

对外经济贸易大学
2006 年硕士研究生入学考试试题
考试科目：基础英语

I. Choose from A, B, C, or D the one that is the closest in meaning to the part underlined in the sentence. (20 points)

- The Pentagon cannot point to any intelligence gains resulting from the interrogation techniques used at Guantanamo and Abu Ghraib that have so tarnished America's image.
A. depreciated B. endorsed
C. engendered D. spoiled
- By this time some women on the Eastern seaboard had indentured servants or slaves to help them, but the pioneer woman undertook all her homemaking tasks by herself with the skill and dedication of her colonial forebears.
A. contracted B. commanded
C. commissioned D. conditioned
- Just as work and educational opportunities for women were limited in the 1800's, their legal rights were also circumscribed.
A. reserved B. preserved
C. perverted D. restricted
- What this angry young man needs is a strategy to reconcile his ideal with reality.
A. match B. interface
C. harmonise D. pair
- In 1964 the chairman of the House Rules Committee, Howard W. Smith, who opposed the civil rights bill then being debated in the House of Representatives, inadvertently helped the cause of women's rights.
A. reluctantly B. unintentionally
C. wittingly D. consequently
- As the ensuing business contraction worsened in 1930, Congress voted a steep increase in tariffs on foreign imports. Almost immediately America's European trading partners retaliated with higher tariffs of their own, accelerating what had already been a sharp decline in world trade.
A. reacted in reprisal B. settled up
C. vindicated D. requited
- When immigrants arrived looking forward to the new opportunities and new freedom, they found danger and more hardship in a land devoid of any but the most elementary means of communication.
A. deprived of B. deluged with
C. diffused by D. destitute of
- Profits have burgeoned too: the firm is expected to make \$2.3 billion in 2004 on sales of \$10.3 billion, almost double what it made in the year before Mr. Kilts took over.
A. risen rapidly B. dwindled
C. leveled off D. peaked
- This fairy tale presents the metamorphosis of a handsome young man to a spellbound beast.
A. transposition B. transcendence
C. transformation D. transference
- For most of this year, Americans have spent prodigiously on homes, cars, refrigerators, and

dinners out, carrying forward an aging economic expansion that as recently as January seemed in danger of expiring.

- A. sensibly B. considerably
C. audaciously D. lavishly

II. Complete the passage by choosing the best word for each gap from the box. Change the word form when you think it is necessary to do so. (30 points)

since	rather	select	lazy	lose	natural	always	diversity	whereas
specialize	ever	afford	complex	curious	contact	matter	where	keep
promote	accentuate							

English as a killer language

Throughout the world, people regard English as a language of economic opportunity, though this is not a universal feeling, since some consider English a tool for the destruction of linguistic and cultural 1. A number of commentators have seen the spread of English not as an unqualified benefit, but rather as an opportunity reserved only for the 2 few and a means to construct patterns of inequality both within countries and between the “west” and the “rest”.

The global spread of English is 3; on the one hand it appears as an unstoppable process that homogenizes culture wherever it goes: Crystal (1997a) cites the Italian word cocacolonizzare (to coca-colonize), while the poet Derrick Desmond 4 crudely laments the ‘Californucation’ (sic) of world culture. On the other hand, however, the spread of English creates divisions in society, and 5 with other languages causes the creation of new language varieties.

Pattayanyak (1996) has suggested that in India the use of English 6 improved educational opportunities for only a very small minority. On the whole it 7 the rift between the urban and rural, the developed and developing and the masses and the elite. He argues that 8 English is the almost exclusive language of science and technology, this actually prevents ordinary people from having access to and interacting with it. Because it prevents many languages sharing communication, it 9 ‘alienation, anomie, and blind spots in cultural perception’. Ultimately, Pattayanyak argues, English causes other cultures to wither and die, and its use by the elite to secure their position of privilege is just as much of an imposition on the people as colonialism 10 was.

It has also been suggested (and it does seem to be true certainly of most Britons and Americans) that the spread of global English has led to complacency about the use of English, and has encouraged people to be 11 about learning languages. Certainly in my recent experience teaching at university in Great Britain, many of the foreign-language programmes are struggling to recruit students who wish to 12 in a foreign language, and traditional literature-based German and French programmes in particular seem to be struggling to retain student numbers. On the other hand, as we mentioned in the section on the boom in English teaching, courses that combine European languages with, for example, business studies, marketing or IT training, 13 the instrumental function of learning the language is transparent, are indeed attracting students. Thus, this complacency or lack of interest might not be a simple 14 of students losing interest in learning languages, but rather of academics 15 touch with how and why we teach them.

