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Canada's premiers (the leaders of provincial governments), if they have any breath left after complaining about Ottawa at their late July annual meeting, might spare a moment to do something, together, to reduce health-care costs.

They're all groaning about soaring health budgets, the fastest-growing component of which are pharmaceutical costs.

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What to do? Both the Romanow commission and the Kirby committee on health care – to say nothing of reports from other experts – recommended the creation of a national drug agency. Instead of each province having its own list of approved drugs, bureaucracy, procedures and limited bargaining power, all would pool resources, work with Ottawa, and create a national institution.

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But "national" doesn't have to mean that. "National" could mean interprovincial – provinces combining efforts to create one body.

Either way, one benefit of a "national" organization would be to negotiate better prices, if possible, with drug manufacturers. Instead of having one province - or a series of hospitals within a province - negotiate a price for a given drug on the provincial list, the national agency would negotiate on behalf of all provinces.

Rather than, say, Quebec, negotiating on behalf of seven million people, the national agency would negotiate on behalf of 31 million people. Basic economics suggests the greater the potential consumers, the higher the likelihood of a better price.

(43) \_\_\_\_\_\_\_\_ A small step has been taken in the direction of a national agency with the creation of the Canadian Co-ordinating Office for Health Technology Assessment, funded by Ottawa and the provinces. Under it, a Common Drug Review recommends to provincial lists which new drugs should be included. Predictably, and regrettably, Quebec refused to join.

A few premiers are suspicious of any federal-provincial deal-making. They (particularly Quebec and Alberta) just want Ottawa to fork over additional billions with few, if any, strings attached. That's one reason why the idea of a national list hasn't gone anywhere, while drug costs keep rising fast.

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Premiers love to quote Mr. Romanow's report selectively, especially the parts about more federal money. Perhaps they should read what he had to say about drugs: "A national drug agency would provide governments more influence on pharmaceutical companies in order to try to constrain the ever-increasing cost of drugs."

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So when the premiers gather in Niagara Falls to assemble their usual complaint list, they should also get cracking about something in their jurisdiction that would help their budgets and patients.

1

- [A] Quebec's resistance to a national agency is provincialist ideology. One of the first advocates for a national list was a researcher at Laval University. Quebec's Drug Insurance Fund has seen its costs skyrocket with annual increases from 14.3 per cent to 26.8 per cent!
- [B] Or they could read Mr. Kirby's report: "The substantial buying power of such an agency would strengthen the public prescription-drug insurance plans to negotiate the lowest possible purchase prices from drug companies."
- [C] What does "national" mean? Roy Romanow and Senator Michael Kirby recommended a federal-provincial body much like the recently created National Health Council.
- [D] The problem is simple and stark: health-care costs have been, are, and will continue to increase faster than government revenues.
- [E] According to the Canadian Institute for Health Information, prescription drug costs have risen since 1997 at twice the rate of overall health-care spending. Part of the increase comes from drugs being used to replace other kinds of treatments. Part of it arises from new drugs costing more than older kinds. Part of it is higher prices.
- [F] So, if the provinces want to run the health-care show, they should prove they can run it, starting with an interprovincial health list that would end duplication, save administrative costs, prevent one province from being played off against another, and bargain for better drug prices.
- [G] Of course, the pharmaceutical companies will scream. They like divided buyers; they can lobby better that way. They can use the threat of removing jobs from one province to another. They can hope that, if one province includes a drug on its list, the pressure will cause others to include it on theirs. They wouldn't like a national agency, but self-interest would lead them to deal with it.



On the north bank of the Ohio river sits Evansville, Ind., home of David Williams, 52, and of a riverboat casino (a place where gambling games are played). During several years of gambling in that casino, Williams, a state auditor earning \$35,000 a year, lost approximately \$175,000. He had never gambled before the casino sent him a coupon for \$20 worth of gambling.

He visited the casino, lost the \$20 and left. On his second visit he lost \$800. The casino issued to him, as a good customer, a "Fun Card," which when used in the casino earns points for meals and drinks, and enables the casino to track the user's gambling activities. For Williams, those activities became what he calls "electronic heroin."

(41) In 1997 he lost \$21,000 to one slot machine in two days. In March 1997 he lost \$72,186. He sometimes played two slot machines at a time, all night, until the boat docked at 5 a.m., then went back aboard when the casino opened at 9 a.m. Now he is suing the casino, charging that it should have refused his patronage because it knew he was addicted. It did know he had a problem.

In March 1998, a friend of Williams's got him involuntarily confined to a treatment center for addictions, and wrote to inform the casino of Williams's gambling problem. The casino included a photo of Williams among those of banned gamblers, and wrote to him a "cease admissions" letter. Noting the "medical/psychological" nature of problem gambling behavior, the letter said that before being readmitted to the casino he would have to present medical/psychological information demonstrating that patronizing the casino would pose no threat to his safety or well-being.

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The Wall Street Journal reports that the casino has 24 signs warning: "Enjoy the fun...and always bet with your head, not over it." Every entrance ticket lists a toll-free number for counseling from the Indiana Department of Mental Health. Nevertheless, Williams's suit charges that the casino, knowing he was "helplessly addicted to gambling," intentionally worked to "lure" him to "engage in conduct against his will." Well.

(43)\_\_\_\_\_

The fourth edition of *the Diagnostic and Statistical Manual of Mental Disorders* says "pathological gambling" involves persistent, recurring and uncontrollable pursuit less of money than of the thrill of taking risks in quest of a windfall.

(44)\_\_\_\_Pushed by science, or what claims to be science, society is reclassifying what once were considered character flaws or moral failings as personality disorders akin to physical disabilities. (45)

Forty-four states have lotteries, 29 have casinos, and most of these states are to varying degrees dependent on – you might say addicted to – revenues from wagering. And since the first Internet gambling site was created in 1995, competition for gamblers' dollars has become intense. The Oct. 28 issue of *Newsweek* reported that 2 million gamblers patronize 1,800 virtual casinos *every week*. With \$3.5 billion being lost on Internet wagers this year, gambling has passed pornography as the Web's most profitable business.

