing information on the Web is essential to Internet commerce
 - [B] interactivity, hospitality and security are important to online customers
 - [C] leading companies began to take the online plunge decades ago
 - [D] setting up shops in silicon is independent of the cost of computing power

脉络解析

主题	网络商业	题材	社会科学类
网络商业	第一段: 公司间网上交易和服务的开始 第二段: 公司对于网络使用犹豫不决 第三段: 网络商业模式中营销策略的变化 第四段: 网上公司多渠道挣钱		

词汇点睛

contempt <i>n.</i> 蔑视	【形象记忆】 con+tempt, con-全部, tempt 单词“v. 诱惑”, 对所有人都进行诱惑→这种行为是令人“蔑视”的。contemptuous <i>adj.</i> 蔑视的 【知识扩展】 同根词 attempt (v. 尝试)→音缀 at- +词根 tempt; temptation (<i>n.</i> 诱惑)→词根 tempt + 名词后缀-ation。
prospect <i>n.</i> 展望; 前景	【形象记忆】 pro+spect, pro 向前+spect 看→向前看→展望; prospective <i>adj.</i> 【知识扩展】 同根词 spectacle (<i>n.</i> 场面; 奇观), spectator (<i>n.</i> 观众), perspective (<i>n.</i> 看法, 远景); suspect (v. 怀疑); speculate (v. 思索, 推测)→前缀 spec-等同于前缀 spect-“看”。
hospitality <i>n.</i> 好客; 款待	【形象记忆】 与 hospital 形似义不同。 【知识扩展】 类似的词还有 different (不同)—indifferent (漠不关心); consider (考虑)—considerable (大量的)。
enterprise <i>n.</i> 企业; 进取心	【形象记忆】 enter+prise, enter 进入, prise 奖赏=prize, “进入奖赏”→以“进取心”办“企业”就会获得奖赏。 【知识扩展】 What recommends commerce to me is its enterprise and bravery. 在我看来, 商业的可取之处在于它的进取与无畏。
resort <i>n.</i> 胜地; 手段 <i>v.</i> 求助于	【形象记忆】 re+sort, re-反复, sort 单词“分类”, 联想: 把景点分好类, 人们反复去游玩的地方比较受欢迎, 称为胜地。很多胜地都坐落在交通不发达的地方, 游客不熟悉, 只好求助于旅行社。 【知识扩展】 I never resort to a prepared script—anyone who does not have it in his head to do 30-minute extemporaneous talking is not entitled to be heard. 我从不求助于事先准备的讲稿, 任何想不出 30 分钟即席讲话内容的人就没有资格让人来听。
promotion <i>n.</i> 促进; 升职	【形象记忆】 pro+mot(e)+ion, pro-向前, mote 词根“运动”=move, -ion 名词后缀→向前移动位置得到升职。 【知识扩展】 同义词有 enhance, reinforce, advance, boost, heighten。