III. Complete the passage by choosing the best sentence for each gap. There are more sentences given than necessary. (32 points)

- A. Almost every appeal imaginable has been used in advertising.
- B. Theoretically, both direct and indirect appeals can be effective.
- C. Instead it attempts to manipulate the consumer by indirect appeals.
- D. The visual and verbal content of advertising has changed considerably over time.
- E. Advertisers are innovative because they have always kept in mind the needs of the public.
- F. In order to be effective, an advertisement must appeal to its audience and reflect shared values.
- G. The goal is, of course, to get the public to associate the corporation with the “selfless” ad and lovely images.
- H. Various specialists in an agency work as a team to develop the advertisement tailored to the needs of the particular client.
- I. The advertising industry places a high premium on creativity in finding new images that will appeal to the public.
- J. For the campaigns the advertising agency’s creative department holds a series of brainstorming sessions discussing ideas.
- K. Indeed, some advertising content is direct and makes rational appeals, mentioning characteristics of the product, its relative advantages, and price.
- L. Coca-Cola’s successful “It’s the Real Thing” advertisements show happy, fun-loving, youthful people drinking Coke with upbeat music playing in the background—without saying anything about taste, nutritional value, or price.

The content of advertising

To accomplish their ends, advertisers must make a *persuasive appeal*. Sometimes that appeal is simple and descriptive; sometimes it is subtle and sophisticated. Communication scholars James W. Carey says that advertising is persuasive—and thus acts as a form of social control—mainly by providing information. _____ 1 _____ A General Tire commercial that features babies, for example, talks about the durability of the tire and its role in keeping the family safe.

Much advertising, however, has little to do with direct information or rational appeals. _____ 2 _____ Research in 1992 on Americans’ favorite commercials indicated that those with fantasy scenes, such as the ads for the California Raisins or Kibbles’ n Bits dog food, are more popular than those featuring celebrities. Economic historian David Potter maintains, “Advertising appeals primarily to the desires, the wants—cultivated or natural—of the individual, and it sometimes offers as its goal a power to command the envy of others by outstripping them in the consumption of goods and services.” If this is true, advertising may try to get you to buy a product not because of its advantages or because of your existing needs, but because of a need or desire that the advertisement itself tries to create.

Potter’s analysis has much merit. _____ 3 _____ Some ads have traded on prestige; others have used fear. Some have promised glamour and the good life. Some have embraced fantasy, and others have been firmly fixed in reality. To make these appeals, advertisers associate products, verbally or visually, with other images, symbols, and values that are likely to attract consumers. For example, advertising for the auto rental firm Avis appealed to the love for the underdog when it promised, “We try harder.” Historically, another kind of dog—the trustworthy family dog—was used by RCA Victor, an early manufacturer of the record player that advertised its Victrola with the slogan “His Master’s Voice” and a picture of a dog listening to recorded music. The starched

but debonair look of “the man in the Arrow Shirt” provides a model for the well-dressed man. Elegant, tastefully designed advertisements for Cadillacs convey an image of quality and excellence. _____ 4 _____

_____ 5 _____ Even the sometimes prosaic area of outdoor or billboard advertising has been on the lookout for striking, appealing ads. In 1992, for example, that industry’s Creative Challenge contest, sponsored by the Gannett Outdoor Group honored an ad showing a mighty dam holding back a waterfall. Above the dam appeared a single word: “Huggies.” Said the *New York Times*, “This unexpectedly imaginative way of advertising one of the most mundane products [disposable diapers] has won a hefty prize in a contest intended to persuade agencies that creativity in outdoor ads is no oxymoronic concept.” The winners of the \$10,000 prize were three employees of the advertising agency Ogilvy & Mather; the big winner, naturally, was the advertiser itself—Kimberly-Clark, producer of Huggies.