- [A] Although no such evidence was presented, the casino's marketing department continued to pepper him with mailings. And he entered the casino and used his Fun Card without being detected.
- [B] It is unclear what luring was required, given his compulsive behavior. And in what sense was his will operative?
- [C] By the time he had lost \$5,000 he said to himself that if he could get back to even, he would quit. One night he won \$5,500, but he did not quit.
- [D] Gambling has been a common feature of American life forever, but for a long time it was broadly considered a sin, or a social disease. Now it is a social policy: the most important and aggressive promoter of gambling in America is the government.
- [E] David Williams's suit should trouble this gambling nation. But don't bet on it.
- [F] It is worrisome that society is medicalizing more and more behavioral problems, often defining as addictions what earlier, sterner generations explained as weakness of will.
- [G] The anonymous, lonely, undistracted nature of online gambling is especially conducive to compulsive behavior. But even if the government knew how to move against Internet gambling, what would be its grounds for doing so.

- A. Set a Good Example for YourKids
- B. Build Your Kids' WorkSkills
- C. Place Time Limits on Leisure Activities
- D. Talk about the Future on a Regular Basis
- E. Help Kids Develop Coping Strategies
- F. Help Your Kids Figure Out Who TheyAre
- G. Build Your Kids' Sense of Responsibility

#### How Can a Parent Help?

Mothers and fathers can do a lot to ensure a safe landing in early adulthood for their kids. Even if a job's starting salary seems too small to satisfy an emerging adult's need for rapid content, the transition from school to work can be less of a setback if the start-up adult is ready for the move. Here are a few measures, drawn from my book *Ready or Not, Here Life Comes*, that parents can take to prevent what I call "work-life unreadiness":

You can start this process when they are 11 or 12. Periodically review their emerging strengths and weaknesses with them and work together on any shortcomings, like difficulty in communicating well or collaborating. Also, identify the kinds of interests they keep coming back to, as these offer clues to the careers that will fit them best.

Kids need a range of authentic role models – as opposed to members of their clique, pop stars and vaunted athletes. Have regular dinner-table discussions about people the family knows and how they got where they are. Discuss the joys and downsides of your own career and encourage your kids to form some ideas about their own future. When asked what they want to do, they should be discouraged from saying "I have no idea." They can change their minds 200 times, but having only a foggy view of the future is of little good.

Teachers are responsible for teaching kids how to learn; parents should be responsible for teaching them how to work. Assign responsibilities around the house and make sure homework deadlines are met. Encourage teenagers to take a part-time job. Kids need plenty of practice delaying gratification and deploying effective organizational skills, such as managing time and setting priorities.

Playing video games encourages immediate content. And hours of watching TV shows with canned laughter only teaches kids to process information in a passive way. At the same time, listening through earphones to the same monotonous beats for long stretches encourages kids to stay inside their bubble instead of pursuing other endeavors. All these activities can prevent the growth of important communication and thinking skills and make it difficult for kids to develop the kind of sustained concentration they will need for most jobs.

They should know how to deal with setbacks, stresses and feelings of inadequacy. They should also learn how to solve problems and resolve conflicts, ways to brainstorm and think critically. Discussions at home can help kids practice doing these things and help them apply these skills to everyday life situations.

What about the son or daughter who is grown but seems to be struggling and wandering aimlessly through early adulthood? Parents still have a major role to play, but now it is more delicate. They have to be careful not to come across as disappointed in their child. They should exhibit strong interest and respect for whatever currently interests their fledging adult (as naive or ill conceived as it may seem) while becoming a partner in exploring options for the future. Most of all, these new adults must feel that they are respected and supported by a family that appreciates them.

The time for sharpening pencils, arranging your desk, and doing almost anything else instead of writing has ended. The first draft will appear on the page only if you stop avoiding the inevitable and sit, stand up, or lie down to write. (41)

Be flexible. Your outline should smoothly conduct you from one point to the next, but do not permit it to railroad you. If a relevant and important idea occurs to you now, work it into the draft. (42) \_\_\_\_\_\_ Grammar, punctuation, and spelling can wait until you revise. Concentrate on what you are saying. Good writing most often occurs when you are in hot pursuit of an idea rather than in a nervous search for errors.

(43)\_\_\_\_\_Your pages will be easier to keep track of that way, and, if you have to clip a paragraph to place it elsewhere, you will not lose any writing on the other side.

If you are working on a word processor, you can take advantage of its capacity to make additions and deletions as well as move entire paragraphs by making just a few simple keyboard commands. Some software programs can also check spelling and certain grammatical elements in your writing. (44) These printouts are also easier to read than the screen when you work on revisions.

Once you have a first draft on paper, you can delete material that is unrelated to your thesis and add material necessary to illustrate your points and make your paper convincing. The student who wrote "The A&P as a State of Mind" wisely dropped a paragraph that questioned whether Sammy displays chauvinistic attitudes toward women. (45)

Remember that your initial draft is only that. You should go through the paper many times – and then again – working to substantiate and clarify your ideas. You may even end up with several entire versions of the paper. Rewrite. The sentences within each paragraph should be related to a single topic. Transitions should connect one paragraph to the next so that there are no abrupt or confusing shifts. Awkward or wordy phrasing or unclear sentences and paragraphs should be mercilessly poked and prodded into shape.

- [A] To make revising easier, leave wide margins and extra space between lines so that you can easily add words, sentences, and corrections. Write on only one side of the paper.
- [B] After you have clearly and adequately developed the body of your paper, pay particular attention to the introductory and concluding paragraphs. It's probably best to write the introduction last, after you know precisely what you are introducing. Concluding paragraphs demand equal attention because they leave the reader with a final impression.
- [C] It's worth remembering, however, that though a clean copy fresh off a printer may look terrific, it will read only as well as the thinking and writing that have gone into it. Many writers prudently store their data on disks and print their pages each time they finish a draft to avoid losing any material because of power failures or other problems.
- [D] It makes no difference how you write, just so you do. Now that you have developed a topic into a tentative thesis, you can assemble your notes and begin to flesh out whatever outline you have made.
- [E] Although this is an interesting issue, it has nothing to do with the thesis, which explains how the setting influences Sammy's decision to quit his job. Instead of including that paragraph, she added one that described Lengel's crabbed response to the girls so that she could lead up to the A & P "policy" he enforces.
- [F] In the final paragraph about the significance of the setting in "A&P," the student brings together the reasons Sammy quit his job by referring to his refusal to accept Lengel's store policies.
- [G] By using the first draft as a means of thinking about what you want to say, you will very likely discover more than your notes originally suggested. Plenty of good writers don't use outlines at all but discover ordering principles as they write. Do not attempt to compose a perfectly correct draft the first time around.

Coinciding with the groundbreaking theory of biological evolution proposed by British naturalist Charles Darwin in the 1860s, British social philosopher Herbert Spencer put forward his own theory of biological and cultural evolution. Spencer argued that all worldly phenomena, including human societies, changed over time, advancing toward perfection. (41)

American social scientist Lewis Henry Morgan introduced another theory of cultural evolution in the late 1800s. Morgan helped found modern anthropology – the scientific study of human societies, customs and beliefs – thus becoming one of the earliest anthropologists. In his work, he attempted to show how all aspects of culture changed together in the evolution of societies.(42)

In the early 1900s in North America, German-born American anthropologist Franz Boas developed a new theory of culture known as historical particularism. Historical particularism, which emphasized the uniqueness of all cultures, gave new direction to anthropology. (43)

Boas felt that the culture of any society must be understood as the result of a unique history and not as one of many cultures belonging to a broader evolutionary stage or type of culture. (44) \_\_\_\_\_

Historical particularism became a dominant approach to the study of culture in American anthropology, largely through the influence of many students of Boas. But a number of anthropologists in the early 1900s also rejected the particularist theory of culture in favor of diffusionism. Some attributed virtually every important cultural achievement to the inventions of a few, especially gifted peoples that, according to diffusionists, then spread to other cultures. (45)

Also in the early 1900s, French sociologist Émile Durkheim developed a theory of culture that would greatly influence anthropology. Durkheim proposed that religious beliefs functioned to reinforce social solidarity. An interest in the relationship between the function of society and culture became a major theme in European, and especially British, anthropology.

- [A] Other anthropologists believed that cultural innovations, such as inventions, had a single origin and passed from society to society. This theory was known as diffusionism.
- [B] In order to study particular cultures as completely as possible, he became skilled in linguistics, the study of languages, and in physical anthropology, the study of human biology and anatomy.
- [C] He argued that human evolution was characterized by a struggle he called the "survival of the fittest," in which weaker races and societies must eventually be replaced by stronger, more advanced races and societies.
- [D] They also focused on important rituals that appeared to preserve a people's social structure, such as initiation ceremonies that formally signify children's entrance into adulthood.
- [E] Thus, in his view, diverse aspects of culture, such as the structure of families, forms of marriage, categories of kinship, ownership of property, forms of government, technology, and systems of food production, all changed as societies evolved.
- [F] Supporters of the theory viewed culture as a collection of integrated parts that work together to keep a society functioning.
- [G] For example, British anthropologists Grafton Elliot Smith and W. J. Perry incorrectly suggested, on the basis of inadequate information, that farming, pottery making, and metallurgy all originated in ancient Egypt and diffused throughout the world. In fact, all of these cultural developments occurred separately at different times in many parts of the world.

- [A] The first and more important is the consumer's growing preference for eating out: the consumption of food and drink in places other than homes has risen from about 32 percent of total consumption in 1995 to 35 percent in 2000 and is expected to approach 38 percent by 2005. This development is boosting wholesale demand from the food service segment by 4 to 5 percent a year across Europe, compared with growth in retail demand of 1 to 2 percent. Meanwhile, as the recession is looming large, people are getting anxious. They tend to keep a tighter hold on their purse and consider eating at home a realistic alternative.
- [B] Retail sales of food and drink in Europe's largest markets are at a standstill, leaving European grocery retailers hungry for opportunities to grow. Most leading retailers have already tried e-commerce, with limited success, and expansion abroad. But almost all have ignored the big, profitable opportunity in their own backyard: the wholesale food and drink trade, which appears to be just the kind of market retailers need.
- [C] Will such variations bring about a change in the overall structure of the food and drink market? Definitely not. The functioning of the market is based on flexible trends dominated by potential buyers. In other words, it is up to the buyer, rather than the seller, to decide what to buy. At any rate, this change will ultimately be acclaimed by an ever-growing number of both domestic and international consumers, regardless of how long the current consumer pattern will take hold.
- [D] All in all, this clearly seems to be a market in which big retailers could profitably apply their gigantic scale, existing infrastructure, and proven skills in the management of product ranges, logistics, and marketing intelligence. Retailers that master the intricacies of wholesaling in Europe may well expect to rake in substantial profits thereby. At least, that is how it looks as a whole. Closer inspection reveals important differences among the biggest national markets, especially in their customer segments and wholesale structures, as well as the competitive dynamics of individual food and drink categories. Big retailers must understand these differences before they can identify the segments of European wholesaling in which their particular abilities might unseat smaller but entrenched competitors. New skills and unfamiliar business models are needed too.