Not all advertising focuses on a specific product, such as diapers. A form called *institutional advertising* is much less direct. For example, a firm that makes paper and other forest products presents a television ad or a colorful full-page magazine ad describing the virtues of a beautiful, well-managed forest. The advertisement shows cute animals but says nothing about its specific product, providing only the firm’s name. _____ 6 _____

_____ 7 _____ In the last hundred years, styles have included the ornate and highly decorative soap and cosmetic ads of the 1890s, the clean lines of the art deco designs of the 1920s and 1930s, and the psychedelic poster like ads of the 1960s and early 1970s. More recently, the dean, orderly, Swiss Gothic look of the 1980s yielded in the 1990s to more traditional and formal design, possibly in response to an economic recession and a serious public mood. It is, says design expert Roy Paul Nelson, all a matter of coordinating art and typography with content.

These changes reflect the efforts of creative professionals and entrepreneurs to fashion effective messages. _____ 8 _____ Advertising that works is therefore an index of popular culture. That was recognized as far back as 1917, when writer Norman Douglas claimed, “You can tell the ideals of a nation by its advertisements.” Thus, changes in advertising over the years have been closely tied to changes in American society as a whole.

IV. Paraphrase the following sentences in English. (20 points)

1. It’s about as likely that an ape will prove to have a language ability as that there is an island somewhere with a species of flightless birds waiting for human beings to teach them to fly.

2. The accession of English to its global position was anything but a planned development, although proponents of theories of cultural imperialism might not entirely agree with such a statement.

3. To a degree impossible to exaggerate, the cause of American independence was aided by the clumsiness of Britain’s wartime leadership, both civilian and military.

4. Small wonder that when the First Continental Congress convened in 1774 the delegates were for the most part acquainted with their colleagues and their problems and grievances only through correspondence.

5. On March 1, 1917, with the opposition to U.S. involvement in World War I still showing considerable strength, a sensational story incriminating German Foreign Secretary Arthur Zimmermann in a fantastic scheme to enlist Mexico and perhaps Japan into hostilities against America was headlined in the newspapers.

V. Turn the following into English. (20 points)

1. 圣诞夜，城里到处张灯结彩，呈现出一派节日气氛。
2. 子曰：“古之学者为己，今之学者为人。”
3. 在交叉路口转弯的时候，我的自行车把一位陌生先生的右脚踝压伤了。
4. 天下莫柔弱于水，而攻坚强者莫之能胜，以其无以易之。
5. 中国的统一和富强，不仅是祖国大陆各族人民的根本利益所在，同样是台湾各族同胞的根本利益所在，而且有利于远东和世界和平。

VI. Write a summary of the following passage in Chinese. Write in no more than 300 Chinese characters. (28 points)

Whodunit? The big, bad wolf? Old Man Winter? A scientific mystery starring wolves, adversarial weather and a declining elk (驼鹿) herd is playing out at Yellowstone National Park.

Oh, and people—hunters—are possible suspects, too.

The elk population in North Yellowstone has dropped to about 8,000 from almost 17,000 in 1995. That was the year wolves were reintroduced into the 2.5-million-acre federal park in Wyoming, which overlaps the border of Montana and Idaho.

The northern herd contains just a fraction of the 120,000 elk believed to dwell in the park region, and Yellowstone's Northern Range is just 204,000 acres. But this region is of particular interest to scientists because it has the largest wolf population, about 106 of the park's 171 wolves in 2004, making the elk there the most vulnerable herd.

The wolves' return, which is seen by the National Park Service as a success in restoring natural balance, has drawn fire from ranchers and residents. A plan by Wyoming officials to allow unregulated hunting of wolves in some areas outside of the park—hunting is not allowed on Yellowstone lands—has been rejected by the US. Fish & Wildlife Service.

The wolves were expected to take a bite out of the northern herd, but the decline is greater than expected, says biologist John Vucetich of the Michigan Technical University in Houghton.

Hunters, who target elk that leave the park, have blamed the wolves. But researchers, including Vucetich, say the problem isn't that simple.

In an analysis in the current edition of the ecology journal *Oikos*, for example, Vucetich and park service colleagues examined weather, hunting and wolves as factors in the elk decline. Yellowstone has had seven years of drought and a severe winter in 1997 that killed many elk.

They found that weather and hunting are mostly to blame.

Biologist Mark Boyce of Canada's University of Alberta and colleagues reach similar conclusions in an upcoming paper in the journal *Ecological Modeling*. Montana increased the "hunter harvest" quota on elk that leave Yellowstone grounds, issuing a higher-than-ever 2,882 hunting permits in 2000. A decline in the elk herd was thus guaranteed, Boyce says, even if wolves were not present.

A review in the September *Biological Conservation* journal comes to a somewhat different conclusion. Authors P.J. White of the park service and Robert Garrott of Montana State University in Bozeman say wolves and hunters share the blame.