- [E] Despite variations in detail, wholesale markets in the countries that have been closely examined France, Germany, Italy and Spain are made out of the same building blocks. Demand comes mainly from two sources: independent mom-and-pop grocery stores which, unlike large retail chains, are too small to buy straight from producers, and food service operators that cater to consumers when they don't eat at home. Such food service operators range from snack machines to large institutional catering ventures, but most of these businesses are known in the trade as "horeca": hotels, restaurants, and cafés. Overall, Europe's wholesale market for food and drink is growing at the same sluggish pace as the retail market, but the figures, when added together, mask two opposing trends.
- [F] For example, wholesale food and drink sales came to \$268 billion in France, Germany, Italy, Spain, and the United Kingdom in 2000 – more than 40 percent of retail sales. Moreover, average overall margins are higher in wholesale than in retail; wholesale demand from the food service sector is growing quickly as more Europeans eat out more often; and changes in the competitive dynamics of this fragmented industry are at last making it feasible for wholesalers to consolidate.
- [G] However, none of these requirements should deter large retailers (and even some large food producers and existing wholesalers) from trying their hand, for those that master the intricacies of wholesaling in Europe stand to reap considerable gains.

$$41. \longrightarrow 42. \longrightarrow 43. \longrightarrow 44. \longrightarrow E \longrightarrow 45.$$

- [A] No disciplines have seized on professionalism with as much enthusiasm as the humanities. You can, Mr. Menand points out, become a lawyer in three years and a medical doctor in four. But the regular time it takes to get a doctoral degree in the humanities is nine years. Not surprisingly, up to half of all doctoral students in English drop out before getting their degrees.
- [B] His concern is mainly with the humanities: literature, languages, philosophy and so on. These are disciplines that are going out of style: 22% of American college graduates now major in business compared with only 2% in history and 4% in English. However, many leading American universities want their undergraduates to have a grounding in the basic canon of ideas that every educated person should possess. But most find it difficult to agree on what a "general education" should look like. At Harvard, Mr. Menand notes, "the great books are read because they have been read" – they form a sort of social glue.
- [C] Equally unsurprisingly, only about half end up with professorships for which they entered graduate school. There are simply too few posts. This is partly because universities continue to produce ever more PhDs. But fewer students want to study humanities subjects: English departments awarded more bachelor's degrees in 1970-71 than they did 20 years later. Fewer students require fewer teachers. So, at the end of a decade of thesis-writing, many humanities students leave the profession to do something for which they have not been trained.
- [D] One reason why it is hard to design and teach such courses is that they cut across the insistence by top American universities that liberal-arts education and professional education should be kept separate, taught in different schools. Many students experience both varieties. Although more than half of Harvard undergraduates end up in law, medicine or business, future doctors and lawyers must study a non-specialist liberal-arts degree before embarking on a professional qualification.
- [E] Besides professionalising the professions by this separation, top American universities have professionalised the professor. The growth in public money for academic research has speeded the process: federal research grants rose fourfold between 1960 and 1990, but faculty teaching hours fell by half as research took its toll. Professionalism has turned the acquisition of a doctoral degree into a prerequisite for a successful academic career: as late as 1969 a third of American

professors did not possess one. But the key idea behind professionalisation, argues Mr. Menand, is that "the knowledge and skills needed for a particular specialisation are transmissible but not transferable." So disciplines acquire a monopoly not just over the production of knowledge, but also over the production of the producers of knowledge.

- [F] The key to reforming higher education, concludes Mr. Menand, is to alter the way in which "the producers of knowledge are produced". Otherwise, academics will continue to think dangerously alike, increasingly detached from the societies which they study, investigate and criticise. "Academic inquiry, at least in some fields, may need to become less exclusionary and more holistic." Yet quite how that happens, Mr. Menand does not say.
- [G] The subtle and intelligent little book The Marketplace of Ideas: Reform and Resistance in the American University should be read by every student thinking of applying to take a doctoral degree. They may then decide to go elsewhere. For something curious has been happening in American universities, and Louis Menand, a professor of English at Harvard University, captured it skillfully.

 $G \longrightarrow 41. \longrightarrow 42. \longrightarrow E \longrightarrow 43. \longrightarrow 44. \longrightarrow 45.$ 

Think of those fleeting moments when you look out of an aeroplane window and realise that you are flying, higher than a bird. Now think of your laptop, thinner than a brown-paper envelope, or your cellphone in the palm of your hand. Take a moment or two to wonder at those marvels. You are the lucky inheritor of a dream come true.

The second half of the 20th century saw a collection of geniuses, warriors, entrepreneurs and visionaries labour to create a fabulous machine that could function as a typewriter and printing press, studio and theatre, paintbrush and gallery, piano and radio, the mail as well as the mail carrier.(41)

The networked computer is an amazing device, the first media machine that serves as the mode of production, means of distribution, site of reception, and place of praise and critique. The computer is the 21st century's culture machine.

But for all the reasons there are to celebrate the computer, we must also act with caution. (42)\_\_\_\_\_\_I call it a secret war for two reasons. First, most people do not realise that there are strong commercial agendas at work to keep them in passive consumption mode. Second, the majority of people who use networked computers to upload are not even aware of the significance of what they are doing.

All animals download, but only a few upload. Beavers build dams and birds make nests. Yet for the most part, the animal kingdom moves through the world downloading. Humans are unique in their capacity to not only make tools but then turn around and use them to create superfluous material goods – paintings, sculpture and architecture – and superfluous experiences – music, literature, religion and philosopy. (43)

For all the possibilities of our new culture machines, most people are still stuck in download mode. Even after the advent of widespread social media, a pyramid of production remains, with a small number of people uploading material, a slightly larger group commenting on or modifying that content, and a huge percentage remaining content to just consume. (44)

Television is a one-way tap flowing into our homes. The hardest task that television asks of anyone is to turn the power off after he has turned it on. (45)

What counts as meaningful uploading? My definition revolves around the concept of "stickiness" – creations and experiences to which others adhere.

- [A] Of course, it is precisely these superfluous things that define human culture and ultimately what it is to be human. Downloading and consuming culture requires great skills, but failing to move beyond downloading is to strip oneself of a defining constituent of humanity.
- [B] Applications like tumblr.com, which allow users to combine pictures, words and other media in creative ways and then share them, have the potential to add stickiness by amusing, entertaining and enlightening others.
- [C] Not only did they develop such a device but by the turn of the millennium they had also managed to embed it in a worldwide system accessed by billions of people every day.
- [D] This is because the networked computer has sparked a secret war between downloading and uploading – between passive consumption and active creation – whose outcome will shape our collective future in ways we can only begin to imagine.
- [E] The challenge the computer mounts to television thus bears little similarity to one format being replaced by another in the manner of record players being replaced by CD players.
- [F] One reason for the persistence of this pyramid of production is that for the past half-century, much of the world's media culture has been defined by a single medium – television – and television is defined by downloading.
- [G] The networked computer offers the first chance in 50 years to reverse the flow, to encourage thoughtful downloading and, even more importantly, meaningful uploading.

The social sciences are flourishing. As of 2005, there were almost half a million professional social scientists from all fields in the world, working both inside and outside academia. According to the *World Social Science Report 2010*, the number of social-science students worldwide has swollen by about 11% every year since 2000.

Yet this enormous resource is not contributing enough to today's global challenges, including climate change, security, sustainable development and health. (41)\_\_\_\_\_\_Humanity has the necessary agro-technological tools to eradicate hunger, from genetically engineered crops to artificial fertilizers. Here, too, the problems are social: the organization and distribution of food, wealth and prosperity.

(42) \_\_\_\_\_ This is a shame – the community should be grasping the opportunity to raise its influence in the real world. To paraphrase the great social scientist Joseph Schumpeter: there is no radical innovation without creative destruction.

Today, the social sciences are largely focused on disciplinary problems and internal scholarly debates, rather than on topics with external impact. Analyses reveal that the number of papers including the keywords "environmental change" or "climate change" have increased rapidly since 2004. (43)\_\_\_\_\_\_

When social scientists do tackle practical issues, their scope is often local: Belgium is interested mainly in the effects of poverty on Belgium, for example. And whether the community's work contributes much to an overall accumulation of knowledge is doubtful.

The problem is not necessarily the amount of available funding. (44)\_\_\_\_\_

\_\_\_\_\_\_This is an adequate amount so long as it is aimed in the right direction. Social scientists who complain about a lack of funding should not expect more in today's economic climate.

The trick is to direct these funds better. The European Union Framework funding programs have long had a category specifically targeted at social scientists. This year, it was proposed that the system be changed: Horizon 2020, a new program to be enacted in 2014, would not have such a category. This has resulted in protests from social scientists. But the intention is not to neglect social science; rather, the complete opposite. (45) \_\_\_\_\_ That should create more collaborative endeavors and help to develop projects aimed directly at solving global

problems.

- [A] The idea is to force social scientists to integrate their work with other categories, including health and demographic change; food security; marine research and the bio-economy; clean, efficient energy; and inclusive, innovative and secure societies.
- [B] The solution is to change the mindset of the academic community, and what it considers to be its main goal. Global challenges and social innovation ought to receive much more attention from scientists, especially the young ones.
- [C] It could be that we are evolving two communities of social scientists: one that is discipline-oriented and publishing in highly specialized journals, and one that is problem-oriented and publishing elsewhere, such as policy briefs.
- [D] However, the numbers are still small: in 2010, about 1,600 of the 100,000 socialsciences papers published globally included one of these keywords.
- [E] These issues all have root causes in human behavior: all require behavioral change and social innovations, as well as technological development. Stemming climate change, for example, is as much about changing consumption patterns and promoting tax acceptance as it is about developing clean energy.
- [F] Despite these factors, many social scientists seem reluctant to tackle such problems. And in Europe, some are up in arms over a proposal to drop a specific funding category for social-science research and to integrate it within crosscutting topics of sustainable development.
- [G] During the late 1990s, national spending on social sciences and the humanities as a percentage of all research and development funds – including government, higher education, non-profit and corporate – varied from around 4% to 25%; in most European nations, it is about 15%.

- [A] Some archaeological sites have always been easily observable for example, the Parthenon in Athens, Greece; the pyramids of Giza in Egypt; and the megaliths of Stonehenge in southern England. But these sites are exceptions to the norm. Most archaeological sites have been located by means of careful searching, while many others have been discovered by accident. Olduvai Gorge, an early hominid site in Tanzania, was found by a butterfly hunter who literally fell into its deep valley in 1911. Thousands of Aztec artifacts came to light during the digging of the Mexico City subway in the 1970s.
- [B] In another case, American archaeologists René Million and George Cowgill spent years systematically mapping the entire city of Teotihuacán in the Valley of Mexico near what is now Mexico City. At its peak around AD 600, this city was one of the largest human settlements in the world. The researchers mapped not only the city's vast and ornate ceremonial areas, but also hundreds of simpler apartment complexes where common people lived.
- [C] How do archaeologists know where to find what they are looking for when there is nothing visible on the surface of the ground? Typically, they survey and *sample* (make test excavations on) large areas of terrain to determine where excavation will yield useful information. Surveys and test samples have also become important for understanding the larger landscapes that contain archaeological sites.
- [D] Surveys can cover a single large settlement or entire landscapes. In one case, many researchers working around the ancient Maya city of Copán, Honduras, have located hundreds of small rural villages and individual dwellings by using aerial photographs and by making surveys on foot. The resulting settlement maps show how the distribution and density of the rural population around the city changed dramatically between AD 500 and 850, when Copán collapsed.
- [E] To find their sites, archaeologists today rely heavily on systematic survey methods and a variety of high-technology tools and techniques. Airborne technologies, such as different types of radar and photographic equipment carried by airplanes or spacecraft, allow archaeologists to learn about what lies beneath the ground without digging. Aerial surveys locate general areas of interest or larger buried features, such as ancient buildings or fields.