And the wolves influenced the behavior of Yellowstone's northern elk, Boyce says. For example, they have adopted protective strategies, such as moving more often and in larger groups.

In the park, some biologists have suggested that increases in aspen, willows and cottonwoods

may be the result of fewer elk foraging less often in areas where wolves lurk, White says. Like every good mystery, a little-suspected culprit may be hiding in plain sight: bears.

In the *Yellowstone Science* journal, U.S. Geological Survey ecologist Dave Mech and his colleagues concluded this summer that “grizzly and black bears, rather than wolves, are having a greater impact on neonatal elk calf mortality than any other predator.”

Zigzagging through fields where young elk lie, bears kill roughly six times more calves than wolves do, the ecologists found. Elk calves are uniquely vulnerable: They tend to stay in place near danger instead of running. In May and June, bears hunt through Northern Range calving areas for them, looking for an easy meal.

Grizzly bears are another Yellowstone-area success story that might have come at the expense of elk, Mech says. Since 1987, the predators’ numbers have increased from 150 to more than 600 in the region, according to federal estimates, and many converge on the park’s northern calving areas.

In fact, the grizzlies have done so well that the Interior Department has proposed taking the Yellowstone region’s bears off the threatened species list under the Endangered Species Act. They’ve been on that list since 1975.

More years of watching wolves are needed to get a handle on the elk’s decline, says Ken Hamlin of Montana’s Fish, Wildlife & Parks department. He’s inclined to blame the wolves, noting that elk in areas with few, or no, wolves, seem to do better. And species that wolves prey on far less often, such as mule deer and bison, haven’t seen big drops in numbers, he says, despite going through the same drought and severe winters.

A steep drop in elk-hunting permits triggered by the herd’s decline seemed to offer a chance to ascertain to what degree hunters have been responsible, Hamlin says. But wolf numbers also have dropped steeply in the park this year because of disease, throwing off the experiment.

“Nature just sticks her foot in there every time,” Hamlin says. “We may never have any really final answers.”

参考答案及解析

I. Choose from A, B, C, or D the one that is the closest in meaning to the part underlined in the sentence. (20 points)

- 1.D tarnish 玷污, 损害(名誉等)。spoil 损坏, 破坏。depreciate 折旧, 使贬值。endorse 签署, 认可。engender 造成。
- 2.A indenture 与某人签订合同。contract 与某人签订合同或契约。command 命令, 指挥。commission 委任, 委托。condition 对...有重要影响, 决定。
- 3.D circumscribe 约束, 限制。restrict 限制, 约束。reserve 保存, 保留。preserve 保护, 保存。pervert 反常。
- 4.C reconcile 使一致, 和谐。harmonize 使和谐, 使协调。match 相称, 匹配。interface 界面。pair 一双, 一对。
- 5.B inadvertently 无意地, 偶然地。unintentionally 无意地。reluctantly 不情愿地。wittingly 有意地, 存心地。consequently 从而, 因此。
- 6.A retaliate 报复。react in reprisal “实施报复行为”, 意思符合。settle up 付清, 了结。vindicate 维护, 辩护。requite 报答, 酬谢。
- 7.D devoid of 没有某物, 缺乏。destitute of 缺少, 缺乏。deprive of 剥夺某人某物。deluge with 淹没某物, (事物) 涌现。diffuse 散布, 传播。

- 8.A burgeon 迅速增长, 茂盛。选项 A 符合。dwindle 缩小。level off 平整, 稳定。peak 达到最高值。
- 9.C metamorphosis 变形。transformation 变化, 转变。transposition 安置。transcendence 超越, 胜过。transference 转让, 迁移。
- 10.B prodigiously 巨大地, 大得令人惊叹地。considerably 相当大地, 相当多地。lavishly 大量地, 丰富地。sensibly 明显地, 敏感地。audaciously 卤莽地, 大胆地。

II. Complete the passage by choosing the best word for each gap from the box. Change the word form when you think it is necessary to do so. (30 points)

1. diversity 2. selected 3. complex 4. rather 5. contacting 6. naturally 7. accentuated
8. since 9. promotes 10. ever 11. curious 12. specialize 13. where
14. matter 15. losing

III. Complete the passage by choosing the best sentence for each gap. There are more sentences given than necessary. (32 points)