- [F] Most archaeological sites, however, are discovered by archaeologists who have set out to look for them. Such searches can take vears. British archaeologist Howard Carter knew that the tomb of the Egyptian pharaoh Tutankhamun existed from information found in other sites. Carter sifted through rubble in the Valley of the Kings for seven years before he located the tomb in 1922. In the late 1800s British archaeologist Sir Arthur Evans combed antique dealers' stores in Athens, Greece. He was searching for tiny engraved seals attributed to the ancient Mycenaean culture that dominated Greece from the 1400s to 1200s BC. Evans's interpretations of these engravings eventually led him to find the Minoan palace at Knossos (Knosós), on the island of Crete, in 1900.
- [G] Ground surveys allow archaeologists to pinpoint the places where digs will be successful. Most ground surveys involve a lot of walking, looking for surface clues such as small fragments of pottery. They often include a certain amount of digging to test for buried materials at selected points across a landscape. Archaeologists also may locate buried remains by using such technologies as ground radar, magnetic-field recording, and metal detectors. Archaeologists commonly use computers to map sites and the landscapes around sites. Twoand three-dimensional maps are helpful tools in planning excavations, illustrating how sites look, and presenting the results of archaeological research.



How does your reading proceed? Clearly you try to comprehend, in the sense of identifying meanings for individual words and working out relationships between them, drawing on your implicit knowledge of English grammar. (41) \_\_\_\_\_\_You begin to infer a context for the text, for instance by making decisions about what kind of speech event is involved: Who is making the utterance, to whom, when and where.

The ways of reading indicated here are without doubt kinds of comprehension. But they show comprehension to consist not just of passive assimilation but of active engagement in inference and problem-solving. You infer information you feel the writer has invited you to grasp by presenting you with specific evidence and clues. (42)

Conceived in this way, comprehension will not follow exactly the same track for each reader. What is in question is not the retrieval of an absolute, fixed or "true" meaning that can be read off and checked for accuracy, or some timeless relation of the text to the world. (43)

Such background material inevitably reflects who we are. (44)

This doesn't, however, make interpretation merely relative or even pointless. Precisely because readers from different historical periods, places and social experiences produce different but overlapping readings of the same words on the page – including for texts that engage with fundamental human concerns – debates about texts can play an important role in social discussion of beliefs and values.

How we read a given text also depends to some extent on our particular interest in reading it. (45)\_\_\_\_\_\_\_Such dimensions of reading suggest - as others introduced later in the book will also do - that we bring an implicit (often unacknowledged) agenda to any act of reading. It doesn't then necessarily follow that one kind of reading is fuller, more advanced or more worthwhile than another. Ideally, different kinds of reading inform each other, and act as useful reference points for and counterbalances to one another. Together, they make up the reading component of your overall literacy, or relationship to your surrounding textual environment.

- [A] Are we studying that text and trying to respond in a way that fulfils the requirement of a given course? Reading it simply for pleasure? Skimming it for information? Ways of reading on a train or in bed are likely to differ considerably from reading in a seminar room.
- [B] Factors such as the place and period in which we are reading, our gender, ethnicity, age and social class will encourage us towards certain interpretations but at the same time obscure or even close off others.
- [C] If you are unfamiliar with words or idioms, you guess at their meaning, using clues presented in the context. On the assumption that they will become relevant later, you make a mental note of discourse entities as well as possible links between them.
- [D] In effect, you try to reconstruct the likely meanings or effects that any given sentence, image or reference might have had: These might be the ones the author intended.
- [E] You make further inferences, for instance, about how the text may be significant to you, or about its validity inferences that form the basis of a personal response for which the author will inevitably be far less responsible.
- [F] In plays, novels and narrative poems, characters speak as constructs created by the author, not necessarily as mouthpieces for the author's own thoughts.
- [G] Rather, we ascribe meanings to texts on the basis of interaction between what we might call textual and contextual material: between kinds of organization or patterning we perceive in a text's formal structures (so especially its language structures) and various kinds of background, social knowledge, belief and attitude that we bring to the text.

[A] Create a new image of yourself

[B] Have confidence in yourself

[C] Decide if the time is right

[D] Understand the context

[E] Work with professionals

[F] Know your goals

[G] Make it efficient

No matter how formal or informal the work environment, the way you present yourself has an impact. This is especially true in first impressions. According to research from Princeton University, people assess your competence, trustworthiness, and likeability in just a tenth of a second, solely based on the way you look.

The difference between today's workplace and the "dress for success" era is that the range of options is so much broader. Norms have evolved and fragmented. In some settings, red sneakers or dress T-shirts can convey status; in others not so much. Plus, whatever image we present is magnified by social-media services like Linkedln. Chances are, your headshots are seen much more often now than a decade or two ago. Millennials, it seems, face the paradox of being the least formal generation yet the most conscious of style and personal branding. It can be confusing.

So how do we navigate this? How do we know when to invest in an upgrade? And what's the best way to pull off one that enhances our goals? Here are some tips:

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As an executive coach, I've seen image upgrades be particularly helpful during transitions – when looking for a new job, stepping into a new or more public role, or changing work environments. If you're in a period of change or just feeling stuck and in a rut, now may be a good time. If you're not sure, ask for honest feedback from trusted friends, colleagues and professionals. Look for cues about how others perceive you. Maybe there's no need for an upgrade and that's OK.

42.

Get clear on what impact you're hoping to have. Are you looking to refresh your image or pivot it? For one person, the goal may be to be taken more seriously and enhance their professional image. For another, it may be to be perceived as more approachable, or more modern and stylish. For someone moving from finance to advertising, maybe they want to look more "SoHo." (It's OK to use characterizations like that.)

43.

Look at your work environment like an anthropologist. What are the norms of your environment? What conveys status? Who are your most important audiences? How do the people you respect and look up to present themselves? The better you understand the cultural context, the more control you can have over your impact.

44.

Enlist the support of professionals and share with them your goals and context. Hire a personal stylist, or use the free styling service of a store like J.Crew. Try a hair stylist instead of a barber. Work with a professional photographer instead of your spouse or friend. It's not as expensive as you might think.

45.

The point of a style upgrade isn't to become more vain or to spend more time fussing over what to wear. Instead, use it as an opportunity to reduce decision fatigue. Pick a standard work uniform or a few go-to options. Buy all your clothes at once with a stylist instead of shopping alone, one article of clothing at a time.

- [A] The first published sketch, "A Dinner at Poplar Walk" brought tears to Dickens's eyes when he discovered it in the pages of *The Monthly Magazine*. From then on his sketches, which appeared under the pen name "Boz" in *The Evening Chronicle*, earned him a modest reputation.
- [B] The runaway success of *The Pickwick Papers*, as it is generally known today, secured Dickens's fame. There were Pickwick coats and Pickwick cigars, and the plump, spectacled hero, Samuel Pickwick, became a national figure.
- [C] Soon after Sketches by Boz appeared, a publishing firm approached Dickens to write a story in monthly installments, as a backdrop for a series of woodcuts by the then-famous artist Robert Seymour, who had originated the idea for the story. With characteristic confidence, Dickens successfully insisted that Seymour's pictures illustrate his own story instead. After the first installment, Dickens wrote to the artist and asked him to correct a drawing Dickens felt was not faithful enough to his prose. Seymour made the change, went into his backyard, and expressed his displeasure by committing suicide. Dickens and his publishers simply pressed on with a new artist. The comic novel, *The Posthumous Papers of the Pickwick Club*, appeared serially in 1836 and 1837 and was first published in book form in 1837.
- [D] Charles Dickens is probably the best-known and, to many people, the greatest English novelist of the 19th century. A moralist, satirist, and social reformer, Dickens crafted complex plots and striking characters that capture the panorama of English society.
- [E] Soon after his father's release from prison, Dickens got a better job as errand boy in law offices. He taught himself shorthand to get an even better job later as a court stenographer and as a reporter in Parliament. At the same time, Dickens, who had a reporter's eye for transcribing the life around him, especially anything comic or odd, submitted short sketches to obscure magazines.
- [F] Dickens was born in Portsmouth, on England's southern coast. His father was a clerk in the British Navy pay office – a respectable position, but with little social status. His paternal grandparents, a steward and a housekeeper, possessed even less status, having been servants, and Dickens later concealed their

background. Dickens's mother supposedly came from a more respectable family. Yet two years before Dickens's birth, his mother's father was caught stealing and fled to Europe, never to return. The family's increasing poverty forced Dickens out of school at age 12 to work in Warren's Blacking Warehouse, a shoe-polish factory, where the other working boys mocked him as "the young gentleman." His father was then imprisoned for debt. The humiliations of his father's imprisonment and his labor in the blacking factory formed Dickens's greatest wound and became his deepest secret. He could not confide them even to his wife, although they provide the unacknowledged foundation of his fiction.

[G] After Pickwick, Dickens plunged into a bleaker world. In Oliver Twist, he traces an orphan's progress from the workhouse to the criminal slums of London. Nicholas Nickleby, his next novel, combines the darkness of Oliver Twist with the sunlight of Pickwick. The popularity of these novels consolidated Dickens' as a nationally and internationally celebrated man of letters.



- [A] In December of 1869, Congress appointed a commission to select a site and prepare plans and cost estimates for a new State Department Building. The commission was also to consider possible arrangements for the War and Navy Departments. To the horror of some who expected a Greek Revival twin of the Treasury Building to be erected on the other side of the White House, the elaborate French Second Empire style design by Alfred Mullett was selected, and construction of a building to house all three departments began in June of 1871.
- [B] Completed in 1875, the State Department's south wing was the first to be occupied, with its elegant four-story library (completed in 1876), Diplomatic Reception Room, and Secretary's office decorated with carved wood, Oriental rugs, and stenciled wall patterns. The Navy Department moved into the east wing in 1879, where elaborate wall and ceiling stenciling and marquetry floors decorated the office of the Secretary.
- [C] The State, War, and Navy Building, as it was originally known, housed the three Executive Branch Departments most intimately associated with formulating and conducting the nation's foreign policy in the last quarter of the nineteenth century and the first quarter of the twentieth century the period when the United States emerged as an international power. The building has housed some of the nation's most significant diplomats and politicians and has been the scene of many historic events.
- [D] Many of the most celebrated national figures have participated in historical events that have taken place within the EEOB's granite walls. Theodore and Franklin D. Roosevelt, William Howard Taft, Dwight D. Eisenhower, Lyndon B. Johnson, Gerald Ford, and George H. W. Bush all had offices in this building before becoming president. It has housed 16 Secretaries of the Navy, 21 Secretaries of War, and 24 Secretaries of State. Winston Churchill once walked its corridors and Japanese emissaries met here with Secretary of State Cordell Hull after the bombing of Pearl Harbor.

- [E] The Eisenhower Executive Office Building (EEOB) commands a unique position in both the national history and the architectural heritage of the United States. Designed by Supervising Architect of the Treasury, Alfred B. Mullett, it was built from 1871 to 1888 to house the growing staffs of the State, War, and Navy Departments, and is considered one of the best examples of French Second Empire architecture in the country.
- [F] Construction took 17 years as the building slowly rose wing by wing. When the EEOB was finished, it was the largest office building in Washington, with nearly 2 miles of black and white tiled corridors. Almost all of the interior detail is of cast iron or plaster; the use of wood was minimized to insure fire safety. Eight monumental curving staircases of granite with over 4,000 individually cast bronze balusters are capped by four skylight domes and two stained glass rotundas.
- [G] The history of the EEOB began long before its foundations were laid. The first executive offices were constructed between 1799 and 1820. A series of fires (including those set by the British in 1814) and overcrowded conditions led to the construction of the existing Treasury Building. In 1866, the construction of the North Wing of the Treasury Building necessitated the demolition of the State Department building.