- 1.K 根据第二段 however 引出的部分“许多广告与直接信息和理性吸引没有多大联系”可推断前文应该讲述某些广告内容直接并且有 rational appeals, 选项 K 符合。
- 2.C 本题空白处前讲述了“许多广告与直接信息和理性吸引没有多大联系”, 根据逻辑可推断此处可能会介绍此类广告如何吸引人们, 选项 C “试图通过间接吸引来操纵消费者”符合。
- 3.E 第二段最后指出 Potter 认为广告主要是吸引个人的 desires, 不管是正常的需要还是创造出来的需要, 第三段接着指出 Potter 的分析很有道理, 而 E 项内容也论证了 Potter 的分析, 故 E 项正确。
- 4.A 空白处前面内容讲了广告商利用 images, symbols, and values 等来吸引顾客, 下面具体举例, A 项是对上面内容的总结。
- 5.I 空白处后面谈论了“甚至一些户外的平凡广告也在试图找到吸引人们的办法”, 下文也谈到 that industry 举行的竞赛中, 一些人通过广告创意获得奖金, 可推断, 空白处可能讲述的是广告公司巨额悬赏创意广告, 选项 I 符合。
- 5.G 此处空白所在的段落讲述的是“有些广告并不局限于某一产品”, 段中列举了广告内容“只给出可爱的动物图片和公司名称, 而未做任何额外解释”, 根据逻辑可判断, 随后作者会对改广告的目的进行解释, 选项 G 符合。
- 7.D 本段讲述的是广告在过去 100 年中所经历的发展, 下文也提到了“these changes”, 可判断此处讲的是“随着时代的发展, 广告内容形式也发生了变化”, 选项 D 符合。
- 3.F F 项指出,“为了达到效果, 广告必须能吸引它的观众和反映共同的价值”, 这和上文“...to fashion effective messages”以及下文“index of popular culture”和“tell the ideals of a nation”相呼应。

IV. Paraphrase the following sentences in English. (20 points)

1. There are many possibilities lying in language. It's quite possible that an ape can speak and use a language; also, there is another possibility that some kind of birds in a remote island don't have the ability to fly.
2. English's becoming a world language was not arranged by any human beings, but some people who think that the strong nations may force other weak nations to accept their culture will not agree that English becoming world language is a spontaneous process.
3. The cause of American independence was to a large extent triggered by Britain's bad civilian and military leadership in wartime.
4. It's not surprising that when the First Continental Congress was held in 1774, most of the

representatives found that they all had some common ground, which caused them to get to know their colleagues, exchange their ideas and make complaints.

5. On March 1, 1917, people were still strongly against American taking part in World War I, but then a story appeal as headline in the newspaper, charging German Foreign Secretary Arthur Zimmermann of intending to call for Mexico and Japan to fight against America, which caused a sensation in society.

V. Turn the following into English. (20 points)

1. On Christmas night, colourful lights and gay lanterns were shining brightly anywhere in the city taking on some strong holiday atmosphere.
2. Confucius said, "In the past, people learned for their own sake, but nowadays people learn for other's sake."
3. When I rode my bike at the turning at the crossroad, I hurt the right ankle of a male stranger.
4. There is nothing frailer than water, but when attacking the strong objecting, nothing can do better than water, because nothing can take the place of it.
5. The unification and strengthening of China is both the mainland people and the Taiwan compatriots' ultimate interest, and it will also make for the far-east and world peace.

VI. Write a summary of the following passage in Chinese. Write in no more than 300 Chinese characters. (28 points)

美国黄石公园内的驼鹿数量近年来持续锐减,这引起了科学家们的密切关注。一些科学家指出恶劣气候和非法狩猎是导致驼鹿数量锐减的元凶。也有科学家研究发现狩猎许可量的增加应承担主要责任,但有些科学家指出狩猎和狼群是驼鹿数量减少的起因,他们在该事件中应承担对等的责任。

此外,灰熊和黑熊也是导致驼鹿数量减少的又一因素。灰熊杀死的驼鹿幼仔要远比狼群多,大概是后者杀害驼鹿幼仔数量的6倍以上。

园林部门某官员指出获取驼鹿数量减少的真正事实还需耗时密切留意狼群。他个人倾向于归咎狼群,他指出,狼群不经常捕杀的物种数量都没有大幅下降,虽然它们也同样经历了干旱和严冬。

由于自然的频频涉足,人类可能永远无法得到一个真正的最终答案。

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