- [A] These tools can help you win every argument not in the unhelpful sense of beating your opponents but in the better sense of learning about the issues that divide people. Learning why they disagree with us and learning to talk and work together with them. If we readjust our view of arguments – from a verbal fight or tennis game to a reasoned exchange through which we all gain mutual respect, and understanding – then we change the very nature of what it means to "win" an argument.
- [B] Of course, many discussions are not so successful. Still, we need to be careful not to accuse opponents of bad arguments too quickly. We need to learn how to evaluate them properly. A large part of evaluation is calling out bad arguments, but we also need to admit good arguments by opponents and to apply the same critical standards to ourselves. Humility requires you to recognize weakness in your own arguments and sometimes also to accept reasons on the opposite side.
- [C] None of these will be easy but you can start even if others refuse to. Next time you state your position, formulate an argument for what you claim and honestly ask yourself whether your argument is any good. Next time you talk with someone who takes a stand, ask them to give you a reason for their view. Spell out their argument fully and charitably. Assess its strength impartially. Raise objections and listen carefully to their replies.
- [D] Carnegie would be right if arguments were fights, which is how we often think of them. Like physical fights, verbal fights can leave both sides bloodied. Even when you win, you end up no better off. Your prospects would be almost as dismal if arguments were even just competitions – like, say, tennis games. Pairs of opponents hit the ball back and forth until one winner emerges from all who entered. Everybody else loses. This kind of thinking is why so many people try to avoid arguments, especially about politics and religion.
- [E] In his 1936 work *How to Win Friends and Influence People*, Dale Carnegie wrote: "There is only one way...to get the best of an argument – and that is to avoid it."

This aversion to arguments is common, but it depends on a mistaken view of arguments that causes profound problems for our personal and social lives – and in many ways misses the point of arguing in the first place.

- [F] These views of arguments also undermine reason. If you see a conversation as a fight or competition, you can win by cheating as long as you don't get caught. You will be happy to convince people with bad arguments. You can call their views stupid, or joke about how ignorant they are. None of these tricks will help you understand them, their positions or the issues that divide you, but they can help you win in one way.
- [G] There is a better way to win arguments. Imagine that you favor increasing the minimum wage in our state, and I do not. If you yell, "Yes," and I yell, "No," neither of us learns anything. We neither understand nor respect each other, and we have no basis for compromise or cooperation. In contrast, suppose you give a reasonable argument: that full-time workers should not have to live in poverty. Then I counter with another reasonable argument: that a higher minimum wage will force businesses to employ fewer people for less time. Now we can understand each other's positions and recognize our shared values, since we both care about needy workers.

$41. \rightarrow 42. \rightarrow F \rightarrow 43. \rightarrow 44. C$	45.
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[A] Eye fixations are brief

[B] Too much eye contact is instinctively felt to be rude

[C] Eye contact can be a friendly social signal

[D] Personality can affect how a person reacts to eye contact

[E] Biological factors behind eye contact are being investigated

[F] Most people are not comfortable holding eye contact with strangers

[G] Eye contact can also be aggressive.

In a social situation, eye contact with another person can show that you are paying attention in a friendly way. But it can also be antagonistic such as when a political candidate turns toward their competitor during a debate and makes eye contact that signals hostility.Here's what hard science reveals about eye contact:

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We know that a typical infant will instinctively gaze into its mother's eyes, and she will look back. This mutual gaze is a major part of the attachment between mother and child. In adulthood, looking someone else in a pleasant way can be a complimentary sign of paying attention. It can catch someone's attention in a crowded room, "Eye contact and smile" can signal availability and confidence, a common-sense notion supported in studies by psychologist Monica Moore.



Neuroscientist Bonnie Auyeung found that the hormone oxytocin increased the amount of eye contact from men toward the interviewer during a brief interview when the direction of their gaze was recorded. This was also found in high-functioning men with some autistic spectrum symptoms, who may tend to avoid eye contact. Specific brain regions that respond during direct gaze are being explored by other researches, using advanced methods of brain scanning.

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With the use of eye-tracking technology, Julia Minson of the Harvard Kennedy School of Government concluded that eye contact can signal very different kinds of messages,depending on the situation. While eye contact may be a sign of connection or trust in friendly situations, it's more likely to be associated with dominance or intimidation in adversarial situations. "Whether you' re a politician or a parent, it might be helpful to keep in mind that trying to maintain eye contact may backfire if you're trying to convince someone who has a different set of beliefs than you," said Minson.

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When we look at a face or a picture, our eyes pause on one spot at a time, often on the eyes or mouth. These pauses typically occur at about three per second, and the eyes then jump to another spot, until several important points in the image. are registered like a series of snapshots. How the whole image is then assembled and perceived is still a mystery although it is the subject of current research.



In people who score high in a test of neuroticism, a personality dimension associated with self-consciousness and anxiety, eye contact triggered more activity associated with avoidance, according to the Finnish researcher Jari Hietanen and colleagues "Our findings indicate that people do not only feel different when they are the centre of attention but that their brain reactions also differ." A more direct finding is that people who scored high for negative emotions like anxiety looked at others for shorter periods of time and reported more comfortable feelings when others did not look directly at them.

# 2005-2020考研英语一新题型答案

2005年英语一新题型答案	41.E	42.C	43.G	44.F	45.B
2006年英语一新题型答案	41.C	42.A	43.B	44.F	45.D
2007年英语一新题型答案	41.F	42.D	43.B	44.C	45.E
2008年英语一新题型答案	41.D	42.G	43.A	44.C	45.E
2009年英语一新题型答案	41.C	42.E	43.A	44.B	45.G
2010年英语一新题型答案	41.B	42.F	43.D	44.G	45.A
2011年英语一新题型答案	41.B	42.D	43.A	44.C	45.F
2012年英语一新题型答案	41.C	42.D	43.A	44.F	45.G
2013年英语一新题型答案	41.E	42.F	43. <b>D</b>	44.G	45.A
2014年英语一新题型答案	41.C	42.F	43.G	44.D	45.B
2015年英语一新题型答案	41.C	42.E	43.G	44.B	45.A
2016年英语一新题型答案	41.C	42. <b>F</b>	43.D	44.E	45.G
2017年英语一新题型答案	41.F	42.E	43.A	44.C	45.G
2018年英语一新题型答案	41.E	42.G	43.A	44.B	45.D
2019年英语一新题型答案	41.E	42.D	43.G	44.B	45.A
2020年英语新题型答案	41.C	42.E	43.G	44.A	45. <b>D</b>